BILATERAL

TOURISM COOPERATION AGREEMENT BETWEEN THE GOVERNMENT OF THE REPUBLIC OF THE PHILIPPINES AND THE GOVERNMENT OF THE UNITED MEXICAN STATES

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The Government of the Republic of the Philippines and the Government of the United Mexican States , hereinafter referred to as "the Parties";

Desiring to strengthen the friendly relations between their countries;

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

Aware that tourism, for reason of its socio-cultural and economic dynamism, is an excellent instrument to promote good will and to enhance the relations between the two nations:

Have agreed as follows:

ARTICLE 1

The Parties shall undertake the necessary measures in order to develop the friendly and cooperative relationship in the field of tourism between their countries and thereby foster mutual understanding and friendship between their people.

ARTICLE 2

In conformity with their internal laws and policies, each party may establish and operate a tourism office in the territory of the other Party, without engaging in any activity of a commercial character.

The Parties shall provide the facilities within their means for the installation and operation of their own office.

Furthermore, both Parties shall assist each other in the establishment of this office in each other's territory.

ARTICLE 3

The Parties, in accordance with their respective laws and regulations, shall facilitate and encourage commercial tourism services like travel agencies, tourism operations and businesses, hotel chains, airlines and other tourism-related activities which could generate reciprocal tourism between the Parties.

The Parties, through their official organizations, shall endeavor to exchange public officials and experts in tourism, with the objective of obtaining a better understanding of the tourism infrastructure of each country and of ascertaining the areas in which expertise and transfer of technology are needed.

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ARTICLE 4

The Parties, subject to their existing laws and regulations, shall endeavor to reciprocally provide all the facilities in order to stimulate and to increase the flow of persons and the exchange of information materials for tourism promotion.

ARTICLE 5

The Parties shall encourage and participate in activities such as cultural and sports exhibitions, seminars, conferences and fairs geared towards promoting tourism, protecting the environment in the tourism areas, and enhancing the image of their respective countries.

ARTICLE 6

The Parties will exchange information about:

a) their touristic resources;

b) their touristic services;

c) their experiences in the field of hotel administration and other types of accommodation;

d) the current legislation for the regulation of touristic activities and for the protection and the conservation of the natural and cultural resources of touristic interest; and

e) studies and research related with touristic activities.

ARTICLE 7

The Parties shall exert all efforts to improve the reliability and compatibility of statistics on tourism in both countries.

The Parties agree to use the standards established by the World Tourism Organization as the basis in gathering and presenting tourism statistics, both domestic and international.

ARTICLE 8

The Parties, subject to the requirements of their national laws and policies, will work within the World Tourism Organization in order to improve and promote the adoption of uniform models and recommended practices that, if implemented by their Government, will facilitate tourism.

ARTICLE 9

The Government of the Republic of the Philippines designates the Department of Tourism as its executive Agency for this Agreement.

The Government of the United Mexican States designates the Secretariat of Tourism as its executive Agency for this Agreement.

For this purpose, the Parties shall establish a Working Group which may alternately meet in Mexico and the Philippines on dates mutually convenient to both Parties.

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ARTICLE 10

This Agreement shall enter into force on the date of exchange of instruments of ratification and will be valid for five (5) years. It shall, through tacit renewal, remain valid for equal periods of five (5) years.

The present Agreement may be modified by mutual consent of the Parties, formalized through the exchange of diplomatic notes.

Either Party may terminate this Agreement at any time through a written notification addressed to the other Party through diplomatic channels, at least six (6) months before the intended date of termination.

The termination of this Agreement will not affect the implementation of ongoing programs and activities which have been agreed upon while the Agreement was in force.

Done in the City of Manila on 12th day of the month of May in the year 1995, in two original copies in the Spanish and English languages, both texts being equally authentic.

(Sgd.)

(Sgd.)

For the Government of
the Republic of the Philippines

For the Government of
the United Mexican States

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