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**MEMORANDUM OF UNDERSTANDING
ON TOURISM COOPERATION**

BETWEEN

**THE MINISTRY OF TOURISM AND SPORTS
OF THE KINGDOM OF THAILAND**

AND

THE MINISTRY OF TOURISM OF THE REPUBLIC OF FRANCE

The Ministry of Tourism and Sports of the Kingdom of Thailand and the Ministry of Tourism of the Government of the Republic of France, hereinafter referred to as "the Parties",

Desiring to further strengthen the existing friendly relationships and close cooperation between the two countries and their peoples based on the principle of sovereignty, national independence, equality and mutual benefit,

Recognizing the importance of tourism as a factor of sustainable development as stated in the Global Code of Ethics promulgated by the World Tourism Organization, a universal charter that shall be enforced in tourism industry,

Considering the need to encourage the cooperation among their official authorities, private sector and local authorities on tourism,

Wishing to take into account safety and security matters related to tourism,

Acknowledging that France and Thailand wish to extend the benefits of their cooperation to other countries of South-East Asia, in particular those of the Greater Mekong Sub-region,

Pursuant to the prevailing laws and regulations of their respective countries;

Have agreed as follows:

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ARTICLE 1

Aims of Cooperation

This Memorandum of Understanding aims at :

1. Encouraging the quality destination of the tourism industry in both countries,
2. Increasing tourist arrivals in both countries from all the world through the territories of the Kingdom of Thailand and/or through the Republic of France,
3. Promoting human resources development in tourism and travel related industries in both countries,
4. Contributing to a new tourism offer, particularly through the promotion of natural and cultural heritage, the development of a sustainable tourism and the use of information technologies.
5. Recognizing that tourism is a means to foster relationship between the peoples of the two countries.

ARTICLE 2

Areas of Cooperation

The Parties shall endeavour to promote tourism cooperation in the following areas :

1. Tourism Administration and Management

The cooperation shall allow an exchange of experiences in tourism administration and management and on related legal matters.

2. Human Resources Development

The cooperation shall be undertaken in all fields related to human resources development in tourism,

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3. Product Development

The cooperation shall be undertaken through the exchange of experiences in order to provide a new tourism offer, in compliance with the national tourism development schemes and based on natural and cultural heritage, leading to sustainable development.

4. Tourism Marketing

Cooperation in tourism marketing activities (such as tourism promotion, tourist information and results of market research in the two countries) shall be further encouraged and strengthened through a multimedia information system (tangible and intangible heritage, accommodations, activities and new technologies) in a regional approach,

5. Private Sector Cooperation

The cooperation in the areas of trade and investment in tourism, travel related services as well as tourist education and training programs between the respective private sectors of both countries shall be further encouraged and strengthened.

6. Promotion of Film Shooting

Furthermore, the Parties shall support the promotion of film shooting in Thailand in view of tourism promotion of both countries.

ARTICLE 3

Executing Agencies

The Ministry of Tourism and Sports of the Kingdom of Thailand and the Ministry of Tourism of the Republic of France shall act as executing agencies in the implementation of this Memorandum of Understanding.

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ARTICLE 4

Implementation

1. Activities described in this Memorandum of Understanding may be implemented through specific arrangements, programs or projects to be agreed upon between the appropriate institutions or organizations of the Parties. Such arrangements, programs or projects should specify, inter alia, the objectives, financial arrangements and other details related to specific undertakings implemented within the framework of this Memorandum of Understanding;
2. To implement this Memorandum of Understanding, the Parties shall establish a Joint Committee on tourism. The composition of the Joint Committee will be decided by the Parties. The progress of implementation will be reported to the Governments of the Parties periodically.
3. The Joint Committee on tourism shall set down plans of action within the framework of the 5-year period according to the Memorandum of Understanding and recommend programs of cooperation to the executing agencies.
4. The Joint Committee shall regularly review the implementation of this Memorandum of Understanding and action plans and submit a report to the Executing Agencies.
5. The Joint Committee shall convene annually or on a date mutually agreed by the Parties, alternately in Thailand and in France.

ARTICLE 5

Protection of Intellectual Property

Any result of activities under the framework of this Memorandum of Understanding shall be subject to the laws and regulations concerning the protection of the intellectual property and its neighbouring rights in the respective territories of the Parties, and the international agreements to which both Governments are Parties.

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ARTICLE 6

Amendment

Either Party may request in writing an amendment or a modification of any part of this Memorandum of Understanding. Any amendment or modification agreed by both Parties shall be considered as an integral part of this Memorandum of Understanding. Such amendment or modification shall enter into force on a date determined by both Parties.

ARTICLE 7

Settlement of Disputes

Any dispute between the Parties concerning the interpretation and/or implementation of this Memorandum of Understanding shall be settled amicably through consultations and/or negotiations.

ARTICLE 8

Entry into Force, Duration and Termination

This Memorandum of Understanding shall enter into force on the date of its signing.

This Memorandum of Understanding shall remain valid for a period of 5 (five) years and shall be automatically renewed for another 2 (two) years, unless either party terminates it by giving written notification through diplomatic channel, at least 6 (six) months prior to its expiration.

The termination of this Memorandum of Understanding shall not affect the validity and duration of any ongoing program or project implemented under this Memorandum of Understanding.

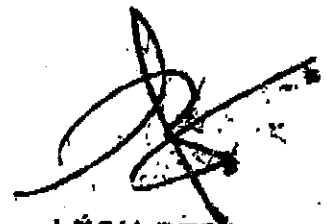
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IN WITNESS WHEREOF, the undersigned, being duly authorized thereto by their respective Governments have signed this Memorandum of Understanding.

Done in duplicate in Bangkok on this ninth day of July in the Year Two Thousand and Four, in the Thai, French and English languages, all texts being equally authentic.



SONTAYA KUNPLOME
Minister of Tourism and Sports
The Kingdom of Thailand



LÉON BERTRAND
Minister of Tourism
Republic of France