BILATERAL

MEMORANDUM OF UNDERSTANDING BETWEEN THE DEPARTMENT OF TOURISM OF THE REPUBLIC OF THE PHILIPPINES AND THE SECRETARIAT OF TOURISM OF THE UNITED MEXICAN STATES ON TOURISM COOPERATION

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The Department of Tourism of the Republic of the Philippines and the Secretariat of Tourism of the United Mexican States, hereinafter referred to as the "Participants",

DESIRING to strengthen the friendly relations and mutual understanding existing between their countries;

CONVINCED of the importance of tourism in developing their respective economies and in advancing a deep understanding between their people;

CONSIDERING that tourism, for reason of its socio-cultural and economic dynamism, is an excellent instrument to promote goodwill and to enhance the relations between their countries;

RECALLING the provisions of the Tourism Cooperation Agreement between the Government of the Republic of the Philippines and the Government of the United Mexican States, signed in the city of Manila, on May 12th 1995;

HAVE REACHED THE FOLLOWING UNDERSTANDING:

PARAGRAPH 1
OBJECTIVES
This Memorandum of Understanding (MOU) aims to promote cooperation between the Participants in order to enhance the development of activities in the tourism sector.

PARAGRAPH 2
COOPERATION AREAS
In order to achieve the objective of this MOU, the Participants will endeavour to cooperate in the following areas:

a)

research and development;

b)

education and training;

c)

promotional programmes;

d)

tourism investment, and

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e)

any other cooperation areas that may be mutually determined by the Participants.

PARAGRAPH 3
COOPERATION MODALITIES
The cooperation activities developed under this MOU may be carried out through the following modalities:

a)

encourage mutual visits by their respective nationals and residents;

b)

encourage the healthy growth of the tourism industry in both countries;

c)

exchange experiences on matters relating to the organization, management and business operation of tourism activities in their respective countries;

d)

exchange publications, research studies, and other information and data on tourism legislation and statistics existing and prevailing in their countries;

e)

promote academic networking and exchanges between higher education institutions of both countries including student/faculty internships, curriculum enhancement/upgrading for comparability and equivalency, and development of joint degrees on tourism;

f)

exchange experiences on topics related to official standards and certifications on tourism;

g)

exchange experts and information or technology;

h)

training personnel;

i)

develop joint comparative studies on training programmes and skills improvement;

j)

implement joint promotion programmes involving collaboration on advertising;

k)

develop tour packages;

l)

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produce, distribute, and exchange brochures and other collateral materials;

m)

promote closer cooperation between their respective tourism organizations, tourism agencies, private sector, or any other bodies connected with tourism;

n)

encourage the arrangement of study tours for specialized experts in the field of tourism;

o)

encourage the public and private sectors in their respective countries to invest and participate in tourism programmes and to devote special attention to the development and implementation of mutually beneficial projects relating to tourism investments; and

p)

any other cooperation modality determined by the Participants.

PARAGRAPH 4
COMPETENCE
The Participants will carry out the cooperation activities referred to in this MOU with absolute respect to their respective competences, institutional guidelines and applicable legislation.

PARAGRAPH 5
COORDINATION AND FOLLOW-UP
For the proper coordination and follow-up of the cooperation activities under this MOU, the Participants designate their respective focal offices:

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For the Department of Tourism of the Republic of the Philippines: Policy Formulation and International Relations Division, Office of Tourism Planning, Research and Information Management

-

For the Secretariat of Tourism of the United Mexican States: the International Affairs and Cooperation Unit

The Participants will exert best efforts in implementing this MOU, and will hold consultations, whenever necessary.

The Participants may establish procedures and plans in order to facilitate the implementation of this MOU, and recommend programmes and/or activities to be undertaken in pursuance of this MOU.

PARAGRAPH 6
FINANCIAL ARRANGEMENT
The financial arrangements to cover the expenses for the cooperative activities undertaken within the framework of this MOU will be mutually decided by the Participants, subject to the availability of their respective budgets.

PARAGRAPH 7
CONFIDENTIALITY
The Participants will observe the confidentiality and secrecy of documents, information and other data shared,

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received or supplied to each other for the implementation of this MOU. The Participants will continue to observe this provision notwithstanding the termination of this MOU.

PARAGRAPH 8
AMENDMENT
This MOU may be revised, modified or amended, at any time, by mutual consent of the Participants. Such revision, modification or amendment will be effective in accordance with the provisions of Paragraph 9 of this MOU.

PARAGRAPH 9
FINAL PROVISIONS
This MOU will become effective thirty (30) days after the date of receipt of the later note through which the Participants inform each other, through diplomatic channels, that the domestic requirements for effectivity have been fulfilled, and will remain in effect for a period of five (5) years. Thereafter, it will be automatically renewed for similar periods, unless either Participant expresses its intention to terminate this MOU, through diplomatic channels, by giving at least six (6) months' prior notification.

The termination of this MOU will not affect the conclusion of the cooperation projects or activities that may have been formalized while it was effective.

Signed in Manila, Philippines, on 17 November 2015, in two (2) originals, in English and Spanish languages, both texts being equally authentic.

FOR THE

FOR THE

DEPARTMENT OF TOURISM OF THE

SECRETARIAT OF TOURISM

REPUBLIC OF THE PHILIPPINES

OF THE UNITED MEXICAN STATES

(Sgd.)
RAMON R. JIMENEZ, JR.
Secretary of Tourism

(Sgd.)
CLAUDIA RUIZ MASSIEU SALINAS
Minister of Foreign Affairs

Entry into Force: December 28, 2017

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