

## ABSTRACT

The purpose of this paper is to critically evaluate and discuss on the Myanmar Tourism Master Plan 2013-2020 (MTMP) through the sustainable tourism development paradigm. The report found that this Master Plan is fully adopted the "Responsible Tourism" approach as the main foundation of its plan. It has the same meaning as sustainable tourism, but more focus on an ethical issue that is responsibility of all stakeholders to take action to achieve sustainable tourism development. After study the Master Plan and related literatures which are (1) a politically charged Neoliberal Concept (2) tourism as a driver for economic growth and investment in Myanmar (3) Responsible Tourism Practices (4) Creation of employment through Tourism.

This Master Plan has been visionary and well-constructed with strategic integrated sustainable tourism approach. However, it confronts with many challenges from both internal and external influences which might largely impede the implementation of the Master Plan. Then, it should continually monitor, revise and adapt to change which is continuing process. At this point, the Master Plan is considered to be one of the most advance tourism plans in ASEAN which waiting for implementation and the result of its impacts in the future.

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