



**"Accord on the Development and Management of
Eco-Tourism Projects: Their Commercialization in the North American Market"**

Considering:

Considering that the Region of Valparaíso ("Valparaíso") has great advantages for the practice of adventure tourism not only in the marine sector, but also the area of mainland and outlying regions;

That the area's tourism development has to diversify in order to maintain and improve the number of tourists not only from South America, but also from North America;

The convenience of having the Government of Valparaíso supporting those initiatives and playing a leveraging role in the regional development of tourism based on appropriate environmental standards; and

The need for the Government of Valparaíso to also support initiatives to generate new areas of resources through adventure tourism that may be developed in the Valparaíso Region.

Whereas:

The Province of Manitoba, given its special geographical characteristics, has great experience in the area of eco-tourism and adventure tourism development;

That along with the unique geographical conditions of the area, there has been a significant level of public and private investment, which has resulted in a strong infrastructure and a number of studies related to tourism development.

It is agreed:

To promote the development of the eco- and adventure tourism industry in the Valparaíso Region by optimizing the efforts of tourism agencies, the quality and certification of product and services; by promoting new businesses that complement this effort and by a better commitment from the community to protect the environment.

The Government of Manitoba, through its specialized public and private entities, will assist the Government of Valparaíso in the development of policies and proper methods to promote new sources of eco- and adventure tourism in the Region of Valparaíso.

For this purpose, emphasis will be placed on the following aspects, but not limited to:

- Theoretical and practical programs required for the development of eco/adventure-tourism;
- Creation of a protective public conscience toward the environment and the development of a support network;
- Identification of opportunities, creation of programs, activities and highly attractive routes;
- Innovative eco-tourism concepts;
- Design and delivery of tourism interpretation programs;
- Commercialization of tourism packages for small and medium sized operators;
- Suitability of the promotion and marketing efforts;
- Product development and methods of commercialization in the North American markets;
- Customer service -increasing the standard of quality of services; and
- The generation of management optimization systems for planning.

The Government of Valparaíso Region will facilitate the pertinent means to secure the required financing that will allow achieving the goals, experience transfer and training, which are part of the present accord.



For the purpose of implementing the present accord and to conform to the framework of the Agreement, the Parties agree to designate one representative from each Government who, together with the Agent of Manitoba Trade in Chile, will then be responsible for the proper and efficient execution of the present accord.

The present accord has been drafted in two versions, one in English and the other one in Spanish, both with congruent content and identical validity.

For the Province of Manitoba

Original Signed By:

For the Region of Valparaíso

Original Signed By:
