

Committee on Development and Intellectual Property (CDIP)

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SUMMARY OF THE STUDY ON “INTELLECTUAL PROPERTY: A MECHANISM FOR STRENGTHENING PROVINCIAL IDENTITY WITHIN THE FRAMEWORK OF THE IMBABURA GEOPARK PROJECT”

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1. The Annex to this document contains a summary of the study on “Intellectual Property: A Mechanism for Strengthening Provincial Identity within the Framework of the Imbabura Geopark Project” undertaken in the context of the Project on Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and Other Developing Countries (document CDIP/15/7 Rev.).

2. The study has been prepared by Mr. Sebastián Barrera, Founder, Creative Director, Kompany Latam, Quito.

3. *The CDIP is invited to take note of the information contained in the Annex to the present document.*

[Annex follows]

Intellectual Property: A Mechanism for Strengthening Provincial Identity within the Framework of the Imbabura Geopark Project

SUMMARY

The study conducted within the framework of the Intellectual Property, Tourism and Culture project in connection with the Imbabura Geopark Project seeks to serve as a support tool for identifying the existing tourist offer in the province of Imbabura, in order to associate it with intellectual property. A summary is provided below.

The study starts with an overview of the environment and the tourist offer, presenting indices of the tourist sector, such as the type of foreign visitors to Ecuador.

There is also an overview of the management of local tourism in the province of Imbabura. Here, there focus is on the manufacturing sector and how the productive sector influences the economy of the province.

There is a brief introduction to the economic influence of the production of handicrafts not only in Imbabura Province, but also in the country as a whole.

The importance of returning to simplicity is highlighted, as reflected in the influence of indigenous cultures, and how this converges with tourism, especially adventure tourism. The study shows that visitors want not just to visit and enjoy experiences as foreigners; on the contrary, they want to be immersed in the experience and be part of the communities.

Since this is a project that takes shape with what would be the Imbabura Geopark, once approved by UNESCO, it also reviews the experience of other geoparks in Latin America and how they have been developed. Hence, there is a fixed analysis of a specific market for the development of tourism activity, with a review of countries such as the United States of America, Canada, Germany and the United Kingdom, whose foreign tourism rates are high and whose nationals are potential visitors to the Imbabura Geopark project.

The existing tourist offer in Imbabura is presented, with an analysis of the cantons and main cities of the province and their focus in terms of tourist services: Otavalo, Ibarra, Cotacachi, Pimampiro, Antonio Ante and Urcuquí.

The development of activities carried out by the indigenous and local inhabitants of each area is discussed, as well as their main festivities. The *Inti Raymi*, or sun festival, is one of the main festivities in almost all areas. Another major attraction for foreign visitors is the traditional gastronomy of the province. In some areas it is similar, while in the city of Ibarra, for example, there is a variety of characteristic products such as the *paila* ice cream or blackberry syrup.

The places of interest for visitors in each area are identified. They are mainly areas of unique and diverse landscapes owing to the different microclimates of the province.

In response to the identified features of the tourist offer, the current offer of the province is strengthened with respect to intellectual property. It has been found that greater attention is required in this area, since the tourist offer exists, as do services. However, the need to create one or more brands that allow the providers of these services to support each other in order to complement their work, improve it, or give them added value is also considered.

Likewise, with regard to the brand environment corresponding to products such as handicrafts, clothing and others, the study highlights the need to address this gap and the Imbabura Geopark project aims to build a park that will support the productive development of the inhabitants of the province.

The typical features of each sector, such as the leather of Cotacachi or the embroidery of Zuleta, should be highlighted. Typical dishes made with products from the area or in a characteristic way should also be identified.

It is also worth highlighting the proposal to use appellations of origin or geographical indications that would add value to products with these characteristics, promoting culture and the protection of natural resources, with a focus on sustainable tourism within the natural and cultural environment.

[End of Annex and of document]