

December 18, 2001

**MEMORANDUM OF UNDERSTANDING ON COOPERATION IN THE
FIELD OF TOURISM BETWEEN THE GOVERNMENT OF THE
REPUBLIC OF THE PHILIPPINES AND THE GOVERNMENT OF THE
ISLAMIC REPUBLIC OF IRAN**

THE GOVERNMENT OF THE REPUBLIC OF THE PHILIPPINES AND THE GOVERNMENT
OF THE ISLAMIC REPUBLIC OF IRAN, HEREINAFTER REFERRED TO AS THE PARTIES,

DESIRING to enhance the sincere relations existing between the two countries;

CONSIDERING that tourism is a potential factor in cultural and economic
development;

AWARE of the importance of tourism as an instrument to encourage dialogue among
civilizations;

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 Islamic Republic of Iran designates the Iran Touring and
Tourism Organization, Ministry of Culture and Islamic Guidance 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:

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, in which both Parties are
members and shall exchange any information on these concerns every six months;
2. The Parties shall encourage and promote individual or group travel by their
respective citizens and citizens of third countries to the Philippines and Iran. 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 materials, development of tour packages, production and exchange of brochures, photographs, including slides and video compact discs, and films about their respective tourist attractions/destinations, inter alia.

The joint promotion shall also include a "twinning program" whereby each Contracting Party shall promote and sell the other's destinations jointly with its own in international tourist markets through joint tourism programs, as well as encourage tourists visiting the countries of the Contracting Parties to extend their visits to each other's destinations;

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. The procedure of establishing the Parties' representative offices shall be regulated by the current legislation of the Philippines and Iran and as agreed by the Parties through Protocols, which shall form an integral part of this Agreement;

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 the expertise and transfer of technology;

6. The Parties shall encourage participation in activities such as international tourism exhibitions, cultural, sports and scientific events, seminars, conferences and fairs, as well as similar activities aimed at tourism promotion and environmental protection of tourist destinations being held in their countries;

7. The two Parties shall assist each other and shall endeavor to develop a mechanism that will encourage communication and cooperation among their youth and educational institutions on matters concerning the exchange of students and experts in the field of tourism study;

8. 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 with tourism value, as well as experiences in the field of hotel administration and related matters;
- e. studies and research pertaining to tourism activities; and