

No. 23376

**MEXICO
and
UNITED STATES OF AMERICA**

**Agreement on the development and facilitation of tourism.
Signed at Mexico City on 18 April 1983**

Authentic texts: Spanish and English.

Registered by Mexico on 30 May 1985.

**MEXIQUE
et
ÉTATS-UNIS D'AMÉRIQUE**

**Accord tendant à développer et à faciliter le tourisme. Signé
à Mexico le 18 avril 1983**

Textes authentiques : espagnol et anglais.

Enregistré par le Mexique le 30 mai 1985.

AGREEMENT¹ BETWEEN THE UNITED MEXICAN STATES AND THE UNITED STATES OF AMERICA ON THE DEVELOPMENT AND FACILITATION OF TOURISM

Considering the sharing of an extended border and their close neighborly relations;

Recognizing the cordial and friendly interest expressed by President Miguel de la Madrid and President Ronald Reagan in San Diego;

Believing that international cooperation and economic exchange should serve to foster man's development, to enhance mutual respect for human dignity, and to promote shared well being;

Convinced that tourism, because of its socio-cultural and economic dynamics, is an excellent instrument for promoting understanding, goodwill, and close relations between people;

Noting that a valuable structure for tourism, already existing between both countries, stands ready for further development;

The Governments of the United Mexican States and of the United States of America agree to conclude a Tourism Agreement which, within their respective legal frameworks, will promote objectives inspired by the following provisions:

Article I. DEVELOPMENT OF THE TOURISM INDUSTRY AND INFRASTRUCTURE

1. The Parties will facilitate, within their respective territories, the operation by the other Party of official travel promotion offices.

2. The Parties, subject to their laws, will facilitate and encourage the activities of travel agents, tour wholesalers and operators, hotel chains, airlines, railroads, motor coach operators, and steamship companies generating two-way tourism between their countries.

3. Each Party will:

- a. Permit air, sea, and surface carriers of the other Party, whether public or private, to appoint sales representatives in its territory in order to market their services;
- b. Encourage the carriers of the other Party to develop and promote, through designated and authorized sales outlets in its territory, special or excursion fares designed to encourage reciprocal tourist travel;
- c. Permit the sale of promotional railway tickets by carriers of the other Party through appropriate outlets in its territory;
- d. Expedite, to the extent possible, the award to carriers of new air routes established under the bilateral Air Transport Agreement signed by both countries.

4. To the extent that either Party is subject to statutes imposing duty on the entrance of ticket stock or sales materials of the carriers or tourism enterprises of the other, that Party shall review those statutes with the objective of providing for the eventual duty-free entry of such materials on a reciprocal basis.

¹ Came into force on 25 January 1984, the date of receipt of the last of the notifications by which the Parties informed each other of the completion of the necessary legal requirements, in accordance with article X (1).

Article II. FACILITATION AND DOCUMENTATION

1. The Parties will endeavor to facilitate travel of tourists into both countries by simplifying and eliminating, as appropriate, procedural and documentary requirements.
2. Each Party shall facilitate, to the extent permitted by its laws, the entry of performers who (a) are nationals of the other Party, and (b) have been invited to participate in international cultural events to be held in its territory in the border region. Each Party shall take all necessary facilitative measures to encourage binational cultural events which would strengthen ties and promote tourism in the border region.
3. The Parties will consult on the opening of additional border crossing points and on the designation of such points as high priority based on the needs of touristic development of each area.
4. The Parties will encourage the training of personnel at ports of entry and elsewhere within their respective territories so that tourists' rights are respected and tourists of both countries are extended all appropriate courtesies.
5. The Parties shall consider, on the basis of reciprocity, and on official request, waiving applicable visa fees for the entry and exit of teachers of and experts in tourism.
6. Aware of the importance of automobile collision and liability coverage to the automobile tourism between the two countries, the Parties agree to publicize the automobile insurance requirements of their respective territories in the territory of the other, either by distributing information through their respective national tourist offices or by other appropriate means, in accordance with applicable regulations in each country.
7. Both Parties recognize the necessity of promoting, within their respective capabilities and administrative faculties, the health and safety of tourists from the other country, whether traveling by automobile or any other means of transportation, and will either provide information about available medical services or encourage other organizations or agencies to do so as needed.

Article III. BORDER, CULTURAL AND TOURISM PROGRAMS

1. The Parties regard it appropriate to encourage tourist and cultural activities designed to strengthen the ties between the peoples of the border area, and to improve the overall quality of life of the inhabitants of both countries, and will consider exchange programs which are consistent with the cultural heritage of each country, facilitate the exchange of ideas and human experiences, and convert this region into an attractive zone for visitors.
2. The Parties will consider it a priority to promote travel to developing regions which contain examples of the native culture of each country, and to develop and improve tourist facilities and attractions in those areas.
3. The Parties will encourage the balance and objective presentation of their respective historic and socio-cultural heritage and promote respect for human dignity and conservation of cultural, archaeological, and ecological resources.
4. The Parties will exchange information concerning the use of facilities for shows and exhibitions in their countries.

Article IV. TOURISM TRAINING

1. The Parties consider it desirable to encourage their respective experts to exchange technical information and/or documents in the following fields:

- a. Systems and methods to prepare teachers and instructors on technical matters, particularly with regard to hotel operation and administration;
- b. Scholarships for teachers, instructors and students;
- c. Curricula and study programs to train personnel who provide tourism services;
- d. Curricula and study programs for hotel schools.

2. Each Party will encourage their respective students and professors of tourism to take advantage of fellowships offered by colleges, universities, and training centers of the other.

Article V. TOURISM STATISTICS

1. Both Parties will do what is possible to improve the reliability and compatibility of statistics on tourism between the two countries, in both the border and interior regions.

2. The Parties agree to re-establish a technical committee on tourism statistics in which the appropriate agencies of both countries shall participate.

3. The committee shall address itself to the exchange and reconciliation of statistical data measuring tourism between the two countries and to the improvement of methods of collecting such data.

4. The Parties consider it desirable to exchange information on the size and characteristics of the actual and potential tourism markets in their two countries.

5. The Parties agree that the guidelines on the collection and presentation of domestic and international tourism statistics established by the World Tourism Organization shall constitute the requirements for such a data base.

Article VI. MARKETING OF TOURISM

1. Subject to budgetary limitations, the Parties shall consider the conduct of joint marketing activities in other countries.

2. Activities which shall receive consideration include joint operation of inspection trips for tour wholesalers, operators and journalists from third countries, film festivals, travel trade shows and travel missions.

Article VII. WORLD TOURISM ORGANIZATION

1. The Parties shall work within the World Tourism Organization to develop, and encourage the adoption of, uniform standards and recommended practices which, if applied by governments, would facilitate tourism.

2. The Parties shall assist one another in matters of cooperation and effective participation in the World Tourism Organization.

Article VIII. CONSULTATIONS

1. The Parties agree that tourism and tourism matters shall be discussed, as appropriate, in bilateral consultations attended by representatives of their official tourism organizations. These meetings shall occur periodically and at sites which shall alternate between the two countries.

2. Whenever possible these consultations will be held in conjunction with related meetings of the United Mexican States and the United States of America. Both Parties

will consider the possibility of establishing working groups to consider specific issues or articles of the Agreement.

3. The United Mexican States designates the Tourism Secretariat as its agency with primary responsibility for implementing this agreement for Mexico.

4. The United States of America designates the U.S. Department of Commerce as its agency with primary responsibility for implementing this agreement for the United States.

Article IX. TOURISM AGREEMENT OF 1978 SUPERSEDED

This Agreement shall supersede and replace the Tourism Agreement between the Parties, signed May 4th, 1978.¹

Article X. PERIOD OF EFFECTIVENESS

1. Each Party shall inform the other by way of diplomatic note of the completion of necessary legal requirements in its country for entry into force of the present Agreement. The Agreement shall enter into force upon receipt of such notification by the second Party.

2. Upon entry into force, this Agreement shall be valid for a period of five years and will be renewed automatically for additional periods of five years unless either Party expresses objection in writing, through diplomatic channels three months prior to the expiration date.

3. The Agreement shall be terminated by either of the Parties ninety days after that Party transmits written notice of intention to terminate to the other Party.

Article XI. NOTIFICATION

After entry into force, both Parties agree to notify the Secretariat General of the World Tourism Organization of this Agreement and any subsequent amendments.

DONE at Mexico City this Eighteenth day of April 1983 in two originals in the Spanish and English languages, both texts being equally authentic.

For the Government
of the United Mexican States:

[Signed]

BERNARDO SEPÚLVEDA AMOR
Secretary of Foreign Relations

[Signed]

ANTONIO ENRIQUEZ SAVIGNAC
Secretary of Tourism

For the Government
of the United States of America:

[Signed]

GEORGE SHULTZ
Secretary of State

[Signed]

MALCOLM BALDRIGE
Secretary of Commerce

¹ United Nations, *Treaty Series*, vol. 1168, p. 221.