



# TOURISM COUNCIL OF BHUTAN

## Terms of Reference: Vlogger competition

### Overview and Background

The world tourism day is celebrated annually on the 27th of September to raise awareness among the international community on the importance of tourism and its social, cultural, political and economic value. The event seeks to address global challenges outlined in the United Nations Millennium Development Goals (MDGs) and highlight the contribution, the tourism sector can make in reaching these goals. The celebration occurs with different themes every year and the theme for 2019 is “Tourism and Jobs: A better future for all”.

In line with the celebration of World Tourism Day 2019, the Tourism Council of Bhutan will organize a Vlogger competition for the best destination promotion video showcasing Bhutan as an exclusive travel destination.

### The aim of the competition:

- Create awareness on the importance of the Tourism sector
- Promote Bhutan as an exclusive high end destination

### Selection criterion for Vloggers (Phase I – selection to be eligible for competition)

Sl. No	Criteria	Scores
1	Story board	40
2	Number of Followers ( face book, twitter, instagram and Youtube, )	30
3	Vlogging experience	30
	<b>TOTAL</b>	<b>100</b>

The proposal inline with the above mentioned relevant details should be submitted to Chief, Tourism Promotion Division by 3<sup>rd</sup> September 2019 before 5:00PM and the results will be declared by 5:00 PM the following day.



**Judging Criterion for Final competition (Phase II. Selection of top three vlogs)**

SI No	Criteria	Scores
1	Quality of the video	40
2	Convincing and Inspiring concept/content	40
3	Overall Presentation	20
	<b>Total</b>	<b>100</b>

**Terms of Reference for the Phase- ii**

- The competition is entirely for the Bhutanese Vloggers.
- The top five entrants (selected from phase I selection) will be given the opportunity to contest in this competition.
- The top five entrants shall be selected by the working committee in TCB based on the 'Selection criterion for Vloggers'. The decision of the working committee will be final and binding
- The video should not be more than 3 minutes
- The final copy of the video should be submitted on 20<sup>th</sup> September in HD in a sealed envelope marked to the Chief of Tourism Promotion Division, TCB
- The future project collaboration opportunity for the winner will be subject to the quality of the video and satisfaction of the Tourism Council of Bhutan
- The Tourism Council of Bhutan reserves the right to reject one or more entrants from the final competition. The decision of judging committee shall be final and binding.
- The top three video shall be the property of the Tourism Council of Bhutan and the Tourism Council of Bhutan reserves full copyright of the videos.
- The winners will be announced and awarded prize on the World Tourism Day, 27<sup>th</sup>



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TOURISM COUNCIL OF BHUTAN



September 2019

#### Prizes

- 1<sup>st</sup> Prize: 75,000 plus a future project collaboration opportunity but subject to the quality and satisfaction of the organizing agency
- 2<sup>nd</sup> Prize: 50,000
- 3<sup>rd</sup> Prize: 25,000