

**MEMORANDUM OF COOPERATION IN THE FIELD OF TOURISM
BETWEEN
THE MINISTRY OF LAND, INFRASTRUCTURE, TRANSPORT AND TOURISM
AND
THE DEPARTMENT OF TOURISM OF THE REPUBLIC OF THE PHILIPPINES**

THE MINISTRY OF LAND, INFRASTRUCTURE, TRANSPORT AND TOURISM and
THE DEPARTMENT OF TOURISM OF THE REPUBLIC OF THE PHILIPPINES
(hereinafter referred to singularly as a "Participant" and collectively as "the
Participants"),

RECOGNISING the long existing friendly relations between the two countries;

DESIRING to strengthen and further develop cooperation between the two countries
in the field of tourism;

CONVINCED of the necessity of a lasting and effective cooperation in the interest of
the two countries;

BELIEVING that such cooperation would serve their common interests and contribute
to the enhancement of the economic and social development of the people of the two
countries,

HAVE DECIDED AS FOLLOWS:

**PARAGRAPH 1
OBJECTIVE**

The Participants, in line with the items of this Memorandum of Cooperation (hereinafter
referred to as "this MOC") and the laws, rules, regulations, and national policies in their
respective countries, will endeavor to strengthen, promote and develop cooperation in
the field of tourism between the two countries by:

- a. Increasing tourist arrivals to the two countries from world tourist-generating
markets;

- b. Encouraging more tourists to visit the various tourist destinations and attractions, including rural areas in each other's country;
- c. Encouraging mutual visits of the people in each country to the other country;
- d. Promoting the mutual traffic of high-value-added travelers to increase tourism consumption; and
- e. Encouraging healthy growth of tourism industry in the two countries.

PARAGRAPH 2

AREAS OF COOPERATION

Each Participant will, in line with the laws, rules, regulations, and national policies, governing the subject matter in their respective countries, endeavor to take necessary steps to encourage and promote the following cooperation in each field, focusing on the following tourism areas:

- Sustainable Tourism
- Cultural Tourism
- Adventure Tourism
- Gastronomy Tourism

(a) Exchange of Information

The Participants will exchange information on matters relating to the organization, management, tourism statistics, monitoring and analytics, and business operation of tourism activities in their respective countries.

(b) Education and Training

The Participants will cooperate in the area of education and training to promote specialized human resources, including but not limited to the conduct of tourism-related trainings and exchange programs.

(c) Ensure Means of Mutual Traffic

The Participants will endeavor to enhance connectivity by air or sea for sustained and stable mutual traffic of travelers.

(d) Tourism Promotion

The Participants will implement joint promotion programs involving collaboration on production, distribution, and exchange of brochures and other collateral materials.

(e) Tourist Safety

The Participants will make their best efforts, within their authority, to secure the safety of tourists from the other country while they are staying in their countries.

(f) Cooperation between other Relevant Organizations

The Participants will promote closer cooperation between their respective tourism organizations, tourism agencies, airlines, the private sector, or any other bodies connected with tourism as well as support and encourage the arrangements of study tours for specialized tourism experts in the field of tourism.

**PARAGRAPH 3
JOINT WORKING GROUP**

1. The Participants will establish a Joint Working Group for the implementation of this MOC, and preparation of necessary programs for the development of tourism relations between the two countries.
2. The Joint Working Group will comprise senior officials of the Participants. Each Participant will designate their representative to be the co-chair of the Joint Working Group.

**PARAGRAPH 4
IMPLEMENTATION**

1. For the proper coordination, implementation, monitoring, and assessment of the cooperation activities under this MOC, the Participants designate their respective focal offices:

For the Ministry of Land, Infrastructure, Transport and Tourism:

Japan Tourism Agency, International Tourism Department, Inbound Tourism
Promotion Division

For the Philippine Department of Tourism:

Office of Tourism Development Planning, Research and Information
Management - Policy Formulation and International Cooperation Division

2. The Participants will make their best efforts in implementing this MOC, and will hold consultations, whenever necessary.
3. The Participants may establish procedures and plans in order to facilitate the implementation of this MOC, and recommend programs and/or activities to be implemented under this MOC.

PARAGRAPH 5 FINANCIAL ARRANGEMENT

The financial arrangements to cover the expenses for the cooperative activities implemented within the framework of this MOC will be mutually decided by the Participants, under the condition of the availability of funds, and in line with the laws, rules, and regulations applicable to each Participant.

PARAGRAPH 6 LEGAL STATUS

This MOC does not create any legal rights or obligations under the provisions of international law.

PARAGRAPH 7 SETTLEMENT OF DISPUTE

Any difference or dispute arising out of the implementation of the matters of this MOC will be settled amicably by consultation or negotiation between the Participants.

PARAGRAPH 8

REVISION

This MOC may be revised at any time by mutual written consent of the Participants.

PARAGRAPH 9 CONFIDENTIALITY

Each Participant will observe the confidentiality and secrecy of documents, information and other data received from or supplied to the other Participant during the period of the implementation of this MOC or any other concurrence made pursuant to this MOC.

PARAGRAPH 10 COMMENCEMENT

1. The cooperation under this MOC will commence on the date of signature by the Participants and continue for a period of five (5) years. Thereafter, this MOC will be automatically renewed for similar periods.
2. Notwithstanding the matters of 1. of this Paragraph, either Participant may at any time suspend or discontinue this MOC by written notification to the other Participant at least sixty (60) days prior to the intended date of suspension or discontinuation.
3. Without prejudice to the generality of the foregoing, steps will be taken to ensure that discontinuation of this MOC will not be prejudicial to any activities or programs carried out within the framework of this MOC. Such activities or programs will be carried out until completion unless otherwise mutually decided by the Participants.

Signed in Manila, Philippines on November 3, 2023, in two (2) original copies in the English language.

FOR THE MINISTRY OF LAND, FOR THE DEPARTMENT OF
INFRASTRUCTURE, TRANSPORT TOURISM OF THE GOVERNMENT OF
AND TOURISM THE REPUBLIC OF THE PHILIPPINES

TETSUO SAITO

MA. ESPERANZA CHRISTINA
GARCIA FRASCO

Minister

Secretary

Ministry of Land, Infrastructure, Philippine Department of Tourism
Transport and Tourism

齋藤 鉄夫

