

**Memorandum of Cooperation
in the Field of Tourism
between
the Japan Tourism Agency
and
the Ministry of Tourism of the Republic of Bulgaria**

The Japan Tourism Agency and the Ministry of Tourism of the Republic of Bulgaria (hereinafter referred to as “both sides”) have expressed a desire to enhance the friendly relationships between the citizens of both countries, and have made the following proposals in order to facilitate the economic development and increase the potential of tourism in both countries, have reached the following understanding:

Section 1. In the field of the development of tourism exchange:

1. Both sides will work together to increase the number of tourists between both countries.
2. Both sides will strengthen the activities of direct contact between the tourism authorities, in order to develop tourism exchange between both countries.
3. Both sides will cooperate in the development of sustainable tourism.

Section 2. In the field of the promotion of tourism products:

1. Both sides will exchange experience relating to the implementation of national marketing strategies and information relating to projects in the tourism sector.
2. Both sides will exchange various tourism PR materials that they have each produced.
3. Both sides will cooperate with each other with regard to activities to popularize the tourism products of their own country using the media, the Internet, SNS, etc.
4. Both sides will promote mutual participation by agencies related to tourism and tourism providers from both countries in international tourism expositions and other events in the tourism sector that are held in the other side's country.

Section 3. In the field of the development of human resources and the improvement of skills for the tourism industry:

1. Both sides will cooperate in facilitating the exchange of information and interactions among experts between the organizations of both countries with the objectives of educating and developing human resources and improving their skills.

Section 4. In the field of the Exchange of Information:

1. Both sides will exchange information relating to tourism policies and areas related to tourism

development.

2. Both sides will exchange information on national laws relating to tourism sector and protection and preservation of natural and cultural resources.

Section 5. Any dispute between both sides arising out in the interpretation, application and implementation of this Memorandum of Cooperation will be settled amicably through consultations or negotiations between both sides.

Section 6. This Memorandum of Cooperation:

1. Will continue for five (5) years from the date of signature, and, unless either side gives notification in writing to the other side of its intention to discontinue it six (6) months before the expiry of the five-year term, will be automatically extended for a further three (3) year period.

2. The discontinuation will not affect the implementation of the programmes, projects or the planned joint activities launched under this Memorandum of Cooperation.

3. This Memorandum does not constitute an international treaty and does not impose any binding rights or obligations on both sides.

4. This Memorandum of Cooperation will commence on the date of its signature.

Section 7. With regard to revision and modification to this Memorandum of Cooperation:

1. Either side may propose a revision or modification to this Memorandum of Cooperation. Such a revision or modification to this Memorandum of Cooperation will require the mutual consent of both sides in writing.

Signed in Tokyo on 26th September 2024 in two (2) original copies, in Bulgarian, Japanese and English languages respectively, all texts having equal value. In case of any discrepancy in the interpretation, the English text will prevail.

**For
the Japan Tourism Agency**

**For
the Ministry of Tourism
of the Republic of Bulgaria**

**Naoya Haraikawa
Commissioner**

**Evtim Miloshev
Minister of Tourism**