

General Judging Criteria – MRTA 2018

We envision Myanmar as a responsible tourism destination, making it a better place to live, work and visit. Our Awards are a step towards this; celebrating the country's most forward-thinking and innovative tourism businesses, to showcase their success stories and share best practice across the industry.

The Myanmar Responsible Tourism Awards shine a spotlight on the remarkable achievements of tourism businesses that are inspiring others to safeguard cultural and natural treasures for future generations and to encourage competition to make sustainable and inclusive tourism the standard in Myanmar.

Responsible tourism is about making better places for people to live in, and better places for people to visit. Because great places to live in, with their natural and cultural heritage, are great places 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.

The judging criteria of MRTA 2018

1. Evidence-based:

The judging panel is looking for evidence of real change, entities which can convincingly demonstrate positive impacts, or reduced negative impacts, quantified wherever possible.

2. Overall commitment to responsible tourism:

Alongside the category-specific focus, there needs to be a clear overall commitment to protecting the environment and maximising social and economic benefits to the local economy.

3. Inclusiveness:

The judges are looking for inclusive practices that make a real difference, the awards highlight good practices, which the judges believe, can become common practice.

4. Influence:

We look for entities that are not only champion responsible tourism within their organisation, but are using their influence to ensure their peers and suppliers to do the same.

5. Viability:

The judging panel seeks to award those entities that understand that taking responsibly for tourism is a long journey and who have a clear vision for the long-term success of the work.



6. Previous winners

It is a real challenge to win the Myanmar Responsible Tourism Award again – there needs to be something new and substantial to win again. Previous MRTA winners may apply but must either submit a different responsible tourism initiative to 2017, or demonstrate that significant progress has been made.

We are not a certification organisation – we seek to award and promote good practice.