



TMAC SCORING CRITERIA / MATRIX

Category: Best Tourism for Positive Change Story

Type: Written

Description: As our understanding of the broad types of damage that tourism can inflict on communities, cultures and the environment has evolved, so has this category. This category recognizes stories about travel as a force for good. Submissions can explore sustainability, accessibility, inclusion, regenerative travel, or innovative approaches to responsible tourism. Whether about businesses, groups, ideas, or experiences, entries should tell compelling stories that open our eyes to the positive possibilities of travel.

Judging Considerations: While category descriptions provide general guidance, winning entries should clearly align with the specified parameters. Written stories are to be judged on **words only**—images, layout, and design should be disregarded, if they aren't removed already during the submission process. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
Style & Creativity Considers originality, tone, and storytelling approach. Does the story present the topic from a unique or engaging perspective? Is the tone effective, consistent, and well-suited to the content? Is the language strong, illuminating, or entertaining?	10
Quality of Content Evaluates the craft and structure of the piece. Is the lead compelling, and does it draw the reader in? Does the story flow logically with good transitions and organization? Is there evidence of thorough research and an effective blend of facts, anecdotes, or quotes? Does it include essential and expected information?	10
Impact Measures how well the story achieves its purpose. Does it accomplish its intended mission — to entertain, educate, or inspire? Does it leave a lasting impression, emotional connection, or a sense of discovery?	10
Overall excellence Reflects the “wow” factor. Does the story stand out as exceptional? Does it leave the reader with a desire to learn more, experience it firsthand, or read more from this storyteller?	5
Total	35