

## **Committee on Development and Intellectual Property (CDIP)**

**Thirteenth Session**  
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### **INTELLECTUAL PROPERTY AND TOURISM: SUPPORTING DEVELOPMENT OBJECTIVES AND PROTECTING CULTURAL HERITAGE IN EGYPT AND OTHER DEVELOPING COUNTRIES**

*prepared by the Secretariat*

1. The committee on Intellectual Property and Development (CDIP), at its twelfth session held in November 2013, considered a proposal from the Arab Republic of Egypt for a new Pilot Development Agenda Project on Intellectual Property and Tourism: Supporting Development Objectives and Preservation of Cultural Heritage, contained in document CDIP/12/10. The Delegation of Egypt was requested to work with the Secretariat to further develop the proposal into a Development Agenda project document and present it for the consideration of its thirteenth session.

2. Accordingly, the Annex to this document contains a project proposal on Intellectual Property and Tourism: Supporting Development Objectives and Protecting Cultural Heritage in Egypt and Other Developing Countries, for consideration the CDIP.

3. *The CDIP is invited to consider and approve the Annex to this document.*

[Annex follows]

## DEVELOPMENT AGENDA RECOMMENDATIONS 1, 4, 10, 12 and 40

## PROJECT DOCUMENT

1. SUMMARY	
<u>Project Code</u>	DA_1_10_12_40
<u>Title</u>	Intellectual Property and Tourism: Supporting Development Objectives and Protecting Cultural Heritage in Egypt and Other Developing Countries
<u>Development Agenda Recommendations</u>	<p><i>Recommendation 1:</i> WIPO technical assistance shall be, inter alia, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States and activities should include time frames for completion. In this regard, design, delivery mechanisms and evaluation processes of technical assistance programs should be country specific.</p> <p><i>Recommendation 10:</i> To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.</p> <p><i>Recommendation 12:</i> To further mainstream development considerations into WIPO's substantive and technical assistance activities and debates, in accordance with its mandate.</p> <p><i>Recommendation 40:</i> To request WIPO to intensify its cooperation on IP related issues with United Nations agencies, according to Member States' orientation, in particular UNCTAD, UNEP, WHO, UNIDO, UNESCO and other relevant international organizations, especially the WTO in order to strengthen the coordination for maximum efficiency in undertaking development programs.</p>
<u>Brief Description of Project</u>	Tourism has become one of the major players in international commerce, representing one of the main sources of income for many developing countries. In today's highly competitive globalized world, tourism is increasingly characterized by tailor-made demand for differentiated products and services which display added value. Tourism stakeholders can play a key role in providing high-quality products and services to tourists by responding to their most specific interests and needs. In so doing, they can strongly benefit from the strategic use of the IP system.

	<p>The project therefore aims at analyzing, supporting and promoting awareness of the role of the IP system in tourism-related economic activity, including activity related to the IP protection, safeguarding and preservation of cultural heritage. For this purpose, it will take a close look at practical experiences where selected IP tools and strategies can assist tourism operators achieve competitiveness through innovative steps, cooperation and collaboration, exploiting synergies among outputs and deriving benefit from knowledge transfer, IP protection of cultural heritage and traditional knowledge and traditional cultural expressions/expressions of folklore, and overall economic improvement.</p> <p>The project will be implemented in four pilot countries, including Egypt, where it will aim at building capacities of key stakeholders and raising awareness of the intersection between IP and tourism, in the framework of growth and development policies.</p> <p>The experiences documented and the strategies, tools and guidelines developed in the course of the project will also contribute to guide policy decisions and raise public awareness on the use of IP in tourism promotion and cultural heritage protection, while increasing national economic, social and cultural benefits.</p>
<p><u>Implementing Program</u></p>	<p>Program 9</p>
<p><u>Links to other related Program(s)/ DA Project(s)</u></p>	<p>Substantive links to Programs 2, 3 and 4</p> <p>The project is also linked to DA Projects DA_4_10_01 “IP and Product Branding for Business Development in Developing and Least Developed Countries”, DA_10_01 and DA_10_02, respectively the Phase I and II of the “Pilot Project for the Establishment of “Start-Up” National IP Academies.”</p>
<p><u>Links to Expected Results in the Program and Budget</u></p>	<p><i>Expected Result III.1:</i> National innovation and IP strategies and plans consistent with national Development objectives</p> <p><i>Expected Result III.2:</i> Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition.</p>
<p><u>Project Duration</u></p>	<p>36 months</p>
<p><u>Project Budget</u></p>	<p>Total non-personnel costs: 320,000 Swiss francs</p>

## 2. PROJECT DESCRIPTION

### 2.1. Introduction to the issue

Success in today's globalized economic environment is about adding value and offering a differentiated product or service. Tourism destinations across the world, with their embedded local knowledge, creativity, traditional cultural expressions, geographical attractiveness and other tangible and intangible assets, have unique products and services to offer to an increasingly segmented, sophisticated market demand. Intellectual property (IP) systems and strategies open up for tourism stakeholders a variety of possibilities to increase value, productivity, competitiveness and innovative capacity.

When organized in tourism districts or clusters as interconnected companies and institutions operating in a particular geographical area, key tourism stakeholders, such as tourism promotion agencies, associations of hotels, restaurants, recreation centers, tour operators, travel agents, museums, and other cultural institutions, can increase their innovation and creativity potential, knowledge transfer and competitive advantage, while at the same time encouraging the creativity and innovation of indigenous peoples and local communities where relevant. At the same time, national and local-level authorities, such as Ministries of Tourism and local tourism boards, can adopt tourism policies that rely on the use of IP tools and strategies to promote global competitiveness as well as local cooperation.

What are the IP assets owned, protected and exploited by this interconnected network of economic actors, collectively and individually influencing tourism development as well as local development? How is innovation created in service-related businesses that offer a unique tourism experience? How does competitiveness in a cluster model relate to the ability of individual members to continuously innovate and improve their products and services?

There is a little analysis of the role of the IP system in influencing the competitiveness and innovative practice of tourism operators.

The project will therefore aim at analyzing, supporting and promoting awareness of this role and will be articulated in the following phases:

1. Identification of existing or potential IP tools for the promotion of tourism and the protection of cultural heritage, based on research and case studies;
2. Mobilization and capacity building of key tourism stakeholders and national authorities; and
3. Awareness-raising on IP and tourism for national development and protection of cultural heritage.

The project is particularly relevant in the context of the Development Agenda, where it seeks to demonstrate how developing countries can benefit from IP tools to promote tourism and protect cultural heritage. Focusing on experiences in four pilot countries including Egypt, the project will showcase how the strategic use of IP tools can influence business and market diversification, assist in protecting cultural heritage and content, create value chains and stimulate national development.

## 2.2. Objectives

Addressing Development Agenda Recommendations 1, 10 12 and 40, the project aims to achieve the following general objective and more specific objectives:

### General objective:

To analyze, support and promote awareness of the role of the IP system and tools in promoting tourism and protecting cultural heritage in the context of national growth and development objectives.

### Specific Objectives:

1. Create capacities for key tourism stakeholders, as well as for national authorities, including IP offices, on how to use IP tools and strategies to add value and diversify tourism-related economic activity, including activity related to the protection of cultural heritage; and
2. Raise awareness among the academic community of the intersection between IP and tourism in the framework of local growth and development policies, with a view to developing teaching materials and promoting the inclusion of specialized curricula in tourism management schools and in national IP academies.

## 2.3. Delivery Strategy

The project objectives will be achieved through a combination of: (i) research and documentation activities leading to the identification of existing or potential IP tools for the promotion of tourism and the protection of cultural heritage; (ii) capacity-building activities for key tourism stakeholders and national authorities; and (iii) broad-based awareness-raising activities, including the development of appropriate teaching materials and curricula, for the academic community.

Firstly, the WIPO Secretariat will develop guidelines on the use of IP systems and tools for tourism and cultural heritage protection, based on expertise on trademarks, designs, copyright, IP norms and principles related to traditional knowledge and traditional cultural expressions and other relevant IP fields. Such guidelines will include case studies explaining best practices on the successful use of a national IP system for the competitive advantage of the tourism sector and the protection of cultural heritage. The guidelines and documented case studies will form the basis for the development of appropriate teaching materials, which will be proposed for adoption in the curricula of tourism management schools and national IP Academies.

For country-specific implementation, three pilot countries will be selected, in addition to Egypt, where key tourism stakeholders will be identified. In addition, the capacity of national IP offices will be developed for providing sector specific support to key tourism actors and to run sector specific awareness campaigns.

The actual selection of the 3 other pilot countries will be based on criteria including:

1. Existence of national/regional development policies where tourism is considered a tool for territorial development, poverty alleviation, employment creation, women and youth empowerment, economic, social and cultural development in general;
2. Existence of a business environment in a location characterized by unique cultural, environmental, traditional or historical conditions that attract tourism, but have so far remained untapped or are at risk of being misappropriated or neglected; and
3. Demonstrated interest at business and political (national/ regional/ local) levels to increase the competitiveness and innovation capacity of tourism-related economic activity for national development.

Member States interested in participating in the project as pilot countries will submit a proposal containing the following elements:

- (a) Indication of lead agency/institution responsible for coordinating country-level activities in coordination with the WIPO Secretariat (e.g. national IP office, national or local tourism authority, relevant NGOs);
- (b) Brief description of the touristic interest/in the country, and the prevailing tourism-related business environment (e.g. cultural tourism, health tourism, eco-tourism, etc.); and
- (c) Capacity of the lead agency and other stakeholders to continue with the implementation of the proposed strategies, once the current project is concluded.

The above-mentioned selection process will enable the project team (lead agency at country level and WIPO project management team) to assess the commitment and the actual capacities of prospective candidates to invest time and resources in the process.

#### Cooperation with other agencies

In the strategic implementation of the project, and in view of its long-term sustainability, synergies will be sought with programs, projects and initiatives of other institutions, in particular the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations World Tourism Organization (UNWTO), especially in the framework of their mandates, respectively, for the safeguarding of intangible cultural heritage and the preservation of cultural heritage, and the role of tourism in promoting national development.

#### 2.4. Potential risks and mitigating measures

In the course of the project implementation, a series of risks may be envisaged: (a) at the WIPO project management level, and (b) at the country project implementation level.

With regard to the WIPO project management, a potential risk may be represented by the difficulty to identify expert resources with the required experience and knowledge of the intersection between IP, tourism promotion, development and cultural heritage protection. As a mitigating measure, it is proposed to seek cooperation as early as possible with other

institutions, such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the United Nations World Tourism Organization (UNWTO) (see point 2.3 below).

With regard to the country-level project implementation, the following risks may occur: difficulties in the identification of relevant tourism stakeholders; difficulties in the organization of capacity-building and awareness-raising activities; lack of agreement among stakeholders on possible strategies to be adopted; lack of agreement among the academic community on the adoption of proposed curricula and teaching materials. A key mitigation measure to counter the potential negative impact deriving from such risks is the appointment, in each pilot country, of a lead agency/institution responsible to coordinate country-level activities among stakeholders and liaise efficiently with the WIPO project team. The same lead agency/institution should also establish, as early as possible from the project inception, appropriate links with the academic community in each pilot country to ensure their buy-in into the project approach.

Also, conditions in a selected pilot country may become adverse to pursuing the project, in which case due negotiations should be pursued. Should such negotiations be unsuccessful, the project in the country may be suspended.

### 3. REVIEW AND EVALUATION

#### 3.1. Project Review Schedule

A yearly progress report will be presented for the consideration of the CDIP.  
A final independent evaluation report will be prepared by an external consultant upon project completion and will be submitted to the CDIP.

#### 3.2. Project Self-Evaluation

<i>Project Outputs</i>	<i>Indicators of Successful Completion (Output Indicators)</i>
Guidelines on IP and tourism developed and 4 case studies documented	(a) Guidelines on the use of IP systems and tools for tourism and cultural heritage protection published; and  (b) 4 case studies conducted and documented (one per pilot country)
Three pilot countries selected (in addition to Egypt)	(a) Three countries selected (based on agreed selection criteria); and  (b) Lead agencies/institutions appointed for country project implementation.
Tourism stakeholders and national authorities identified	(a) In each country, relevant tourism stakeholders identified in coordination with lead institutions

Country-level project plans approved	Project implementation plans drafted (one per country)
Tourism stakeholders and national authorities, including IP offices, sensitized	In each pilot country, 2 capacity building events organized to sensitize tourism stakeholders and strengthen the capacities of national authorities to provide sector-specific support to tourism-related economic activity through the use of IP
Higher awareness of the academic community of IP and tourism for development and for the protection of cultural heritage	(a) Information/ awareness-raising materials produced (at least one video documentary); and (b) Teaching/training materials developed (at least one set) and integrated in curricula
<i>Project Objectives</i>	<i>Indicators of Success in Achieving Project Objective (Outcome Indicators)</i>
Create capacities for key tourism stakeholders, as well as for national/local authorities, including IP offices, of how to use IP tools and strategies to add value and diversify tourism-related economic activity, including activity related to the promotion of tourism and protection of cultural heritage.	National authorities in all 4 pilot countries have developed structures to provide advisory services on IP and tourism for growth and national development .  Tourism stakeholders in at least 2 countries have started/developed plans to use IP tools and strategies to strengthen their competitiveness and promote tourism and protect cultural heritage.
Raise awareness of the academic community of the intersection between IP and tourism in the framework of growth and development policies with a view to developing teaching materials and promoting the inclusion of specialized curricula in tourism management schools and in national IP academies.	Up to 2 schools of Tourism Management and at least one national IP Academy have adopted curricula and educational and training materials developed by the project.





5. TOTAL RESOURCES BY RESULTS

Deliverables	2014		2015		2016		2017		Total	
	Personnel*	Non-personnel	Personnel*	Non-personnel	Personnel	Non-personnel	Personnel	Non-personnel	Personnel	Non-personnel
<b>Drafting of Guidelines and case studies on IP and Tourism</b> - setting up of study group - selection of experts - selection of case studies - drafting of guidelines and case studies	2 m/m P5**	40'000	2 m/m P5	40,000					4 m/m P5	80,000
<b>Identification of tourism stakeholders in 4 pilot countries:</b> - Pilot country selection (Egypt +3 other countries) - Lead agencies appointment - In-country identification of stakeholders - Elaboration and approval of country plans	2 m/m P5	6,000	2 m/m P5	6,000					4 m/m P5	12,000
<b>Capacity-Building, Mobilization and sensitization of stakeholders</b> Capacity-building/ awareness-raising events per country (8 in total)			3 m/m P5	32,000	2 m/m P5	64,000		32,000	5 m/m P5	128,000
<b>Awareness raising on IP and tourism for local development</b> Development of awareness-raising materials, video production, development and integration of teaching materials in curricula			2 m/m P5		3 m/m P5	70,000	2 m/m P5	30,000	7 m/m P5	100,000
<b>Total</b>	<b>4m/m P5</b>	<b>36,000</b>	<b>9 m/m P5</b>	<b>78,000</b>	<b>5m/m P5</b>	<b>134,000</b>	<b>2m/mP5</b>	<b>62,000</b>	<b>20m/mP5</b>	<b>320,000</b>

\*personnel resources will be contributed by Program 9

6. NON-PERSONNEL RESOURCES BY COST CATEGORY

	<i>(Swiss francs)</i>						
	<i>Travel and Fellowships</i>		<i>Contractual Services</i>			<i>Equipment and Supplies</i>	<i>Total</i>
<b>Activities</b>	<b>Staff Missions</b>	<b>Third-party Travel</b>	<b>Publishing</b>	<b>Individual Contractual Services</b>	<b>Other Contractual Services</b>	<b>Supplies and Materials</b>	
<b>1. Drafting of guidelines and case studies on IP and Tourism</b> - setting up of study group - selection of experts - selection of case studies - drafting of guidelines and case studies		10,000		70,000			80,000
<b>2. Identification of tourism stakeholders in 4 pilot countries:</b> - Pilot country selection (Egypt +3 other countries) - Lead agencies appointment - In-country identification of stakeholders - Elaboration and approval of country plans	12,000						12,000
<b>3. Capacity-Building, Mobilization and sensitization of stakeholders</b> - 2 Capacity-building/awareness-raising events per country (8 in total)	48,000	40'000		40,000			128,000
<b>4. Awareness raising on IP and tourism for local development</b> Development of, awareness-raising materials, video production, development and integration of teaching materials in curricula			30,000	70,000			100,000
<b>Total</b>							<b>320,000</b>

[End of Annex and of document]