

Youth Hospitality Activities — Macao Tourism Courtesy Short Video Contest

Regulation

1 Purpose

As an international tourist city, Macao encounters a large number of visitors from around the world every day. Through this short video contest, we aim to deepen the understanding of the “Macao Courtesy Campaign” and the significance of the tourism industry to Macao among local youth. This initiative intends to inspire love and recognition for Macao among the youth and encourage their active participation in the “Macao Courtesy Campaign”.

Participants will use creativity and imagination to explore various aspects of Macao, such as its culture, cuisine, architecture, and the fusion of tradition and modernity. They will capture and narrate genuine interactions in daily life and the warm exchanges between people in the tourism industry. By filming these touching stories, scenes, and the courteous demeanor of Macao residents, the contest aims to make tourists feel the human warmth and hospitality of Macao as an international tourist city. This will contribute to a civilized tourism environment, promote the development of Macao’s tourism industry, enhance Macao’s international reputation and polish Macao’s “golden calling card” as an international metropolis, and showcase the charm and friendliness of this city to the world.

2 Co-organizers

Macao Government Tourism Office (MGTO), MGM

3 Coordinator

Macao New Chinese Youth Association

4 Eligibility and format

- 4.1 Participants shall be local residents aged between 15 and 35 years old by the registration deadline, and currently studying in secondary school, undergraduate, master’s, or doctoral programs;
- 4.2 Each team can consist of 1 to 3 members, all of whom shall meet the above eligibility criteria;
- 4.3 Each person can only participate in one team.

5 Registration and submission period

From August 1 to September 25, 2024.



6 Registration and submission method

6.1 Participants shall complete the online registration form and upload their entries by September 25, 2024;

- Online registration link: <https://forms.gle/tCyKBS4N4AM2zJKK8>



- Submission link: <https://forms.gle/qD9uPYjZSzRHyywHq8>



6.2 The file name of the electronic submission shall follow the format: creator's name + title of the work, e.g., "Chan Tai Man_Macao Courtesy";

6.3 Each team can only submit one entry. If multiple versions of the same entry are submitted, only the latest submission will be considered. Multiple different entries will not be accepted;

6.4 Entries submitted or updated after 23:59 on September 25, 2024 will not be accepted;

6.5 A confirmation email will be sent upon successful submission.

7 Requirements for entries

7.1 Clear theme: The work shall focus on the theme "Macao Courtesy", capturing the warmth and hospitality of Macao residents, showcasing genuine interactions and mutual care among people, and presenting the unique charm and features of Macao as a tourist city. The work shall balance scenery and humanity, incorporating the warmth and friendliness of Macao people, such as friendly smiles, helpfulness, and hospitality. Avoid entries that only show buildings or landscapes; the focus shall be on daily life scenes highlighting human interactions and connections;

7.2 Creative expression: Participants are encouraged to use creativity and unique perspectives to convey the spirit of "Macao Courtesy";

7.3 Duration and format: Entries shall be no longer than 30 seconds and submitted as electronic files (mov or mp4 format) with a resolution of 1080P or higher. If there is dialogue, Chinese subtitles must be included, with Portuguese or English subtitles as a bonus;

7.4 Entries shall be original works that have not been published or used for other activities, competitions, or commercial purposes;

7.5 If participants need to use integrated resort hotels in Macao as filming locations, they



shall use MGM Macau or MGM Cotai (if professional filming equipment such as cameras, lighting, and recording devices are used, participants shall apply for filming permits from MGM in advance);

7.5.1 MGM filming permit application: Participants shall complete the filming permit application form attached and email it to the Macao New Chinese Youth Association, which will forward it to MGM for unified approval. Approved participants will be contacted by MGM representatives for scheduling;

7.5.2 Application deadlines: For filming dates between August 15 and 31, 2024, applications shall be submitted by August 6, 2024. For filming dates between September 1 and 25, 2024, applications shall be submitted by August 22, 2024.

7.6 Participants shall comply with the *Personal Data Protection Act*. When displaying someone's voice or image in the work, consent from the person involved shall be obtained in advance, especially when filming street scenes in public places.

8 Assessment criteria

8.1 The assessment panel is composed of representatives from the co-organizing units and professional judges;

8.2 The assessment will be based on the main criteria of thematic relevance, value communication, creative concept, and visual communication;

8.3 The assessment process will be conducted anonymously;

8.4 The final results will be determined by the assessment panel.

Standards	Scores
Thematic relevance: The theme clearly and accurately conveys the unique charm and characteristics of Macao as a tourist city	40%
Value communication: The work shall demonstrate the values of "Macao Courtesy" and showcase the cultural beauty of Macao	20%
Creative concept: The content is healthy and innovative	20%
Visual communication: The footage is clear and the composition is beautiful	20%

9 Competition awards

The awards are set as follows:

Awards	Prize
Gold Award (1 winner)	MOP15,000, trophy, and certificate
Silver Award (2 winners)	MOP8,000, trophy, and certificate
Bronze Award (3 winners)	MOP5,000, trophy, and certificate
Merit Award (20 winners)	MOP200 gift voucher and certificate



10 Announcement of results

The results will be announced on the websites of the co-organizers, and the winning entities will be notified separately.

11 Precautions

- 11.1 All current employees of the co-organizers, coordinator, and members of the assessment panel are not allowed to participate in this competition;
- 11.2 No fees will be charged to participants for this competition;
- 11.3 Participants shall ensure they are the original copyright holders of their entries, which shall be original works that have not been published or used in other activities, competitions, or for commercial purposes. If the work infringes upon the copyright, patent rights, or other rights of third parties, the co-organizers have the right to disqualify the participant and reserve the right to pursue claims and compensation. Participants shall return any awarded prizes, trophies, and certificates and bear all legal responsibilities;
- 11.4 If entries are found to involve plagiarism, imitation, or copying, or contain content that is violent, pornographic, defamatory, or contrary to public customs, or elements of tobacco and alcohol, the participant and their entries will be disqualified;
- 11.5 If the entry includes music, the name of the music and the original author shall be stated. If copyrighted materials such as portraits, animations, photos, illustrations, and music are used, participants shall ensure that all copyright fees and other related usage rights have been paid to guarantee legal use and shall include relevant permissions in the project description. The entry shall not have watermarks or personal signatures;
- 11.6 All members of the participating unit shall provide true and accurate personal information. If there is any omission or false information, the co-organizers have the right to disqualify the participant;
- 11.7 Participants shall ensure that all personal data submitted for this event have been informed to the data subjects, and the personal data provided will be processed in accordance with the Law No. 8/2005 on the *Personal Data Protection Act* and used solely for this event;
- 11.8 All entries, once submitted, will not be returned regardless of whether they win or not, and it is understood that participants accept all terms of this event;
- 11.9 The co-organizers may use part or all of the winning entries for promotional purposes as needed, and have the right to copy, publish, display, play, promote, upload to the internet, or use for other public education purposes without prior consent from the participants or payment of any fees;
- 11.10 If the winning entry is composed of more than one member, a representative shall be appointed through a declaration to receive the full prize, and it is the responsibility of the participants to distribute the prize among themselves. The co-organizers will

not intervene in the coordination;

11.11 The winning unit shall attend or appoint a representative to attend the award ceremony. Failure to attend will be deemed a forfeiture of the prize, and the co-organizers reserve the right to manage the award;

11.12 The co-organizers reserve the right to cancel or terminate the event, interpret and revise all terms and conditions listed in this event charter and the application form, and participants shall not object;

11.13 In the event of any conflict or inconsistency between the Chinese and English versions of the regulation, the Chinese version shall prevail;

11.14 The co-organizers reserve the final decision on any disputes related to this event.

12 Contact

- Macao New Chinese Youth Association Youth Center (13th Floor, Macao Daily News Building, 218-A Avenida de Venceslau de Morais, Macao)
- Tel.: +853 2835 8963 (Ms. Chan/Ms. Ho)
- Email: mymacau@macau.ctm.net

Attachment: Youth Hospitality Activities – Macao Tourism Courtesy Short Video Contest Filming Application Form

<u>Applicant information</u>	
Name:	
Tel.:	
Email:	
<u>Filming details</u>	
Filming date:	
Filming time:	
Filming location:	<input type="checkbox"/> MGM Macau <input type="checkbox"/> MGM Cotai
Specific filming area:	
Purpose of filming:	
<u>Filming equipment (Please list the professional filming equipment to be used)</u>	
Camera model:	
Lighting:	
Audio recorder:	
Other equipment:	
<u>Filming crew</u>	
Number of crew members:	
Name and contact information of the main person in charge:	

Declaration

I hereby commit to:

1. Abide by the MGM venue usage rules
2. Not interfere with other guests or staff
3. Restore the venue to its original condition after filming
4. Credit the filming location as MGM in the work

Applicant's signature: _____ Date: _____