



MEMORANDUM OF UNDERSTANDING BETWEEN THE WORLD TOURISM ORGANIZATION AND ARISTOTLE UNIVERSITY OF THESSALONIKI

Whereas the World Tourism Organization (hereinafter referred to as "UNWTO"), represented by its Secretary General, Zurab Pololikashvili, is a specialized agency of the United Nations and the leading public international organization in the field of tourism, with a membership encompassing 164 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities,

Whereas the Aristotle University of Thessaloniki (hereinafter referred to as "AUPh"), whose headquarters are located at the Aristotle University Campus, Thessaloniki, 54124, Hellenic Republic, represented by its Rector, Professor Pericles A. Mitkas, is a self-governed Public University established in 1925, the largest multithematic University in the Hellenic Republic and in Southeastern Europe, promoting interdisciplinarity, research and innovation, actively participating in European Educational Programmes, International Organizations, Unions and University Networks. AUPh prides itself of the establishment of the European Interdisciplinary Silk Road Tourism Centre (hereinafter referred to as "EISRTC"), the mission of which is to foment the interdisciplinary study and research of Silk Road sustainable tourism development and cultural heritage issues in a European and international context;

Whereas the parties recognize the importance of strengthening responsible, sustainable and universally accessible tourism and promoting tourism as a driver of economic development, and are willing to combine their efforts and work together to support the research, dissemination and training efforts of EISRTC,

Now therefore, the parties have agreed as follows:

Article I: Aims of Cooperation

- 1.1. The objective of this Memorandum of Understanding is to enhance tourism research cooperation between UNWTO and AUPh, with a specific focus placed on EISRTC. The Parties agree that they will cooperate closely and consult one another on matters of mutual interest in order to achieve their common objectives.
- 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.
- 1.3 The parties agree that this Memorandum of Understanding does not confer any exclusivity regarding activities covered by this Memorandum and that they may collaborate on similar activities with other partners.

Article II: Areas of cooperation

- 2.1. UNWTO and AUTH, subject to the programme of work of the parties and to the provisions of this Memorandum, will support the work of EISTRIC and cooperate in the implementation of projects relating to the research and dissemination of Silk Road tourism.
- 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 In the development and implementation of any specific project related to any of the above areas of mutual interest, the Parties may work in conjunction with other partners as appropriate.
- 3.2. 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 AUTH in specific project documents and approved through the conclusion of a corresponding partnership agreement between the Parties.
- 3.3. The implementation of activities and projects envisaged in this Memorandum of Understanding will depend on the availability of the necessary financial resources and the parties shall act in accordance with their respective rules, regulations, policies and procedures in force for UNWTO and AUTH.
- 3.4. 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.
- 3.5. Whenever appropriate and subject to such conditions as may be agreed upon, each of the parties will invite the other to participate in meetings arranged by one of the parties, in which the other party has expressed an interest and dealing with topics of common interest, including the areas of collaboration in paragraph 2.1 above.

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

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

Article V: General conditions

- 5.1 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. 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 AUTH.

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 2021 unless terminated by either party 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 2021.
- 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 constructed 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 two originals in the English language.


On behalf of UNWTO



Zurab Pololikashvili
Secretary-General



On behalf of AUTH



Pericles A. Mitkas
Rector

