



# Myanmar Responsible Tourism Awards

## Rules and Guidelines

2018

Entry into the Myanmar Responsible Tourism Awards 2018 is subject to the following terms and conditions. This document needs to be signed and send together with the filled in application form to: [rtawards@myanmarresponsibletourism.org](mailto:rtawards@myanmarresponsibletourism.org)

The entrant submitting agrees to the following:

1. There is no charge to enter MRTA 2018
2. Applications can be made in Burmese or English
3. Applications must be submitted no later than Friday 21<sup>st</sup> September, 5 pm (MM Time)
4. All entities have to be already in operation
5. Only completed entries will be considered
6. Only applications filled out in the application form provided will be considered
7. Entries can be made for more than one category
8. During the 2<sup>nd</sup> judging phase (Monday 22<sup>nd</sup> October - Friday 30<sup>th</sup> November), short listed candidates will be visited on-site by our independent panel of judges
9. The entrant may not contact any member of the MRTA 2018 judging panel prior to the awards ceremony without approval by MRTI
10. Previous winners may reapply in any category but must clearly demonstrate a measureable improvement to the previous year
11. Finalists and winners of the awards may not disclose any of the judging material developed by a member of the judging panel throughout the judging process to the general public, including media, industry partners and associates, without prior consent from MRTI
12. Finalists will be asked to provide supporting materials including photos, videos, newspaper articles, brochures for marketing purposes



13. The entrant authorises the use and/or reproduction of images and the descriptor in the MRTA 2018 application form by MRTI in relation to any editorial/advertising purposes in conjunction with MRTA
14. By applying for MRTA, the applicant agrees that in the case of being selected as a winner of MRTA 2018, a company representative of appropriate level will attend the awards ceremony in mid-December 2018 (exact date will be announced mid-November 2018)
15. MRTI, members of the judging panel, and the like cannot be held responsible for any loss of or damage to materials that are submitted as an entry to regional, state or national judging
16. In no event will judges or MRTI be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.



## ABOUT

The Myanmar Responsible Tourism Awards (MRTA) aim to raise awareness of the high potential that Myanmar's tourism industry has to generate meaningful social, economic, and environmental benefits.

Responsible tourism is about making better places to live in, and better places for people to visit. It involves:

- minimising negative economic, environmental and social impacts,
- generating greater benefits for local people, and
- making positive contributions to the conservation of natural and cultural heritage

## Who can apply?

We encourage entities of all sizes that are directly involved in the responsible development of the Myanmar tourism sector to enter the Myanmar Responsible Tourism Awards. Please note that:

There are no fees to enter MRTA 2018.

Previous MRTA winners may apply but must either submit a different responsible tourism initiative to 2017, or demonstrate that significant progress has been made.

Applicants must be able to provide registration or license documentation for their entity.

We also encourage you to nominate businesses, community organizations or individuals that you think are making a difference.

## How to apply and what is the timeline?

Entities may apply to more than one category and applications may be submitted in Burmese or English.

The application forms are available at: [www.myanmarresponsibletourism.org](http://www.myanmarresponsibletourism.org)

Please write your answers in the boxes, provided in the application form.

Timeline:

- Application window opens: Friday 10th August
- Application deadline: Friday 21st September, 5 pm
- Pre-selection phase: Monday 24th September – Friday 19th October (*Four applications will be shortlisted from each category and then passed to the judging panel.*)
- Judging phase: Monday 22nd October – Friday 30th November (*The independent judging panel will undertake on-the-spot inspections at each shortlisted organisation.*)
- Award ceremony: Mid-December (The exact date of the event will be released by mid-November)



## Why participate in MRTA?

- Winners will be recognised and promoted as responsible tourism leaders in the regional and international markets
- Increase brand awareness and boost your profile and visibility in the market
- Attract valuable media coverage across various channels, including the MRTA newsletter, press releases and social media
- Use your submission to assess strengths and weaknesses and identify the full potential of your business
- Receive valuable feedback from our independent panel of expert judges on your submission and business practices
- Celebrate and network with the leaders of the Travel & Tourism industry in Myanmar

## Key criteria

This represent the key criteria for the Myanmar Responsible Tourism Awards:

- Maximize social and economic benefits to the local community and/or minimizes negative impacts
- Maximizes benefits to cultural heritage and minimizes negative impacts
- Maximizes benefits to the environment and minimizes negative impacts
- Educates all stakeholders about positive- and negative effects tourism can have
- Encourages all stakeholders to engage in sustainable tourism best practices
- Championing responsible tourism within their organisation and externally
- If any of the above criteria do not apply to you, please explain why.

I have read and agree to abide by the rules and guidelines

Signature of entrant:

Date:

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