

No. 33390

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**SPAIN
and
MEXICO**

**Tourism Cooperation Agreement. Signed at Madrid on
25 January 1996**

Authentic text: Spanish.

Registered by Spain on 29 November 1996.

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**ESPAGNE
et
MEXIQUE**

**Accord de coopération touristique. Signé à Madrid le 25 jan-
vier 1996**

Texte authentique : espagnol.

Enregistré par l'Espagne le 29 novembre 1996.

[TRANSLATION — TRADUCTION]

TOURISM COOPERATION AGREEMENT¹ BETWEEN THE KINGDOM OF SPAIN AND THE UNITED MEXICAN STATES

The Kingdom of Spain and the United Mexican States (hereinafter referred to as “the Parties”),

Considering the bonds of friendship already existing between them;

Convinced of the importance that the development of tourism relations can have, not only for their respective economies, but also by fostering thorough understanding between the two peoples;

Aware that tourism, owing to its social, cultural and economic implications, is an excellent instrument for the promotion of economic development, understanding, good will and closer relations among peoples;

Desiring to engage in close cooperation in the field of tourism and to derive the greatest possible benefit from such cooperation;

Have agreed as follows:

Article I

The two Parties shall devote special attention to developing and expanding existing tourism relations and to increasing tourism between Spain and Mexico so that their people may improve their mutual knowledge of their respective histories, ways of life and cultures and in order to facilitate cooperation within the tourist industry.

Article II

In accordance with the applicable legislation of the Parties, each Party shall support and strengthen its tourist offices in the territory of the other Party in order to promote tourist exchanges, without authorizing any activity of a commercial nature.

To the extent possible, the Parties shall provide facilities for the normal operation and functioning of such offices.

Article III

Within the limits of their applicable legislation, the Parties shall facilitate and promote the activities of tourism service providers such as hotel chains, travel agencies, tourism marketers and operators, airlines, railways and bus and shipping companies, thereby generating tourism between the two countries.

Article IV

The Parties, through their official bodies, shall exchange tourism experts and officials so as to improve understanding of the tourism infrastructure of each coun-

¹ Came into force on 25 October 1996 by notification, in accordance with article XI.

try and to be able to define clearly the fields in which it would be beneficial to receive advice and to transfer technology.

Article V

(1) Within the framework of their applicable legislation, the Parties shall give each other every opportunity to increase and promote tourist flows by simplifying and, to the extent possible, eliminating procedural and documentary requirements.

The Parties shall also give each other opportunities for the export and import of tourist-oriented documentation and advertising materials.

(2) To the extent possible, the two Parties shall promote and facilitate Mexican, Spanish or joint capital investments in their respective tourism sectors.

Article VI

The Parties shall take measures for the promotion of tourism in order to increase exchanges and promote the image of their respective countries by participating in tourist, cultural and sporting events and by organizing seminars, lectures and fairs.

Special attention shall be devoted to projects aimed at developing, promoting and marketing tourist itineraries and products based on the Parties' historical heritage and common cultural inheritance.

Article VII

(1) The Parties shall encourage their respective experts and training and research institutions to exchange specialists, technical information and/or documents in the following areas:

(a) Systems and methods for the training of teachers, researchers and trainers in technical matters related to all aspects of tourism development;

(b) Systems and methods for tourism research;

(c) Systems and methods for on-the-job training and the establishment of links between educational institutions and businesses working in the field of tourism;

(d) Teaching curricula and programmes at all levels of education;

(e) Scholarships for teachers, researchers, trainers and students; and

(f) Any other matter decided upon by the Parties.

(2) The Parties shall urge their respective teachers, researchers, trainers and students, in order to take advantage of this Agreement, to establish bilateral development programmes and to increase cooperation between teaching and research institutions and between professionals and experts of the two countries in order to enhance the quality and the technical and professional level of tourism services of the two Parties.

Article VIII

1. The two Parties shall exchange information concerning:

(a) Their tourism resources and their studies relating to tourism;

(b) The volume and characteristics of the real potential of the tourism market in the two countries; and

(c) Existing legislation regulating tourism activities or relating to the protection and conservation of natural and cultural resources of interest to tourists.

2. The Parties shall endeavour to improve the reliability and compatibility of statistics on tourism in the two countries.

3. The Parties agree that compliance with international standards for the compilation and presentation of statistics on domestic and international tourism will be necessary in order to achieve these objectives.

Article IX

In order to monitor the implementation of this Agreement and to disseminate and evaluate its results, the Parties shall establish a working group consisting of an equal number of representatives of the two Parties.

The working group shall meet alternately in Mexico and Spain, as often as the group itself decides, in order to evaluate the activities carried out under this Agreement. It shall also report to the Joint Intergovernmental Commission.

Article X

The Agreement on cooperation in the field of tourism which the Parties signed on 14 October 1977¹ shall cease to have effect when this Agreement enters into force.

Article XI

1. This Agreement shall enter into force on the date on which the two Parties notify each other through the diplomatic channel that the requirements and procedures provided for under their applicable legislation have been fulfilled.

2. This Agreement shall remain in force indefinitely unless one of the Parties gives the other three months' written notice, through the diplomatic channel, of its desire to terminate it.

3. Unless otherwise agreed by the Parties, termination of this Agreement shall not affect the implementation of programmes and projects agreed to while it was in force.

4. The provisions of this Agreement shall be understood to be without prejudice to the two Contracting Parties' obligations under the international treaties or conventions signed by their respective countries.

IN WITNESS whereof the undersigned, duly authorized by their respective Governments, have signed this Agreement at the city of Madrid, on 25 January 1996, in two equally authentic original copies in the Spanish language.

For the Kingdom
of Spain:

MIGUEL GÓNGORA BENÍTEZ DE LUGO
General Secretary for Tourism

For the United Mexican
States:

RICARDO AMPUDIA MALACARA
Deputy Minister for Promotion
and Development
Ministry of Tourism

¹United Nations, *Treaty Series*, vol. 1162, p. 173.