

PRESS RELEASE and INVITATION 21.12.2017

Launch of the Myanmar Sustainable Tour Operator Network (MSTON)

(The Hague/Yangon) – In order to make Myanmar a sustainable tourism destination, a number of stakeholders has founded the Myanmar Sustainable Tour Operator Network (MSTON). MSTON will organize a launch event in Yangon on January 20, 2018.

What is MSTON?

MSTON has been established by Myanmar tour operators who were awarded Partner/Certified status in 2018 by the internationally recognized Travelife sustainability and award scheme for tour operators and travel agents. Last March, at the International Tourism Fair Berlin (ITB), a first award ceremony took place where six companies were awarded. Recently, another 4 Myanmar operators were awarded by Travelife. All awarded companies have benefitted from a Tourism Export Coaching Programme organized by the Centre for Promotion of Developing countries (CBI) and the International Trade Centre (ITC). They received Travelife training and on site support to work towards the Partner and/or Certified status. Now these tour operators want to share their knowledge and engage in advocacy to the government to further develop a sustainable tourism supply chain in Myanmar.



Picture: Award ceremony at the ITB Berlin (March 2017).

In the middle: HE Mr Ohn Maung, Union Minister for Hotels and Tourism

Promoting sustainability

MSTON aims to become a leading network for the promotion of sustainable practices within Myanmar's tourism supply chain. Tour operators in the network will share best practices, raise awareness, and seek greater coordination among organizations that are directly and indirectly linked to tourism. The first step towards the establishment of MSTON will be the January 20th launch event in Yangon where the team, logo, website and Facebook page will be presented to the audience.

Attending the launch event

The launch event for MSTON will be held on January 20, 2018 between 10 am and 1 pm (registration at 9:45 am), at the Monsoon Restaurant in Yangon. The address is 85-87 Thein Phyu Road. You can register by sending an email to myanmar@travelife.info before January 10, 2018 (communication in English). For an outline of the programme or any other questions, please send an email to the same email address.

NOTES FOR PRESS

You are invited!

In case you are interested to attend the launch event, please contact us at myanmar@travelife.info (communication in English).

More information and request for interview

Please contact us at myanmar@travelife.info (communication in English).

Our websites:

MSTON: www.travelife.info/myanmar (**NB:** under construction)

Travelife: www.travelife.info

CBI: www.cbi.eu

Travelife

Corporate Social Responsibility (CSR) or sustainability is a concept which has become dominant in business. Sustainability is both integral and essential to the future success of any business. Travelife is a comprehensive programme initiated by European travel associations to help travel companies and their suppliers achieve sustainability through training, management, reporting and external recognition and certification. Since 2013, Travelife and the CBI have united to promote sustainability among tour operators and travel agents in Asia.

CBI

CBI contributes to sustainable and inclusive economic development in developing countries through the expansion of exports from these countries to Europe. CBI was established in 1971 and is part of the Netherlands Enterprise Agency and is funded by the Netherlands Ministry of Foreign Affairs. The MSTON will be actively supported by the CBI within the framework of the 2018-2021 tourism project for Myanmar under the Netherlands Trust Fund (Phase IV).



CBI
Ministry of Foreign Affairs

