Documentary Competition

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Following the intellectually stimulating quiz session, the World Tourism Day 2026 celebrations transitioned into the **Documentary Competition** on 16 September 2026. This event provided students with an expressive platform to explore, curate, and showcase various facets of the tourism and hospitality industry through the power of audio-visual storytelling. Recognizing that modern tourism relies heavily on digital media, visual narratives, and destination storytelling, the competition was designed to bridge theoretical classroom knowledge with contemporary digital advocacy skills. Participants were challenged to conduct field research, compile qualitative audio-visual media, and produce short documentary films that critically examine real-world tourism dynamics. To maintain high academic and technical standards, a distinguished jury panel assessed each documentary submission using a comprehensive five-tier evaluation parameters- Thematic Relevance Research Depth & Authenticity, Visual Narrative Structure ,Technical Editing & Production Quality ,Overall Impact & Industry Advocacy. The jury panel commended all participants for their artistic vision, meticulous editing, and rigorous field research.

The top three positions were captured by students of the **Master of Tourism and Travel Management (MTTM), 3rd Semester**, demonstrating exceptional research synthesis and media production capabilities: Tazeen Fatima and Yusra claimed the 1st Position for their outstanding visual storytelling and technical execution. The 2nd Position was awarded to Sania Khan and Abuzar Gour in recognition of their strong thematic focus and narrative structure. Securing the 3rd Position was Ahmad Pathan, who was commended for his compelling research depth and presentation. The jury lauded the awardees and participants for their exceptional dedication, technical execution, and mature narrative approach. Particular praise was given to the students' ability to handle complex socio-cultural themes and translate them into compelling visual campaigns.

The Documentary Competition successfully highlighted the vital role of digital media and visual storytelling in contemporary tourism and hospitality education. By moving beyond traditional written assignments, the event empowered students to act as digital advocates for sustainable travel, equipping them with essential communication, editing, and research skills required in the modern tourism industry.