



Intellectual Property, Tourism and Culture: *Supporting Sustainable Local Development*

Francesca Toso

Senior Advisor, WIPO Development Sector

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WIPO

The global forum for intellectual property

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION



Who we are

- International intergovernmental organization
- 191 member states
- 350 + accredited observers
- 1300 staff from 120 countries
- 26 treaties

What we do



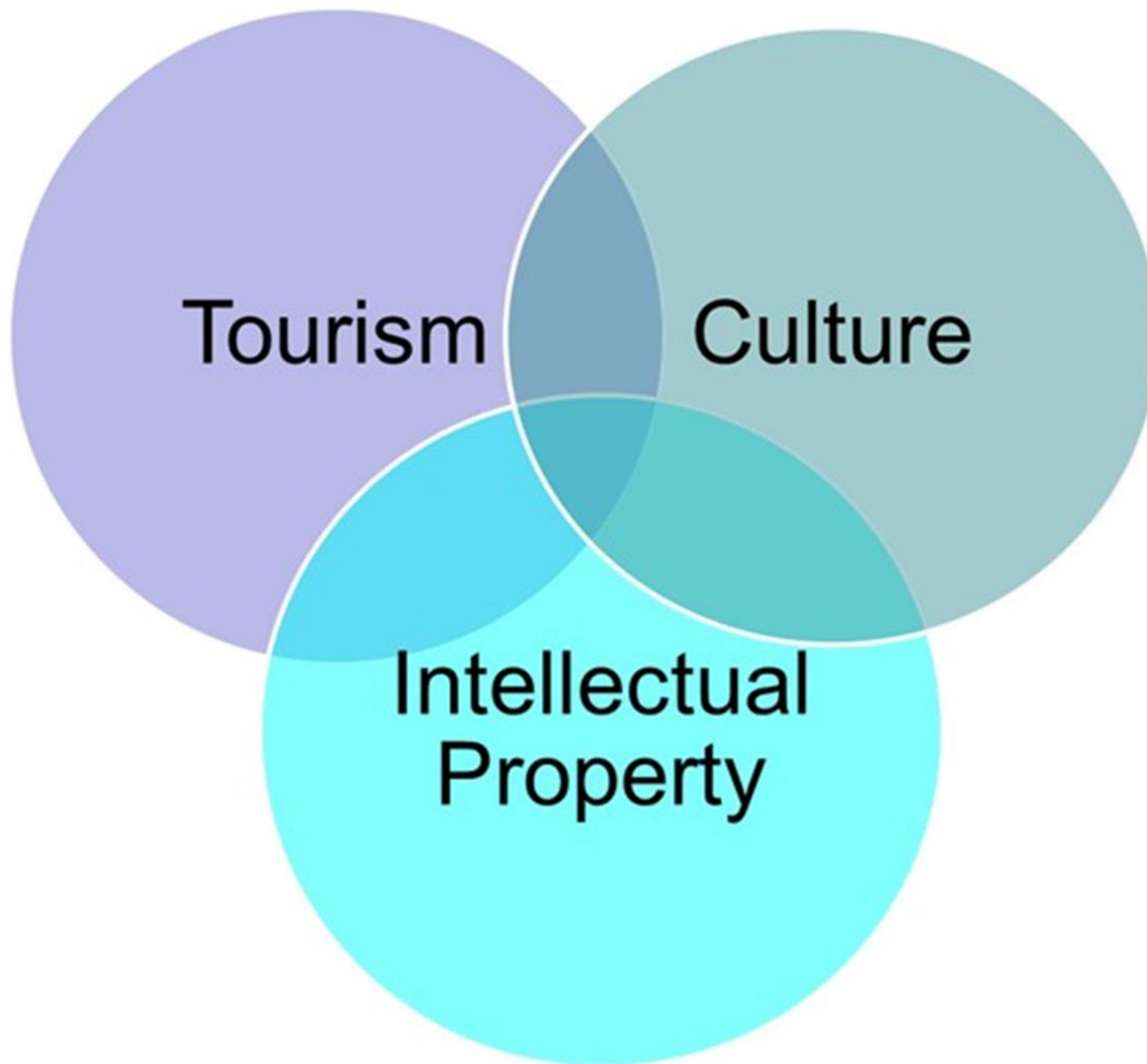
We help governments,
businesses and
individuals make
intellectual property
work for **innovation**
and **creativity**

Making IP work for Development

WIPO Project (2016-2018)

Intellectual Property, Tourism and Culture:

**Supporting Development Objectives and
Promoting Cultural Heritage in
Developing Countries**



POTENTIAL FOR LOCAL DEVELOPMENT



What do these 4 countries have in common?

■ Tourism / cultural assets



■ IP system



National Intellectual Property Office of Sri Lanka

Ministry of Industry and Commerce



**BUSINESS AND INTELLECTUAL
PROPERTY AUTHORITY**
Protecting Entrepreneurship and Innovation

■ Potential to use IP to leverage the tourism market and generate revenue

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Project cycle and methodology



Stakeholders

- Policy makers / government institutions
- Tourism stakeholders / private sector
- Academic community

ECUADOR PILOT PROJECT NATIONAL IMPLEMENTATION 2016-2018

National Service of Intellectual Rights (SENADI)



Tourism
Promotion



Geo-Park
Project



Education and
Capacity
building



Who benefits from IP in tourism?

Tourism-related business owners

- **Distinctive signs:**
 - Trademarks (individual, collective, certification marks)
 - Geographical indications (for members of an association or cooperative)
- **IP rights holders directly benefit from better competitiveness of local tourism-related enterprises**

Tourism-related Inventors/creators

- Patents
- Designs
- Copyright + related rights
 - Authors & Performers, Producers
- **IP right holders indirectly participate in tourism promotion and local development**

The entire IP system provides useful tools that may be leveraged, through appropriate strategies, for the benefit of tourism stakeholders, and for the promotion of *local development* and *sustainable tourism* in all countries

In each pilot country...

- Support local development objectives
- Promote tourism and cultural heritage through the use of the IP system
- Leverage the competitiveness of local businesses through the use IP tools and strategies

In each destination...

- **Identify resources and assets**
- **Opportunities and difficulties**
- **Unique products & services**
- **Tourism value chains**
- **General IP related findings**
- **Recommendations**

A National Study by May Hassan

TOURISM, DEVELOPMENT AND IP:
THE CASE OF EGYPT



The SIWA Oasis

THE WELLNESS ROUTE

Resources & assets (Siwa)

Tangible Resources

Nature linked to Wellness tourism...
sands, springs, salty lakes, deserts,
mountains...etc.



Clean agriculture: organic herbs, dates and olives.

Resources & assets (Siwa)

Intangible Resources: Siwan Cultural Heritage

oral traditions (Siwan tales), handicrafts, traditional costumes, folk dances.



Photos: May Hassan

Opportunities and difficulties (Siwa)

- Wellness tourism
- Eco-tourism
- Adventure tourism

- BUT...

- Accessibility hindrances
- Incipient tourist infrastructure



Photo: May Hassan

Unique products & services (Siwa)

- Treatments with herbs and medicinal plants



Photos: May Hassan



... unique products & services (Siwa)

■ Handicrafts - Fuwwah Kilim



■ Jewelry – unique designs



... unique products & services (Siwa)

■ Industry of salt



■ Industry of dates and olives



...unique products & services (Siwa)

- Embroidery and needlework



Photos: May Hassan

General IP Findings

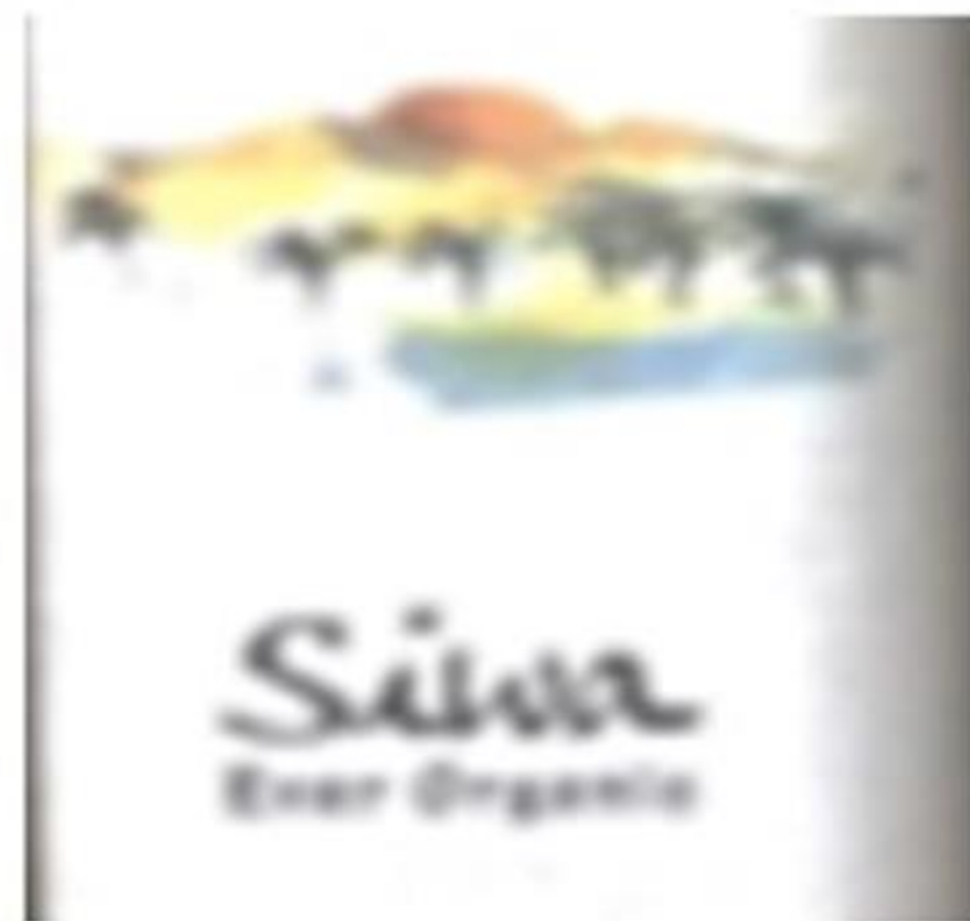
**THE INTELLECTUAL PROPERTY
INTERSECTION**

General IP findings

- => Distinctive signs underlining authenticity are not being used. Authenticity cannot be traced back to neither original creators nor its country of origin.
- => This lack of identification results in low price tags that hinder proper growth and development of relevant creative industries and consequently negatively impact development in this area.

General IP findings

- Some trademarks can be transformed into registered collective trademarks such as *Siwa* trademark and *Fuwwah* trademark which shall allow a higher brand positioning.



General IP findings

- => The presence of a trademark plays a role in raising **consumer confidence** in authenticity and hence attributing a **higher value** to displayed products.
- => These shops are selected by tour operators as **visiting points**.



Photos: May Hassan

What is the return on investment of the use of IP tools ?

**Resources + Intellectual Property tools =
Assets →**

**Promote tourism + Protect culture heritage +
Generate Cash Flow**

Recommendations...

- Create new “***destination brands***” for selected locations and register the names as trademarks.
- Develop **advertising/marketing campaigns** for each destination brand, including through *package deals, ads, web sites, events, YouTube distribution, mobile apps...etc.*
- Integrate **trade indication “*Made in Egypt*”** to all original handicrafts, in addition to a **certification of origin.**

Recommendations...

- Grant Fuwwah an “***appellation of origin***” for the kilim, ensuring that only the Fuwwah community can use the exclusive name “فوه”.
- Establish **collaboration** between the Siwan therapists and research entities/universities, to test the herbs and sand in laboratories in order to study their pharmacological activities => governed by a **robust system of access** and ***benefit-sharing*** to prevent piracy and misappropriation.

The way forward

Policy level

**Tourism
Business
Community**

**Education
and Capacity
building**

IP at the
intersection
between
tourism and
development

IP as a strategy
for business
competitiveness

IP and
Tourism in
mainstream
academic
curricula

Contact

Ms. Francesca TOSO

Senior Advisor

Office of the Deputy Director General,

Development Sector

WIPO

E-mail: francesca.toso@wipo.int

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