

October 22, 1999

**MEMORANDUM OF UNDERSTANDING ON TOURISM  
COOPERATION BETWEEN THE GOVERNMENT OF THE REPUBLIC  
OF THE PHILIPPINES AND THE GOVERNMENT OF THE REPUBLIC  
OF VENEZUELA**

**THE GOVERNMENT OF THE REPUBLIC OF THE PHILIPPINES AND THE  
GOVERNMENT OF THE REPUBLIC OF VENEZUELA, 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 people;

**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 1  
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 Government of the Republic of the Philippines designates the Department of Tourism as the agency responsible for the enforcement of its rights and the implementation of its obligations under this Memorandum of Understanding.

The Government of the Republic of Venezuela designates the Corporacion de Turismo de Venezuela as the agency responsible for the enforcement of its rights and the implementation of its obligations under this Memorandum of Understanding.

**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 Venezuela. 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 resource; (e) studies and research pertaining to tourism activities.

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

1. To ensure the implementation of this Memorandum of Understanding, the Parties shall establish a Joint Committee composed of an equal