



# Enhancing tourism experience through IP: smart tourism in Latin America

## WHAT IS SMART TOURISM?

It is the capacity to support tourism by collecting data from various sources, combining it with evolving technologies from various sources and transforming this data into personalized experiences and valuable business propositions.



**BRASIL**



**MEXICO**



**ARGENTINA**

Brazil occupies the 27th position (climbed 1 since 2015)\*. Brazil is the #3 most "connected" country (Source: TripAdvisor) Main assets: natural and cultural resources, tourist infrastructure, air connectivity, improved price competitiveness

Mexico occupies the 22nd place (climbed 8 positions since 2015)\*: the most attractive country in the Latin American region. Main assets: natural and cultural resources and strong investments in Travel and Tourism (T&T sector)

Argentina occupies the 50th position (climbed 7 since 2015)\* Main assets: exceptional natural and cultural resources, improvement of the ICT infrastructure, especially regarding the improvement of cell phone signal coverage.

Source: WEF Travel and Tourism Competitiveness Ranking 2017

## The main tourist destinations in Latin America



**MEXICO AND ARGENTINA WERE HIGHLIGHTED AS THE TWO PIONEER COUNTRIES IN LATIN AMERICA TO HAVE A TOURIST INTELLIGENCE SYSTEM.**

(Source: Futuro Urbano)

## WHO DRIVES THE SMART TOURISM ?

- Travelers through their constant connectivity to social networks and mobile devices.
- Integration of hardware, software, and network technologies providing advanced analytics.
- Information gathering, real-time and live synchronization.

(Source: Electronic Markets)

## MEXICO SMART CITIES

In Mexico, tourism contributes 8.9% to the national economy and generates 9 millions of jobs

### Smart cities in Mexico :

-  Cozumel: the 1st Smart Island in Latin America
-  Tequila, Jalisco

(Source: El Economista)

**FACT:** The model for the Smart Island of Cozumel was developed in collaboration with SEGITTUR from Spain.

(Source: Gobierno de México./Conacyt/Forbes/Turismo Urbano/ El semanario)

# Applying IP and Innovation to the tourism sector

## TIPs HOW TO PROTECT YOUR IP?

**1 Destination Branding** is the use of name, logo or mark that helps identify and differentiate the destination. It is also used to associate pleasant images and sensations to a specific destination.

**2 Merchandising:** most souvenirs distributed and purchased by tourists, have obtained the right to apply the image or slogan, representing the city or country to the souvenir. Distributors pay a royalty for the right to use the image of a monument or a catchy slogan created by the country.

**3 Industrial designs** apply to merchandising objects (key chains, tumbler cups...) which can also be licensed.

**4 Copyright** may offer protection to promotional material like guides, brochures, maps, geographic locations or companies associated with the tourism sector, photographs of monuments or works of art and places of geographical spaces, multimedia productions, interpretations of performances of traditional cultural expressions, databases and software associated to the platforms of reservation of places.

**5 Domain names and platforms** include the protection of websites and the reservation systems in cities, regions or companies associated with the sector. Remember that users personal data of those using reservation systems requires special protection.

**6 Geographical indications** are a sign used for products having a specific geographical origin and whose qualities, reputations and characteristics are essentially due to their place of origin. Mainly use in the promotion of “agro-tourism”. They help increase tourism by associating traditional cultural expression or special products to a specific region.

Source: WIPO / Medwell Journals



## WHY IP?

Generates revenue streams  
Builds the reputation  
Strengthens market position  
Ensure quality standards  
Allows differentiation and distinctiveness

## Tourism and new technologies:

- 97% of millennials share pictures while traveling
- 42% of travelers around the world have used their smartphone to plan or book a trip
- 85% travel with a cellphone

(Source: Hotelier / Tripadvisor)