

臺中市政府觀光旅遊局 與 泰國旅行社協會(ATTA)

觀光友好交流合作備忘錄

本備忘錄係由臺中市政府觀光旅遊局 與 泰國旅行社協會 雙方簽署，並同意達成以下合作之協議：

一、目的：

以促進兩地觀光發展為目標，雙方於立約期間藉由實質旅遊交流活動，開拓兩地觀光資源及潛力。

二、準則：

雙方交流以平等、互惠、互助為前提，進行廣泛的合作，確保兩地觀光產業有效發展。

三、合作內容：

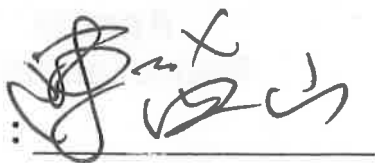
- (一)為促進兩地入出境旅遊成長，雙方應互相鼓勵、支援、及分享觀光發展經驗。
- (二)雙方應積極參與彼此舉辦之會議、論壇研討、工作坊、展覽、節慶等各項活動。
- (三)加強兩地旅遊資源之國際行銷推廣，定期舉辦旅遊踩線考察團，以提升兩地觀光資源相互瞭解。
- (四)雙方應互邀投資者考察，使兩地觀光產業永續發展。

上述合作備忘錄係於2017年7月假泰國曼谷市簽訂，以繁體中文及英文繕寫一式二份，各具同等效力，並由簽署雙方各執一份。

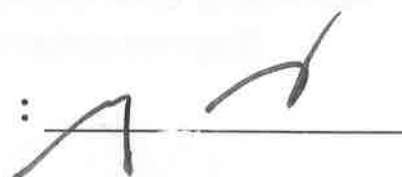
臺中市政府觀光旅遊局 代表

泰國旅行社協會(ATTA) 代表

簽名
Signature



簽名
Signature



**MEMORANDUM OF UNDERSTANDING
ON TOURISM COOPERATION
BETWEEN
TOURISM AND TRAVEL BUREAU, TAICHUNG CITY GOVERNMENT
AND
ASSOCIATION OF THAI TRAVEL AGENTS**

Tourism and Travel Bureau, Taichung City Government and Association of Thai Travel Agents do hereby agree to this Memorandum of Understanding, hereinafter referred to as the MOU, as detailed below:

1. PURPOSE

Basing on actual tourism activities to explore tourism resources and potentiality of two localities in coming years.

2. PRINCIPLE:

Comprehensive cooperation to forward tourism activities between two localities in spirit of mutual support, help, to ensure effective tourism development for the benefit of both localities.

3. CONTENT OF COOPERATION:

- To facilitate, support, and exchanging of experiences in inbound as well as outbound tourism.
- To participate positively in conferences, workshops, exhibitions, fairs, events and festivals of two localities.
- To hold fam-trip groups for introduction of tourism products of two localities with a view to forwarding for tourism of each locality.
- To give support mutually in inviting and calling investors, with a view to making the best of sustainable tourism development.

This MOU is signed in July, 2017, Bangkok, in two original copies in both English and Traditional Chinese languages. Both two copies are equally authentic. Each party holds one copy.

**Travel and Tourism Bureau,
Taichung City Government
Representative**

Signature: _____



**Association of Thai Travel
Agents
Representative**

Signature: _____

