



United Nations  
Educational, Scientific and  
Cultural Organization

**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**THE WORLD TOURISM ORGANIZATION (UNWTO)**

**AND**

**THE UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL  
ORGANIZATION (UNESCO)**

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**Memorandum of Understanding between the  
World Tourism Organization (UNWTO) and the United Nations  
Educational, Scientific and Cultural Organization (UNESCO)**

**Preamble**

This Memorandum of Understanding (hereinafter referred to as "The Memorandum"), is entered into by the World Tourism Organization (hereinafter referred to as "UNWTO") and the United Nations Educational, Scientific and Cultural Organization (hereinafter referred to as "UNESCO"). UNWTO and UNESCO are hereinafter jointly referred to as "the Parties". The Memorandum is entered into within the framework of the implementation of the Agreement for Cooperation signed between the Parties in Paris on 26 September 1979, and a Supplementary Agreement signed between the Parties in Milan on 28 February 1996.

**WHEREAS** UNWTO, as a specialized agency of the United Nations, is responsible for the promotion of responsible, sustainable and universally accessible tourism, with a mandate to promote tourism as a driver of economic growth, inclusive development and environmental sustainability, offering leadership and support to the sector in advancing knowledge and tourism policies worldwide;

**WHEREAS** the mission of UNESCO is to contribute to the building of peace, the eradication of poverty, sustainable development and intercultural dialogue through education, the sciences, culture, and communication and information;

**WHEREAS** the Parties have maintained longstanding and effective cooperation with their distinct yet complementary roles within the UN system, and have implemented previous Agreements successfully;

**WHEREAS** the Parties share similar objectives, in pursuit of the development goals and objectives agreed upon at the major UN conferences and summits, such as the Millennium Declaration, the 2005 and 2010 World Outcome Documents, and the Rio+20 Outcome Document, among others, to support national governments in their efforts to reach the Internationally Agreed Development Goals, including the Millennium Development Goals (MDGs), the target date for both being 2015, and to support the development and implementation of the emerging post-2015 development agenda;

**WHEREAS** the Executive Heads of UNESCO and UNWTO are committed fully to UN reform aimed at enhanced efficiency, effectiveness and coherence, as well as to "Delivering as One" in support of national development goals;

**NOW THEREFORE**, the Parties agree to strengthen their cooperation and to establish appropriate working arrangements for the satisfactory implementation of the Memorandum.

## **Article I – Purpose**

The purpose of the present Memorandum is to facilitate collaboration between the Parties hereto in matters of common interest to them, and to establish the arrangements necessary for the implementation of the Memorandum.

## **Article II – Scope**

The Parties to this Memorandum hereby agree to join efforts and to maintain a close and continuous working relationship for the achievement of their common objectives, as well as for the implementation of the Memorandum. To this end, they shall, in accordance with the provisions hereinafter set forth, cooperate on matters of common concern to them, and may draw up and implement programmes jointly within the areas of cooperation defined in Article III of this Memorandum. All activities carried out in the framework of this Memorandum will be undertaken in accordance with the respective rules and regulations and procedures, as well as with resolutions/decisions of the governing bodies of the Parties.

## **Article III – Areas of Collaboration**

In particular, the Parties anticipate that their collaboration will focus on complementary and/or joint programming efforts that support national, regional and global initiatives in sustainable tourism and the safeguarding of the natural and cultural (tangible and intangible) heritage, consistent with their policies and procedures, which will include, but will not be limited to:

### **3.1 World Heritage and Sustainable Tourism Programme**

Cooperation, through a Steering Group of interested States Parties, to the World Heritage Convention and other relevant stakeholders to guide the overall implementation of the UNESCO World Heritage and Sustainable Tourism Programme. Develop joint activities in key areas:

- a. Development of capacity-building tools and strategies that can be adapted to local needs/context, to support stakeholders;
- b. Support to information sharing, networking and collaboration;
- c. Creation of incentive mechanisms that encourage stakeholders to act responsibly;
- d. Identification and promotion of authentic, sustainable, low-impact tourism products; and,
- e. Support to relevant data generation, analysis and sharing; establishment of best practices.

### **3.2 Silk Roads Heritage Corridor Tourism**

Cooperation in the development of transnational tourism initiatives to promote and safeguard the shared heritage of the Silk Roads Heritage Corridors by:

- a. Delivering holistic planning, with well-integrated stakeholder participation for long-term sustainability;
- b. Sharing skills, expertise and knowledge to avoid duplication, building on strengths and implementing coordinated management frameworks along the Silk Road with regard to sustainable tourism, conservation, education, research development and interpretation;
- c. Engaging key stakeholders from the tourism and culture sectors, UN agencies and NGOs, from across the regions;
- d. Raising funds and mobilizing resources to achieve goals and implement projects;
- e. Implementing monitoring systems at the local, national and transnational levels, to measure change, impacts of actions and changes to the values of the sites; and,
- f. Providing high quality, consistent and informative heritage communication and interpretation that are to be delivered throughout the tourism experience, to build tourist expectations and deliver high quality visitor experiences.

### **3.3 World Network of Biosphere Reserves as Learning Sites for Sustainable Tourism**

Cooperation in the identification, development and networking of sustainable tourism initiatives and activities in biosphere reserves, with a focus on:

- a. Promotion of biosphere reserves as learning laboratories for sustainable tourism, including through public-private partnerships; and,
- b. Sharing and networking of good practises and policy approaches conducive to enhancing the contributions of tourism to low-carbon, green economies and green societies.

### **3.4 Sustainable tourism-related United Nations partnerships and initiatives**

- a. **United Nations Steering Committee on Tourism for Development (SCTD)**  
Under the principle of Delivering as One, the Committee aims to strengthen global advocacy efforts in positioning tourism in the development agenda and, thus, to increase official development assistance (ODA) disbursement and aid efficiency for the sector; create synergies in their respective tourism-related work for a

more integrated, coordinated, effective and efficient delivery of technical assistance to developing countries; and, to further complement such efforts through the development of a competitive national tourism sector. The collaboration provides services to improve the sustainability of tourism development and operations, including a strong focus on all dimensions of sustainability such as job creation, trade and indirect socio-economic impacts related to tourism value chains, and to monitor impacts, with a focus on mitigation and adaptation of the tourism sector to the responsible use of natural and cultural resources including:

- i. Advocating for adaptation policies, regulatory frameworks and actions that maximizes the impacts of tourism, while minimizing its socio-cultural and environmental impacts, championing conservation measures to preserve the asset base and secure socio-economic benefits;
  - ii. Awareness-raising and education on the need to safeguard and preserve heritage values as tourism assets;
  - iii. Capacity-building in tourism management of World Heritage Sites and other sites; and,
  - iv. Developing policy frameworks integrating culture for development through tourism.
- b. **Global Partnership for Sustainable Tourism (GPST)**  
Collaborate to encourage networking among members of the Global Partnership for Sustainable Tourism using the lifecycle approach associated with sustainable consumption and production patterns. Moreover, facilitate access to information about sustainable tourism and heritage by strengthening, coordinating and encouraging the adoption and implementation of sustainable tourism policies, and by disseminating information on best practice success stories.

#### **Article IV – Modalities of Cooperation**

4.1 Further to the achievement of their common objectives, the Parties intend to consider ways to:

- a. share knowledge, ideas and lessons learned;
- b. collaborate on the promotion, preparation and organization of joint seminars and conferences;
- c. collaborate on ways to join with other entities that could bring further support to the activities pursued under this Memorandum;

- d. collaborate on the dissemination of the lessons learned/results of projects/research through publications, the Internet and other easily accessible means;
- e. plan joint capacity-building programmes in areas of common interest; and,
- f. share statistical and scientific information in order to avoid duplication in the collection, analysis, publication and distribution of such information.

4.2. The Parties anticipate that each Party will contribute to the activities undertaken pursuant to this Memorandum, in one or more of the following ways:

- a. mobilization of its own staff for the pursuit of the objectives of this Memorandum;
- b. provision of facilities for workshops, conferences or training seminars;
- c. consideration of providing support to relevant stakeholders; and,
- d. such other means as the Parties may agree upon.

4.3 This Memorandum will be brought to the attention of the staff of both Organizations. The Parties will collaborate to provide guidance, information and learning tools to the staff members concerned, so as to enhance cooperation in the agreed fields.

4.4 In the case of joint activities requiring the mobilization of financial and/or human resources, an *ad-hoc* letter of understanding will be formulated specifying the obligations of each Party. Letters of Understanding signed by both Parties will be considered Annexes to this Memorandum.

#### **Article V – Implementation and Reporting**

5.1. The responsibility for the implementation of activities pursuant to this Memorandum will lie with the Parties, each of which shall nominate to this effect one focal point, in order to optimize the effectiveness and outcomes of this Memorandum. The Focal Points shall maintain a regular flow of information between the Parties, preferably by electronic means.

5.2 The Parties will consult with each other, on a regular basis, on matters which might affect the successful completion of the joint initiatives and collaboration agreed upon in this Memorandum.

5.3 The Parties may hold regular bilateral meetings to review and report regularly on the progress of joint collaboration, and to plan future activities in the priority areas of cooperation mentioned in Article I above.

5.4 The Parties will share with each other all relevant information and documents, including research and reports, as well as any other information related to the activities, outputs and final impact of this collaboration.

#### **Article VI – Intellectual Property**

The Parties recognize the importance of intellectual property rights protecting the materials used for, or resulting from, the joint activities conducted under the framework established by this Memorandum. This Memorandum does not grant the right to use materials belonging to, or created by, either Party. UNWTO will retain intellectual property rights in all materials developed and produced by UNWTO, its staff or consultants and UNESCO will retain intellectual property rights in all materials developed and produced by UNESCO, its staff and consultants. The Parties will agree, in writing, on the ownership of any intellectual property rights that may arise in any work to be created by the collaborative activities to be undertaken pursuant to this Memorandum.

#### **Article VII – Visibility**

7.1 The Parties agree to acknowledge the role and contribution of each Organization in all public information documentation relating to activities within the scope of this Memorandum.

7.2. The Parties, separately or jointly, will give appropriate visibility to the projects/programmes, their conception, their implementation, their impact and their outcomes through information and promotional activities.

7.3. Subject to prior written consent by the other Party and in accordance with the applicable rules and regulations regarding the use of their respective name and logo, each Party is authorized to use, throughout the world and with regard to the activities falling within the scope of this Memorandum, the name, the logo and any element of the other's identity through the use of citations, references to, reproductions, representations on the occasion of the promotion of projects, of public relations operations, of interviews, and of relations with media (press files, articles, releases, etc.). This use must adhere to the image of the concerned Party.

7.4. The Parties will strengthen collaboration in the area of communication and media outreach, in order to improve knowledge and awareness of the priorities and activities of the Parties, and to anticipate and bridge potential gaps in each other's communication plans, especially in areas of joint concern.

#### **Article VIII – Disclosure and Publicity**

The Parties will acknowledge and disclose to the public this Memorandum, as well as information with respect to the collaborative activities contemplated herein. Such disclosure will be made in accordance with the Parties' respective disclosure policies.

### Article IX – Term, Termination, Amendment

9.1 This Memorandum shall enter into effect upon its signature by both Parties, and shall remain valid for a period of five years, unless terminated earlier pursuant to sub-paragraph 9.3 hereunder.

9.2 This Memorandum may be amended only by mutual written agreement of the Parties. The Parties may, by exchange of letters, amend any of the provisions of this Memorandum or enter into supplementary arrangements designed to extend the scope of the present Memorandum.

9.3 This Memorandum may be terminated at any time by mutual written agreement of the Parties. Furthermore, the Memorandum may be terminated by either Party at its sole discretion with sixty (60) days prior notice, in writing, to the other Party. Such termination shall become effective on the date specified in the termination note.

9.4 Notwithstanding its termination, the provisions of this Memorandum shall survive to the extent necessary to permit an orderly settlement of accounts between the Parties.

### Article X – Effect and Settlements of Disputes

This Memorandum shall be regarded as an administrative arrangement between the Parties hereto. Any dispute over the interpretation or application of any provision herein contained shall be settled through negotiations by such other means as the Parties mutually agree.

**IN WITNESS THEREOF**, the Parties have caused this Memorandum to be executed as of the date written below.

For the World Trade Organization

For the United Nations Educational,  
Scientific and Cultural Organization



Taleb Rifai  
Secretary-General

Date: 29/11/2013  
Place:



Irina Bokova  
Director-General

Date: 25.11.13  
Place:



### **Corrigendum**

With reference to the Memorandum of Understanding between UNESCO and the World Tourism Organization (UNWTO), the following corrigendum is being issued:

1. On page 8 above the signature of Taleb Rifai, the name of the organization should read as follows: "For the World Tourism Organization".

