

No. 27823

**MEXICO
and
CANADA**

**Agreement on tourism cooperation. Signed at Mexico City on
16 March 1990**

Authentic texts: Spanish, English and French.

Registered by Mexico on 21 December 1990.

**MEXIQUE
et
CANADA**

**Accord de coopération touristique. Signé à Mexico le 16 mars
1990**

Textes authentiques : espagnol, anglais et français.

Enregistré par le Mexique le 21 décembre 1990.

AGREEMENT¹ ON TOURISM CO-OPERATION BETWEEN THE
GOVERNMENT OF THE UNITED MEXICAN STATES AND THE
GOVERNMENT OF CANADA

The Government of the United Mexican States, and
The Government of Canada, (the Parties),

CONSIDERING the friendly relations between the
two countries;

CONSCIOUS of the fact that international
co-operation and economic exchange should further human
development, increase mutual respect between individuals,
and promote common well-being;

CONVINCED that tourism promotes understanding
and goodwill, and facilitates the relations between
countries;

CONSIDERING the present development of tourism
activities in both countries and mindful of their interest
in making the most efficient possible use of their tourist
resources;

¹ Came into force on 24 September 1990, the date on which the Parties notified each other of the completion of their respective formalities, in accordance with article IX (1).

HAVE AGREED to conclude an agreement on tourism co-operation which, within their respective legal frameworks, will encourage the objectives stated in the following provisions:

ARTICLE I

Development of Tourism Services and Infrastructure

1. Within their respective territories, the Parties shall permit the operation of the government travel promotion offices of the other Party under the rules, regulations, policies and procedures of the host country.
2. In accordance with the provisions of their respective legislation, each Party shall:
 - a) permit public and private air, land, and sea carriers of the other nation to open sales agencies and appoint sales representatives in its territory so they can offer their services to the market;
 - b) encourage the transportation companies of the other nation and, in the terms of

the bilateral Air Transport Agreement,¹
to develop and promote through
authorized sales agencies,
departures from the corresponding
territories at special or excursion
fares in order to promote reciproca
tourism traffic;

- c) permit the sale of promotional
transportation tickets to be used in the
territory of each Party by the
transportation companies of the other
nation, through the operation of
authorized agencies.
- d) expedite, as possible, the appointment
of new air routes to transportation
companies as established in the
bilateral Air Transport Agreement signed
by both countries.

3. The Parties, subject to the provisions of their
respective legislation, shall take steps to eliminate
obstacles to the tourism-related activities of travel
agents, wholesalers, excursion operators, hotel chains,
airlines, and bus and ship companies.

¹United Nations, *Treaty Series*, vol. 866, p. 233.

4. The Parties shall lay the foundations for on-going co-operation in planning, research, and the development of the tourism infrastructure.

ARTICLE II

Facilitation and Documentation

1. The Parties shall facilitate tourist exchanges between the two countries by simplifying or eliminating, as appropriate, procedural and documentation requirements.

2. Each Party shall facilitate the import and export of non-commercial documentation and materials for the purpose of promoting tourism, subject to their respective legislation.

3. The Parties shall encourage the training of personnel at ports of entry in their respective countries in order that visitors may receive proper and courteous treatment.

4. The Parties, on a reciprocal basis, shall facilitate the entry of experts in the field of tourism.

5. Both Parties recognize the need to take into account and promote, within their respective jurisdictions and administrative competencies, the health and well-being of visitors from the other country, and shall either provide information on the health services available or encourage government and non-government organizations or agencies to do so as needed.

6. Both Parties recognize the need to promote and facilitate investment by Mexicans and Canadians in their respective tourist sectors.

ARTICLE III

Tourism and Cultural Programs

1. Both Parties shall give priority to promoting tourism where each has identified its specific needs, particularly to those areas that are culturally representative of each country.

2. The Parties shall encourage a balanced and objective presentation of their respective historical and socio-cultural heritages, and shall encourage respect for human dignity and the preservation of cultural, archeological and ecological resources.

3. Both Parties shall exchange information on facilities for events and exhibitions, conventions and congresses in their respective countries.

4. Both Parties shall facilitate, as allowed by their legislations, the entrance of national artists from the other Party, who have been invited to participate at international cultural events to take place in its territory.

5. Each Party will be entitled to adopt the required measures to encourage the organization of binational cultural events which may serve to strengthen the relations and promote tourism.

ARTICLE IV

Training in Tourism

1. The Parties shall encourage co-operation between experts in both countries so as to raise the level of expertise and professionalism of those involved in the promotion and development of tourism.

2. Both Parties shall encourage the exchange of technical and/or documentary information in the following areas:

- a) methods and procedures to train teachers and instructors in the technical subjects, particularly the operation and administration of hotels;
- b) scholarships for teachers, instructors and students;
- c) curricula and study programmes for the training of personnel delivering tourism services;
- d) curricula and study programmes for hotel management schools.

ARTICLE V

Exchange of Tourist Information and Statistical

Data

1. Both Parties shall exchange information on their tourism industry as requested, as well as on legislation,

statistics and other matters pertaining to tourist activities.

2. The Parties agree to create a Committee on Tourism Statistics, Analysis and Reports, formed by competent authorities from both countries.

a) This Committee shall undertake actions

(i) to allow the exchange and reconciliation of statistical data which will serve to assess the tourism activity between both countries, and

(ii) to improve the exchange of such information.

b) The Committee shall take into consideration jointly funded research studies.

c) The Committee shall meet, alternately in the United Mexican States and in Canada, based on a mutually agreed agenda being developed in advance.

3. The Parties deem it convenient to have an exchange of information on the volume and characteristics of the potential of the tourist market.

4. The Parties agree that the parameters established by the World Tourism Organization in collecting and presenting domestic and international tourist statistics should be the minimum standard.

5. Both Parties shall exchange information on the legislation in force in each country for the protection and conservation of natural and cultural resources as tourist attraction centres.

ARTICLE VI

World Tourism Organization

1. The Parties shall work within the framework of the World Tourism Organization to develop and encourage the adoption of uniform standards and recommended practices which will facilitate tourism when adopted by the Governments.

2. The Parties shall offer reciprocal support in matters of cooperation and effective participation in the World Tourism Organization.

ARTICLE VII

Consultations

1. Both Parties agree that matters pertaining to tourism and the tourist industry shall be dealt with in bilateral consultations, when appropriate, attended by representatives from their government official tourism organizations. These meetings shall be held periodically, in alternating locations. When possible, these consultations shall be held in conjunction with the Mexico-Canada Joint Ministerial Committee.

2. Both Parties shall consider the possibility of appointing working groups to analyse and make recommendations on subjects contained in this Agreement based on agreed-upon work programs.

3. The Government of the United Mexican States designates the Secretariat of Tourism (SECTUR) as the agency responsible for executing this Agreement on behalf of Mexico.

4. The Government of Canada designates the Department of Industry, Science and Technology (ISTC) as the agency responsible for executing this Agreement on behalf of Canada.

ARTICLE VIII

Tourism Agreement of 1984 Superseded

This Agreement shall supersede and replace the Agreement on Tourism Co-operation between the Parties, signed May 8, 1984.¹

ARTICLE IX

Duration

1. This Agreement shall enter into force on the date on which the Parties shall each have notified the other by Diplomatic Note that they have complied with their respective formalities.

2. The present Agreement shall remain in force for a period of five years from its entry into force, renewable by tacit agreement unless one or the other of

¹United Nations, *Treaty Series*, vol. 1398, p. 243.

the Parties gives notice of termination at least three months prior to the expiry date.

IN WITNESS WHEREOF, the undersigned, duly authorized to that effect, have signed this Agreement.

DONE at Mexico City this 16th day of March 1990, in two originals, each in the Spanish, English and French languages, the texts in each of the three languages having equal authenticity.

For the Government
of the United Mexican States:

[Signed]¹

For the Government
of Canada:

[Signed]²

¹ Signed by Pedro Joaquín Coldwell — Signé par Pedro Joaquín Coldwell.

² Signed by David J. S. Winfield — Signé par David J. S. Winfield.