



## MEMORANDUM OF UNDERSTANDING

BETWEEN

THE SECRETARIAT OF THE ASSOCIATION OF  
SOUTHEAST ASIAN NATIONS (ASEAN SECRETARIAT)  
AND  
THE WORLD TOURISM ORGANIZATION  
(UNWTO)

The Secretariat of the Association of Southeast Asian Nations, hereinafter referred to as "the ASEAN Secretariat", represented by the Secretary-General of the Association of the Southeast Asian Nations and the World Tourism Organization, hereinafter referred to as "UNWTO", represented by the Secretary-General of the World Tourism Organization,

**REALIZING** the important role that TOURISM and Tourism-related activities play in the social and economic development of communities particularly through employment generation and receipt of foreign exchange revenues;

**RECOGNISING** the capacity of sustainable tourism to preserve natural and cultural assets of nations;

**TAKING INTO ACCOUNT** the vast potential of the Southeast Asian nations, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam as world-class tourism destinations with unique heritage in terms of natural, historical, religious, architectural and other cultural attractions;

**NOTING** the ASEAN Tourism Agreement signed by the ASEAN Leaders at the Seventh ASEAN Summit held on 4 November 2002 in Phnom Penh, Cambodia that agreed to cooperate with other countries, groups of countries and international institutions in developing human resources for tourism;

**HAVE AGREED AS FOLLOWS:**

**ARTICLE I  
OBJECTIVE**

The objective of this understanding is to enable **UNWTO** and **ASEAN Secretariat** to take necessary steps and devise appropriate measures in their respective domains to explore avenues of cooperation, sharing of information, and, wherever possible, provide inputs in technical cooperation projects in tourism development.

**ARTICLE II  
AREAS OF COOPERATION**

In fulfillment of the above objective, UNWTO and ASEAN Secretariat mutually agree to:

1. Exchange of information pertaining to policies related to tourism development, investment opportunities and sharing of economic data of relevance to each other;
2. Provide assistance to each other in identifying training needs for quality tourism development;

3. Identify bottlenecks in the further sustainable expansion of tourism traffic and visitor interaction and recommend ways and means for removal of barriers with special emphasis on facilitating sustainable tourism development;

4. Promote and facilitate undertaking of tourism-related projects or other related activities on mutually-agreed terms;

5. Support and encourage participation of the business communities and other tourism segments in travel marts, exhibitions and tourist festivals with a focus on ASEAN tourism sites;

6. Facilitate organizing seminars, workshops and interface meetings, wherever possible in cooperation with each other and also meetings at regular intervals between the members of the two organizations with a view to exploring and discussing new opportunities and avenues for development and promotion of tourism; and

7. Consider constituting joint committees or fora for business and government interaction and organizing joint programmes.

### **ARTICLE III FINAL PROVISION**

1. This Memorandum of Understanding is non-binding and does not, by itself, create any legal obligation between the two organizations. It is just a record of mutual understanding and intention to enlarge the scope of mutual cooperation.

2. The ASEAN Secretariat and the UNWTO hereby enter into this understanding with the intent of collaborating in optimising the use of each other's expertise, experience and potential for the further development and promotion of tourism in the ASEAN member countries.

**DONE at Bangkok, Thailand on the Twenty-Second Day  
of January in the Year Two Thousand and Eight, in two  
original copies in English language.**