

September 16, 1999

**TOURISM COOPERATION AGREEMENT BETWEEN THE  
DEPARTMENT OF TOURISM OF THE REPUBLIC OF THE  
PHILIPPINES AND THE NATIONAL TOURISM SERVICE OF THE  
REPUBLIC OF CHILE**

The Department of Tourism of the Republic of the Philippines and the National Tourism Service of the Republic of Chile, hereinafter referred to as "the Parties",

Desiring to strengthen the friendly relations and mutual understanding existing between them;

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

Aware that tourism, on account of its socio - cultural and economic dynamism, is an excellent instrument to promote goodwill and to enhance the relations between them;

Have agreed as follows:

**ARTICLE I  
GENERAL PROVISION**

The Parties shall, subject to their respective laws and regulations, develop and promote cooperation in the field of tourism on the basis of reciprocity and mutual benefit.

**ARTICLE II  
EXECUTING AGENCIES**

The Department of Tourism of the Republic of the Philippines will be the agency responsible for the enforcement of its rights and the implementation of its obligations under this Agreement.

The National Tourism Service (SERNATUR) of the Republic of Chile will be the agency; responsible for the enforcement of its rights and the implementation of its obligations under this Agreement.

**ARTICLE III  
AREAS OF COOPERATION**

The Parties, in conformity with their internal policies, laws and regulations, shall encourage collaboration in the following areas of cooperation, inter alia:

1. The Parties shall endeavor to develop uniform tourism standards and practices to facilitate the inflow of foreign tourists into their respective territories in line with the standards established by the World Tourism Organization;

2. The Parties shall encourage and promote individual or group travel by their respective citizens and citizens of third countries to the Philippines and Chile. To attain this objective, the parties shall facilitate and encourage the fostering of commercial tourism activities and services such as travel agencies, tourism

operations and businesses, hotel chains, airline and maritime links, and other tourism - related endeavors;

3. Whenever practicable, the Parties shall undertake joint promotion programs involving collaboration on advertising, development of tour packages, production and exchange of brochures, films, and photographs, including slides and video compact discs, inter alia;

4. Each Party may establish and operate a representative tourism office in the territory of the other Party, without engaging in any activity of a commercial character. It is understood that the Parties shall assist each other in the establishment of this office in each other's territory. In this vein, the Parties shall provide the facilities within their means for the installation and operation of their own office;

5. The Parties, through their designated executing agencies, shall endeavor to promote exchange visits of their public officials and tourism experts in order to obtain a better understanding of each other's tourism infrastructure and to ascertain the areas requiring expertise and transfer of technology;

6. The Parties shall encourage participation in activities such as cultural and sports exhibitions, seminars, conferences and fairs aimed at tourism promotion, environmental protection of scenic spots; and

7. The Parties will exchange information on the following, inter alia:

- (a) tourism resources;
- (b) tourism services being offered;
- (c) experiences in the field of hotel administration and related matters;
- (d) current legislation for the promotion/regulation of tourism activities and the conservation of the natural, historical and cultural edifices and other resources;
- (e) studies and research pertaining to tourism activities.

#### **ARTICLE IV JOINT COMMITTEE**

1. To ensure the implementation of this Agreement, the Parties shall establish a Joint Committee composed of an equal number of representatives from both sides as may be agreed upon through diplomatic channels.

2. The Joint Committee shall formulate and submit policy recommendations with the end in view of promoting the development of tourism and related fields of both countries. It shall also be responsible for planning, implementing, monitoring and evaluating projects identified under this Agreement;

3. As may be necessary, the Joint Committee may create "Working Group(s)" for specific areas. For this purpose, the Joint Committee shall determine the procedure and other guidelines to be followed by the "Working Group(s)" to ensure efficiency;

4. A liaison secretary from both sides shall be designated in order to coordinate with concerned agencies and deal with daily and routine work of the Joint Committee and any Working Group thus established.