MEMORANDUM OF UNDERSTANDING BETWEEN
THE WORLD TOURISM ORGANIZATION AND
THE CARIBBEAN TOURISM ORGANIZATION

Whereas the World Tourism Organization (hereinafter referred to as “UNWTO”), represented by its Secretary-General, Taleb Rifai, is a specialized agency of the United Nations and the leading public international organization in the field of tourism, with a membership encompassing 162 countries and territories and more than 400 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities,

Whereas the Caribbean Tourism Organization (hereinafter referred to as “CTO”), whose headquarters are located at Bridgetown, Barbados and duly represented by its Secretary General, Hugh Riley is an Affiliate Member of UNWTO;

Whereas UNWTO recognizes the significant contribution that can be made by Affiliate Members to its strategic objectives and therefore actively promotes cooperation arrangements with Affiliate Member stakeholders;

Whereas CTO supports the objectives of UNWTO and intends to collaborate with UNWTO within the framework of the present Memorandum of Understanding;

Now therefore, the parties have agreed as follows:

Article I: Aims and scope

1.1 The objective of this Memorandum of Understanding is to enhance cooperation between UNWTO and CTO. The Parties agree that they will cooperate closely and consult one another on matters of mutual interest in order to achieve their common objectives, which include:

Supporting the Caribbean States to engage in the preparation of strategies and action plans for the development of sustainable tourism, reflecting the particular circumstances of different States.

Undertaking a thorough analysis of the tourism value chain in all states to identify how the local economy and communities can gain maximum advantage from tourism and to design and implement measures to strengthen local employment and engagement in the sector, including access to training.
Promoting investment in tourism, including appropriate foreign investment, while taking measures to protect local interests and establish financial partnerships, to achieve mutual benefits.

Supporting international and regional tourism bodies in promoting and providing expertise in the sustainable development of tourism.

1.2. The parties agree to work together in good faith, through joint and concerted cooperation in accordance with the provisions of this Memorandum of Understanding, in order to implement the objectives set forth above.

1.3. The parties agree that this Memorandum of Understanding does not confer any exclusivity regarding activities covered by this Memorandum of Understanding and that they may collaborate on similar activities with other partners.

**Article II: Areas of cooperation**

2.1. Subject to the programme of work of the parties and to the provisions of this Memorandum, UNWTO and CTO will cooperate in the implementation of projects including any of the following areas:

- Market intelligence and research on tourism issues previously agreed between the parties
- Statistics and economic measurement of tourism, especially the implementation of the UNWTO Tourism Satellite Account (TSA) in CTO Member States
- Sustainable development of tourism and Risk and Crisis management
- Capacity building through the organization of regional seminars/workshops on tourism issues of common interest to the parties
- The celebration of a biennial joint CTO/UNWTO Forum with a Regional Marketing Outlook, the details of which will be worked out at a later stage, and

2.2 The parties will hold regular meetings between their designated focal points, or their representatives, to review the outcomes and issues arising from their cooperation, to agree on priorities and issues for future cooperation and to identify new areas of collaboration.

2.3 Nothing in this Memorandum of Understanding shall be deemed to represent a financial implication or commitment on any of the parties.

**Article III: Modalities of cooperation**

3.1. The objectives, expected results, commitments and modalities of execution for specific projects to be implemented under the scope of this Memorandum of Understanding shall be agreed upon by UNWTO and CTO in specific project documents and approved through the conclusion of a corresponding cooperation agreement between the Parties.
3.2. The implementation of activities and projects envisaged in this Memorandum of Understanding will depend on the availability of the necessary financial resources and will be made in accordance with the regulations, rules, instructions, policies and procedures in force for UNWTO and CTO.

3.3 The Parties will make every effort to inform each other of all issues that might affect the implementation of this Memorandum of Understanding and the activities to be implemented.

Article IV: Use of the name, acronym, flag and emblem

4.1 CTO and its affiliates will not in any manner whatsoever use the name, emblem, acronym or flag of UNWTO in connection with its business or otherwise without express prior written authorization of UNWTO and upon the terms and conditions established by UNWTO. Similarly, UNWTO and its affiliates will not in any manner whatsoever use the name, emblem, acronym or flag of CTO in connection with its business or otherwise without express prior written authorization of CTO and upon the terms and conditions established by CTO.

4.2 Subject to the prohibition established in Article 4.1 above, either party may issue press releases or make public announcements relating to this Memorandum of Understanding after mutual consultation and written agreement from the other party on the content of the same.

Article V: General conditions

5.1 Nothing in or relating to this Memorandum of Understanding will be construed as establishing a joint venture, agency, exclusive arrangement, or other similar relationship implying any joint liability between UNWTO and CTO.

5.2 CTO confirms that it is not directly involved in the production of goods, the delivery of services or any other activity which could be opposed to the objectives or principles of UNWTO or the UN.

5.3 CTO will respect the laws of the countries in which it operates. CTO will not permit any official of the Organization to receive a direct or indirect profit from this Memorandum or from any subsequent agreement(s) between the parties.

5.3 The parties will not assign, transfer, pledge, or make other disposition of the present Memorandum of Understanding or any part thereof or of any of the rights, claims, and obligations under the present Memorandum of Understanding except with the prior written approval of the other party. Any of the aforementioned actions taken without such written approval will not be valid.

Article VI: Entry into force, amendment and termination

6.1. This Memorandum of Understanding will enter into force on the date of its signature by both parties, and will remain in effect until 31 December 2015 unless terminated by either party by six months prior
written notice to the other party. No such termination will affect contractual obligations already entered into by either party under this Memorandum. This Memorandum of Understanding may be renewed by written agreement of the parties before 31 December 2015.

6.2. Any amendment to this Memorandum of Understanding will be effected by mutual agreement of the parties through an appropriate exchange of letters.

**Article VII: Governing Law**

7.1. The present Memorandum of Understanding will be construed in accordance with general principles of International Law, to the exclusion of any single national law.

**Article VIII: Privileges and Immunities**

8.1. Nothing in or relating to this Memorandum of Understanding shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.

Agreement and acceptance of this Memorandum of Understanding are indicated by the signature of the duly authorized representatives of the parties.

Done in Nassau, The Bahamas, on February 19th, 2014 in English language

On behalf of UNWTO

Taleb Rifai
UNWTO Secretary-General

On behalf of CTO

Hugh Riley
CTO Secretary General