



The Socio-Economics of Branding in Enhancing Ecotourism Comparative Analysis ASEAN Region

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Geographical Indications

A Flagship for Local Communities Development

- ▶ Link a product to a particular region: agriculture, handicrafts
- ▶ Indicate qualities, attributes, reputation associated with geographic origin
- ▶ Suggest connection to region's inherent characteristics (e.g., soil, climate, people)
- ▶ May also imply production skills/processes/traditional knowledge associated with region (GI relation with traditional knowledge)
- ▶ Permanently Protectable
- ▶ Major component of quality management and access to niche markets



Geographical Indications linked with the livelihoods of the people in local communities in South East Asia

- ▶ GIs in South Asia linked to products related to agriculture, fisheries, crafts and artisanal works, providing livelihoods to large sections of least developed areas.
- ▶ 10 countries of ASEAN Community with plentiful of natural resources, agricultural products and indigenous knowledge.

Why GIs matter



- ▶ contribute to a **reorientation towards quality** as opposed to quantity;
- ▶ provide producers with a higher income in return from genuine efforts to improve quality;
- ▶ provide consumers with high quality products with the guarantee of their mode of production and origin.
- ▶ Direct and indirect benefits linked to the GI for the development of the localities and national and international reputation

Why do GIs matter?

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- ▶ allow for a **better redistribution** of the added value in the production chain esp. to **main producers**; boost agri-food local supply chain
- ▶ prevent **migration** to urban areas
- ▶ add **value** to the **land** of origin;
- ▶ encourage **diversification** in production, thus preserving the **biodiversity**, local traditional knowledge and natural resources;
- ▶ have a **positive** impact on **rural/tourism** development

Sustainable Advantages for Local Producers / Local Communities

- ▶ **Economic Sustainability:** rise in the production and higher prices spill over effects to other products/sectors
- ▶ **Social Sustainability:** social inclusion and reduce barriers to women entrepreneurship in rural areas
- ▶ **Environmental Sustainability and Food Security :** sustainable production/sustainable agriculture

GIs Role in Sustainable Travel/Ecotourism



- ▶ Build environmental and cultural awareness and respect.
- ▶ Provide positive experiences for both visitors and hosts(positive image of the territory)
- ▶ Generate financial benefits for both local people and private industry. (Consumption or purchases on site as well as free marketing of products for export through tourists)
- ▶ Organisation of social events/festivals
- ▶ Development of hospitality services
- ▶ Recognize the rights and spiritual beliefs of the Indigenous People in local communities and work in partnership with them to create empowerment

One Village One Product (OVOP) Program, 2006

The background of the slide is a collage of various fresh agricultural products. On the left, there are bundles of green onions. In the center, there are ginger roots. On the right, there are several green citrus fruits, possibly limes or lemons, some in a woven basket. The overall theme is fresh, local produce.

**Promote Rural Economic Growth
Improving the living standard of the people
through improvement of local products
Preventing urban job hunting and produce
products with export potentials**

A Decade of GI Status Kampot Pepper Cambodia

Green, Red, Black, white pepper

- The crop currently covers a cultivation area exclusively in Kampot and Kep provinces.
- Registered with Kampong Speu palm sugar by the Ministry of Commerce April 2010 , first GI product in the country
- Recognised as a GI product by WTO in 2010.
- Registered in Vietnam and Thailand in 2016 & 2017
- Registered as GI in Europe in 2016



Positive Aspects of GI in the Region

Income Increase of small
scale farmers
70% export
30% Local use/tourists

Created more jobs
plantation
Packaging ,hospitality, tourism
,etc.

Increased recognition of
GI by consumers

Sustainable agriculture
production Promoted



Between mountain and sea, Kampot province is renowned for the quality of its fruits , sea salt and pepper

The special climate and soil type of Kampot & the experience from several generations of pepper farmers make this pepper unique and very sought-for by gourmets worldwide.

Tourism discoveries in the region; la Plantation discovering tour ,Cooking Class ,Caving, Climbing



Promotion of Sustainable Gastronomy Tourism

Renewed interest in and nostalgia for culinary heritage
Kampot pepper nowadays described as a pepper of the finest quality,
in many tourism and culinary related guides, e.g.: “Lonely Planet
Cambodia” (by Lonely Planet, Nick Ray, Greg Bloom. 2014),
“Gordon’s Great Escape Southeast Asia” etc.



Protect and sustain the
local food as a part of
traditional life and culture,
through GIs.

Challenges Still Remain:

Oversupply of the crop in spite of stable market demand

Counterfeiting brands especially in Siem Reap region

Informal export to Thailand and Vietnam

Poor access to innovation and technical skills for production

Climate Change negative impact on characteristic of the product

Dependence of the producers on exports to Europe and the US which is affected by outbreak of Covid-19.

Local tourism sector, accounts for 30% of the pepper market, stalled

Challenges



Continued mechanization and automation will also affect local employment opportunities and product quality

Investment decisions by local producers determined by a global-market perspective and global pandemic challenges

Relative lack of bargaining power of small scale producers

Albeit the Challenges Positive Changes on the Way

Since June 2020 KPPA association's members had gradually begun ordering the commodity, albeit in small quantities, reflecting a market rebound

Confinement in Europe pushing consumers to cook fine food at home and they need the finest pepper

Boseong County

Largest Tea Plantation and the only tea tourist farm in South Korea

Agricultural Product Quality Control Act of 1999

'Boseong' green tea the first product officially registered as a geographical indication in South Korea in 2002, also as a certification mark

A remarkable success story



Geographical Indications an efficient method for place marketing in South Korea

Tourism linked to green tea one of the largest sources of income for the country

***Green Tea Festival & Light Festival
Every May in Boseong Tea Plantation
Representative tea culture festival in Korea.***



***Green tea
the jewel of
Boseong culture***



Green Tea Promotion Strategy

Promoted the product image, Doubled production and increased tea prices with 90%, the number of tourists to the Boseong region tripled

GI positive impacts on :

- *Primary (cultivation)*
- *Secondary (processing) and*
- *Tertiary industries in Boseong (tourism: green tea festival, the green tea resort town and train tours, tea museum)*
- *Diversification of the products: Cosmetics & medicinal products*



A survey by the Korea Tourism Organization in 2004:

***Boseong tea region chosen as the most favourable visiting
place among Koreans***



Few Observations

*Geographical Indication important role
not only for product marketing but also for place
marketing.*

*GIs ,successful branding tool, transferring clear, specific
and credible message, its differentiation power, and the
quality it symbolizes.*

*To achieve socio-economic impacts of GIs, comprehensive
engagement of public and private stakeholders required.*



Thank you

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