

Committee on Development and Intellectual Property (CDIP)

Twenty-Second Session
Geneva, November 19 to 23, 2018

SUMMARY OF THE STUDY ON INTELLECTUAL PROPERTY, TOURISM AND CULTURE: SUPPORTING DEVELOPMENT OBJECTIVES AND PROMOTING CULTURAL HERITAGE IN EGYPT

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1. The Annex to this document contains a Summary of the Study on Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt prepared under the Project on Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and other Developing Countries (CDIP/15/7 Rev.). The Study has been prepared by Ms. May M. Hassan, Founder of IP Mentor, Intellectual Property Attorney and Field Researcher, IP Trainer in the National (start-up) Intellectual Property Academy, in coordination with the WIPO Secretariat.

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

[Annex follows]

INTELLECTUAL PROPERTY, TOURISM AND CULTURE: SUPPORTING DEVELOPMENT OBJECTIVES AND PROMOTING CULTURAL HERITAGE IN EGYPT

The study was conducted within the framework of the WIPO Development Agenda Project on *Intellectual Property, Tourism and Culture: Supporting Development Objectives and Promoting Cultural Heritage in Egypt and Other Developing Countries*. The study starts with an overview of the importance of tourism and cultural heritage in Egypt, followed by the methodology used to conduct the study.

It explores existing opportunities to use selected IP tools, in particular trademarks, copyright and related rights, geographical indications, designs, patents and trade secrets, in relation to the promotion of tourism and cultural heritage in Egypt. It also identifies current challenges, in particular concerning IP awareness, IP management, IP policy and other institutional and legal IP-related frameworks, highlighting the need to address the related gaps.

The study focuses on four touristic “attractions”, selected by an *ad hoc* National Steering Committee on the basis of their significant touristic offer, ranging from remarkable natural and cultural resources, to authentic origin-based products and tradition-filled festivals such as the Sun Passes on Ramses II events. In each case, the potential to exploit the IP assets inherent to each location was analysed. The locations also served as a reference to contextualize different types of tourism in Egypt, all of them converging toward what is termed as “experiential tourism”.

The Aswan *Nub Tamari* (Golden Land) route was chosen for its relevance in the context of cultural and leisure tourism, agro-tourism and therapeutic tourism. The study analysed the use of IP tools in relation with touristic offer based on the goods and services emerging from tours of temples, tombs, monumental treasures, churches, ancient architecture and monasteries, to oral traditions such as languages, literatures, fables and proverbs, in addition to traditional costumes, folk dances and songs. The Siwa Oasis route focused on IP tools used in relation with adventure tourism and wellness tourism, ranging from safaris and sand boarding to sand therapy and swimming in mineral springs, along with the local industries, authentic handicrafts, embroidery and the Egyptian culinary traditions embodied in the delicious food of each destination. The Holy Family Journey was chosen in relation to spiritual tourism as it is a unique multi-religious pilgrimage route encompassing many attractions in one package from Sinai in the east to Assiut in the south. The National Museum of Egyptian Civilization (NMEC) was chosen to analyse the use of IP in the context of educational and cultural tourism, being the first museum of civilization in the Arab world and the only museum in Egypt that gives an overview of all eras of Egyptian civilization reflected *inter alia* in crafts and industries.

The study highlights successful instances of promotion of tourism and cultural heritage, and their link to the use of IP, and at the same time offers a number of recommendations to address identified challenges. The recommendations provide measures to safeguard the identity of destinations and the typical features of each location while leveraging the competitiveness of local businesses in relation with tourism. Acknowledging the role of various IP tools in different contexts, the study highlights the importance of the trademark system as the basis for branding specific destinations on the basis of their uniqueness, thus guaranteeing the “authenticity” of the touristic experience, as well as of the goods and/or services that tourists buy. The copyright system also plays a role in the protection of culturally sensitive content found in of all the above destinations, especially in museums. In some cases, the use of appellations of origin may help the branding of high quality products linked to certain regions of touristic interest, promoting in turn opportunities for local development.

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