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GEOGRAPHICAL INDICATIONS AS A DRIVER FOR TOURISM DEVELOPMENT: THE CHINESE CASE

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Introduction

Literature review: Tourism, tea culture and Geographical Indications.

Chinese protection: trademark system and *sui generis*.

Case study: Tea protection in the Zhejiang province.

Final remarks



Introduction

China has become an important tourism attraction worldwide.

- As stated by the World Tourism Organization (UNWTO) China is the fourth largest world destination, attracting over 60 million people in 2017.

Key success factors of the growth of international tourism towards China: the attractiveness of cultural and heritage aspect within its cities.



Introduction

For developing economies, tourism may become an important economic engine for their development processes.

Many countries have found in Geographical Indications a tool not only to promote products, but to promote tourism services linked with these goods.



Introduction



Geographical Indications have more than 100 years of history:

- “A sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin”

France was one of the first countries protecting this type of intellectual property right.



Objective



To analyze Zhejiang's incorporation of the intangible cultural heritage of tea protected through GIs in its tourism promotion agenda and their impact on tourism development.

Methodology

This paper presents both a qualitative and quantitative methodology.

- Qualitative case study analysis: primary and secondary sources. First, a literature review regarding the relationship between tourism, tea culture and geographical indications to help us understand the incorporation of Chinese tea cultural heritage protected by GIs within tourism promotion agendas.
- Impact of tea GIs on the tourism development of Zhejiang province: official documents will be reviewed and statistical correlations between GI tea protection and tourism will be made.

Contribution to literature

Even though there is extensive literature arguing GIs' potential for tourism development, limited empirical support and evidence from positive impacts have been presented when referring to developing countries, specifically China..

Analyzing Chinese case will give us an opportunity to identify best practices that could be implemented by Latin American countries such as Chile.

Tourism, tea culture and GIs

The literature argues that GIs lead to higher value-added products through product differentiation based on guaranteed quality; it protects consumers because it provides officially certified information regarding product attributes; and it enhances and preserves the identity and cultural heritage of the region.

“marketing tools accessible to resource-poor farmers and processors, with potential for increased or some secure incomes, for promoting socially and environmentally sustainable production practices, and for strengthening local dynamics and governance”

Tourism, tea culture and GIs

In Argentina and Spain, the number of tourists has increased as they demand more information regarding the origin of the goods, as they prefer local products and their quality.

Tea is now a new bright spot of economy for the current rural areas and agriculture in mountains areas of Zhejiang's province

GIs have a positive impact on tourism as the general public's awareness of quality tea in the region increases, improving prices and production levels due to marketing reinforcement.



Cultural heritage as a driver for tourism development

GIs in China are used to promote the inheritance of ethnic culture and its economic development, helping boost both product and place marketing.

Promoting the production and operation of GI products will not only contribute to spreading and protecting traditional folk customs, but also contribute to the development of ecological agriculture, ecological tourism and cultural tourism.



Cultural heritage as a driver for tourism development

The China council recently states that leisure agriculture, forest tourism, rural tourism, rural-service industry have to highly develop to expand the rural full employment in the suburban zone and rural areas.

The development of leisure agricultural is strongly supported and encouraged both national and international levels.

Chinese protection

Sui Generis

It is important to certify to customers the authenticity of the geographical claim and the connection between the specific geographical region and the quality of the product.

General Administration of
Quality Supervision,
Inspection and Quarantine

Trademarks

It is mostly seen as a defensive protection against the misuse of the geographical trademark by unlawful competitors.

State Administration for
Industry and Commerce

Agri-food products

These measures apply only to the primary products from agriculture (including plants, animals, micro-organisms and their derivatives).

Ministry of Agriculture



Fig. 2 Geographical Indication Agricultural Products Logo China⁴¹



Agricultural
products
logo

Sui Generis
system

Table 1: Geographical Indication products in Zhejiang province (*Sui generis* protection)

| Ranking approved | Approval time | Geographical indication products | The scope of protection of geographical indication products |
|------------------|---------------|----------------------------------|--|
| 4 | 2001. 10. 26 | Longjing tea | In Zhejiang Province, east from Hupao and Maojiabu, west to Yangfumiao, Longmenkan and Hejiacun, south from Shejing and Fushan, North to Laodongyue and Jinyujing, with a total area of 168 square kilometres |
| 70 | 2004. 04. 06 | Anji white tea | The current administrative regions under the jurisdiction of Anji County |
| 117 | 2004. 12. 13 | Wuniu Zao tea | The current administrative regions under the jurisdiction of Yongjia County |
| 325 | 2007. 03. 20 | Kaihua Duzhong tea | The current administrative regions under the jurisdiction of Kaihua County |
| 422 | 2008. 03. 14 | Songyang tea | The current administrative regions under the jurisdiction of Songyang County |
| 435 | 2008. 05. 08 | Jiande Bao tea | The current administrative regions under the jurisdiction of 9 towns and subdistrict offices in Jiande City (Xin'anjiang Street, Yangxi Street, Genglou Street, Xiaya Town, Yangcunqiao Town, Qiantan Town, Meicheng Town, Sandu Town and Dayang Town) |
| 665 | 2010. 05. 24 | Huiming tea | The current administrative regions under the jurisdiction of Jingning She Autonomous County |
| 816 | 2010. 12. 31 | San Bei Xiang tea | The current administrative regions under the jurisdiction of Taishun County |

Table 2: Geographical indications as trademarks in Zhejiang province

| Name of trademark | Registrant |
|--------------------------|--|
| Anji white tea | Tea Station of Anji County Bureau of Agriculture |
| Linhai Panhao tea | Linhai Specialty Technology Extension Station |
| Jiangshan Lumudan tea | Jiangshan Specialty Technology Extension Station |
| Yuyao Pubu Xianming tea | Yuyao Pubu Xianming Tea Association |
| Jingshan tea | Jingshan Tea Industry Management Association of Yuhang District in Hangzhou City |
| Dafo tea | Xinchang Famous Tea Association |
| Putufo tea | Tea Industry Association of Putuo District in Zhoushan City |
| Cangnan Cuilong tea | Agricultural Society of Cangnan County |
| Pan'an Yunfeng tea | Pan'an Tea Industry Association in Zhejiang Province |
| Shengzhou Zhu tea | Shengzhou Tea Industry Association |
| Longjing tea | Cash Crop Administration, Zhejiang Provincial Department of Agriculture |
| Tonglu Xueshui Yunlu tea | Tonglu Xueshui Yunlu Tea Industry Association |
| Jiande Bao tea | Jiande Quality and Qquantity Measurement Monitoring Center |
| Kaihua Longding tea | Kaihua Bureau of Specialty (Bureau of Tea) |
| Mogan Huangya tea | Comprehensive Agricultural Service Center in Moganshan Town of Deqing County |
| Tianmu Qingding tea | Lin'an Tea Industry Association |
| Qiandao Yuye tea | Chun'an Tea Industry Association |
| Tiantaishan Yunwu tea | Tiantai Specialty Technology Extension Station |
| Qiandao Yuye tea | Chun'an Tea Industry Association |
| Qiandao Yuye tea | Chun'an Tea Industry Association |
| West Lake Longjing tea | Longjing Tea Industry Association of West Lake District in Hangzhou City |
| Xiandu Sunfeng tea | Jinyun Tea Industry Association |
| Songyang Yinhou tea | Songyang Tea Industry Association |

Longjing Tea

A type of green tea of over 1200 years old growing

Longjing Tea is divided into Shi (Lion, 狮), Long (Dragon, 龙), Yun (Cloud, 云) and Hu (Tiger, 虎) to indicated the plantations of Shifeng, Longjing, Yunqi and Hupao.



Longjing Tea

The first to obtain the treatment of origin product protection in 2008, and the fourth national GI product in China.

The center has canceled the rights of about 50 companies to use the "Longjing Tea" trademark

the Zhejiang Agricultural Technology Promotion Center also applied to register the trademark in 43 countries and regions and received a registration certificate from the Madrid system for the international registration of marks, as well as approval notices from other countries including Spain, Italy, Germany and the United States.

Government agencies in Zhejiang were carrying out a campaign that lasts until July to supervise the quality of Longjing tea and the use of the trademark.



Preliminary remarks

Promoting the production and operation of geographical indication products within a terroir shall not only contribute to spreading and protecting excellent traditional folk customs and folk arts, but also contribute to the development of ecological agriculture and tourism.

The local government decided to position its green tea industry as an engine of regional development, and drew up a comprehensive innovation plan based on initiatives to boost product quality.

Preliminary remarks

After the introduction of the GI system, the image of the tea has been enhanced.

- Inspection is conducted both by producers and government officials by means of quality campaigns.

Product Innovation, Strengthen Propaganda, Perfect Infrastructure, and Foster Integration of Brand were suggested to further promote the integration of tea and tourism industry in Zhejiang Province

The Chinese protection is not only troublesome for producers, but is also confusing for consumers, that are not able to properly orient their choices and could be tricked by companies that take advantage of these overlaps and loopholes.



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