



*A Two-partite
Memorandum of Understanding
for
The Sustainable Tourism Development
through promotion of Actual and Potential
Natural, Cultural & Historical Attractions
of the SNNPRS, Ethiopia
Between the:*

*Southern Nations, Nationalities and
People's
Regional State, Culture and Tourism
Development process
(SNNPRS-CTDP)*

and

Ethio Treasure Travel (ETT)

June, 2009

MoU: SNNPR-CTDCP & ETT for
The Sustainable Tourism Development through promotion of Actual and Potential
Natural, Cultural & Historical Attractions of the SNNPRS, Ethiopia

This MoU is a two-partite agreement made between the Southern Nations, Nationalities and People's Regional State, Culture and Tourism Development Process (here after referred to as SNNPR-CTDP) and Ethio Treasure Travel (hereinafter referred to as "ETT"). The SNNPR-CTDP and ETT will be guided by the aspiration to work in partnership in activities that will contribute to the Sustainable tourism Development above all on the promotion of Natural, Cultural and Historical attractions of the SNNPRS.

Appreciating that the collaboration and joint efforts of SNNPR-CTDP and ETT will greatly contribute to the sustainable socio-economic development through promoting the actual and potential tourist attractions (Natural, Cultural & Historical) of the region, so as to boost up the tourism industry of the region in particular and the country as a whole.

WHEREAS SNNPR-CTDP and ETT recognise that in order to ensure successful tourism development in the region, due focus need to be given on the areas of promotional activities. This will involve the followings activities:

- Organize exhibitions /or participate in the different exhibitions to promote the region tourism destinations and events of ethnic arts and crafts, wildlife and encouraging exposure both abroad and home
- preparation filed guide book and productions of brochures, leaflet, poster, calendar, prepare and collect photographs and documentary films, prepare information for mass-media (Radio, TV, different magazines and news letters)
- Creating awareness using the promotion of mass tourism; for schools, church groups, college and universities, and organizations.
- Promotion of eco-tourism and creating awareness for the local community as well as to visitors
- Provide support and promotion of local businesses such as artefact, Pottery and Blacksmith
- Create job opportunities for the local communities
- Delivering quality services to make sure that our customers and the communities around the attractions are satisfied beneficiaries
- Capacity building, community outreach activities and awareness creations/ environmental education/.

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Accordingly, the SNNPRS-CTDP in collaboration with ETT devises the following partnership and strategies that will contribute for the betterment and sustainable tourism development so as to benefit local communities who are living around the attractions, the region and the country as a whole.

Therefore, it is hereby agreed as follows:

Article 1. Definitions

In this agreement (as hereafter defined) the following words and expressions shall have the meaning hereby assigned to them except where the context otherwise requires;

- 1.1. **“Agreement”** means this agreement and any annex or amendments hereto attached and which form an integral part of this agreement and such other documents as may from time to time be expressly agreed in writing by the parties to form part of the agreement.
- 1.2. **“Contracting parties,”** means SNNPR-CTDP and ETT

Article 2. Responsible Authorities

- 2.1. The SNNPR-CTDP designates focal Person responsible for the fulfilment and follow-up of its obligations under this agreement.
- 2.2. ETT is an implementing organ responsible for the fulfilment of its obligations under this agreement.

Article 3. Co-operation

3. 1. SNNPR-CTDP and ETT agree;
 - a. To co-operate and consult on matters dealing with the promotional activities of the region tourist actual & potential attractions..
 - b. Both parties will cooperate in the realization of the objectives of this agreement in accordance with the activities and budgets of the project document (Appendix I) as agreed by ETT and SNNPR-CTDP

Article 4. Responsibilities (Undertakings):

4.1. ETT hereby agrees to:

- a. Implement projects related with promotions (activities mentioned on the 1st page of this agreement) and contribute for the sustainable tourism development of SNNPRS. (Note: any cultural practices, events intended for promotion need to be recognized/confirmed/ by the region Nations and Nationalities Council of the SNNPRS whether they are belongs to the concerned nationality/community/ and/or they are good or harmful cultural practices/

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- b. Prepare project proposals and deliver for comments to SNNPR-CTDP
- c. Lobby financial grants from different stakeholders
- d. Prepare and provide a quarterly and annual project progress report to SNNPR-CTDP and other relevant stakeholders (donors, local admin etc),
- e. Renew the Business licence and this agreement in timely manner.

4.2.. SNNPR-CTDP hereby agrees to:

- a. Facilitate contacts and cooperation with other Government institutions and officials for effective implementation of the project,
- b. Facilitate and support the activities of the project
- c. Provide supportive and different required letters
- d. Provide relevant information required for the activities of the project
- e. Undertakes to support the efforts of ETT to secure funding to run its operation
- f. Evaluate and monitor the projects activities

Article 5. General

- 5.1.This Agreement shall come into effect and be binding on the Parties hereto on the date it is signed by the duly authorized representatives of SNNPR-CTDP and ETT,
- 5.2.This Agreement shall remain valid until the end of 2002 (E.C) or June 30, 2010 unless terminated pursuant to paragraph number 5.3 below,
- 5.3.This Agreement may be amended or terminated by any Contracting Party giving three (3) months prior written notice of amendment or termination to the other contracting parties,
- 5.4.This Agreement may be revised or modified from time to time by mutual consultation and consent between the parties,
- 5.5.In case of any dispute arising out of this Agreement, the Parties will settle the dispute through amicable negotiations between themselves.

IN WITNESS WHERE OF, the undersigned, being duly authorised hereto, have in the names of their respective organisations signed this Agreement in two originals in English Language, both texts being equally authentic.

Signed on the _____ of _____ 2009

On behalf of SNNPR-CTDP

On behalf of ETT

Signature: _____

Signature: _____

Name: _____

Name: _____

Position: _____

Position: _____

Date: _____

Date: _____