

MEMORANDUM OF UNDERSTANDING

among

Azerbaijan Tourism Association,

Kazakhstan Tourism Association,

Kyrgyz Association of Tour operators

and

Association of Turkish Travel Agencies

Azerbaijan Tourism Association, Kazakhstan Tourism Association, Kyrgyz Association of Tour operators and Association of Turkish Travel Agencies (hereinafter referred to as the Parties), with the aim to expand and deepen long-term mutually beneficial cooperation in tourism through the intermediary of Cooperation Council of the Turkic Speaking States (hereinafter referred to as the Turkic Council) ;

EMPHASISING the needs to strengthen, deepen and broaden cooperation in tourism between the Parties;

RECOGNIZING that the facilitation of tourist travel contributes to the development of the tourism sector of the Member States of Turkic Council;

TAKING INTO ACCOUNT the importance of the Parties as partners and major source markets for tourism in the geography of the Turkic Council and beyond;

REMAINING committed to the principles enshrined in the Nakhichevan Agreement that is the founding document of the Turkic Council;

RECALLING the First Meeting of the Ministers in Charge of Tourism held on 11 April 2014 in Istanbul that agreed to facilitate travel and tourism between the Parties by developing links between tourist centers to enhance synergies of tourism destinations;

NOTING the provisions stipulated in the Turkic Council Joint Cooperation Protocol on Tourism signed 11 April 2014 in Istanbul referring to the importance of furthering cooperation among public institutions and private sector engaged in tourism of the Member States with a view to addressing regional and international tourism issues of common interest.

Have agreed on the following:

ARTICLE 1

The Parties will, subject to the provisions of this MoU and the laws, rules and regulation and national policies in force in their respective countries decided to:

1. cooperate and do their utmost to further improve and promote tourism potential amongst tourism operators of the Republic of Azerbaijan, the Republic of Kazakhstan, the Kyrgyz Republic and the Republic of Turkey;

2. take programme of action for joint promotion of tourism destinations;
3. cooperate and take all possible measures in facilitating tourist travel;
4. further strengthen a close tourism partnership;
5. enhance mutual assistance for human resource development for the tourism sector;
6. take necessary steps for exploring avenues of cooperation and sharing information.
7. consider all possible means to eliminate or reduce barriers to tourist travel of a legal, financial, or technical nature;

ARTICLE 2

In order to facilitate the promotion of tourism potential, the Parties shall promote fruitful and effective contacts for businessmen and experts in the respective field.

ARTICLE 3

The Parties will regularly exchange information and best practices for the development of responsible and /or sustainable tourism as well as development and structuring of joint tourism packages to increase tourism flow.

The Parties shall cooperate in offering tourism investment opportunities to the investors especially in all kinds of tourism and in presenting incentives and facilities to be offered to investors in the field of tourism.

To this end, the Parties will supply each other with their publications and, subject to availability, any other relevant publications, catalogues, business literature and printed materials.

The Parties will also work together to support and encourage the participation of tourism stakeholders in national, regional and international travel markets, tourism exhibitions, workshops and festivals with emphasis on the Parties' tourism destinations and products;

ARTICLE 4

Wherever possible and appropriate, the Parties will promote and facilitate:

- the undertaking of tourism related projects, comparative study or other related activities on mutually agreed terms;
- travel and tourism through joint promotion and tour packages linking tourist destinations to be prepared within the Turkic Council;
- exchange of information pertaining to statistics and development strategies, investment opportunities and economic data in tourism;
- Jointly organize seminars, workshops, familiarization trips and face to face meetings, wherever possible, with a view to exploring and discussing new opportunities and avenues for the development and promotion of tourism.
- entrepreneurial capacities and managerial skills to improve the competitiveness of tourism products and services

ARTICLE 5

The Turkic Council Secretariat will assist the Parties:

- carrying out their functions including support in the supervision, coordination and review of cooperation projects, programmes and activities;

- coordinating and monitoring all approved projects, programs and activities under the work programs and/or plans with the relevant coordinating bodies.

ARTICLE 6

The Parties may agree to invite the participation of a third party in the joint projects, programmes and/or activities being carried out under this MoU. In carrying out such projects, programmes and/or activities, the Parties will ensure that the third party will comply with the provisions of this MoU.

ARTICLE 7

The implementation of this Memorandum will be jointly reviewed at the regular meetings of the Parties.

The Secretariat of the Turkic Council will be the depository of the Memorandum.

This Memorandum will come into effect the day of its signature and will be valid until one of the Parties sends a notice of cancellation at least three months in advance.

Signed in Baku on this 20th of May 2015 in one original copy in English.

For Azerbaijan Tourism Association



For Kazakhstan Tourism Association



For Kyrgyz Association of Tour operators



For Association of Turkish Travel Agencies

