

Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022

**GEOGRAPHICAL INDICATIONS AND TOURISM
ENHANCEMENT:**
Brazilian experiences in the wine and coffee sectors

Prof.^a Dr.^a Mirna de Lima Medeiros (UEPG)

Prof.^a Dr.^a Augusta Pelinski Raiher (UEPG)

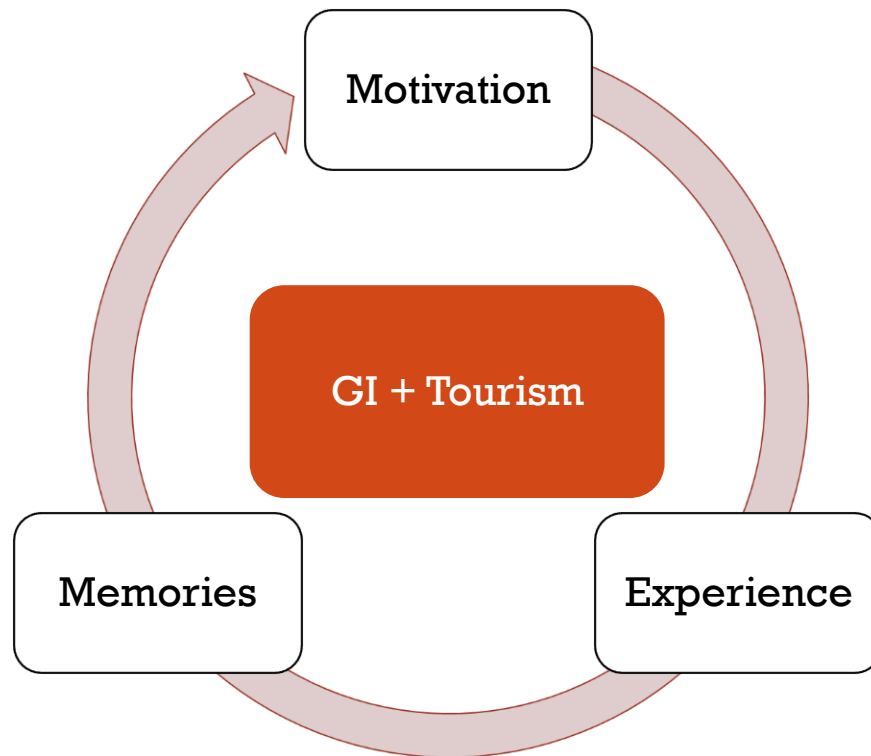
Prof.^a Dr.^a Cláudia Souza Passador (USP)

Prof. Dr. João Luiz Passador (USP)



INTRODUCTION

- Brazil: 90 national Geographical Indications – 69 IPs; 21 DOs
- Tourism can strengthen and be strengthened by territorial assets such as GI products.



INTRODUCTION



■ Why wine and coffee?

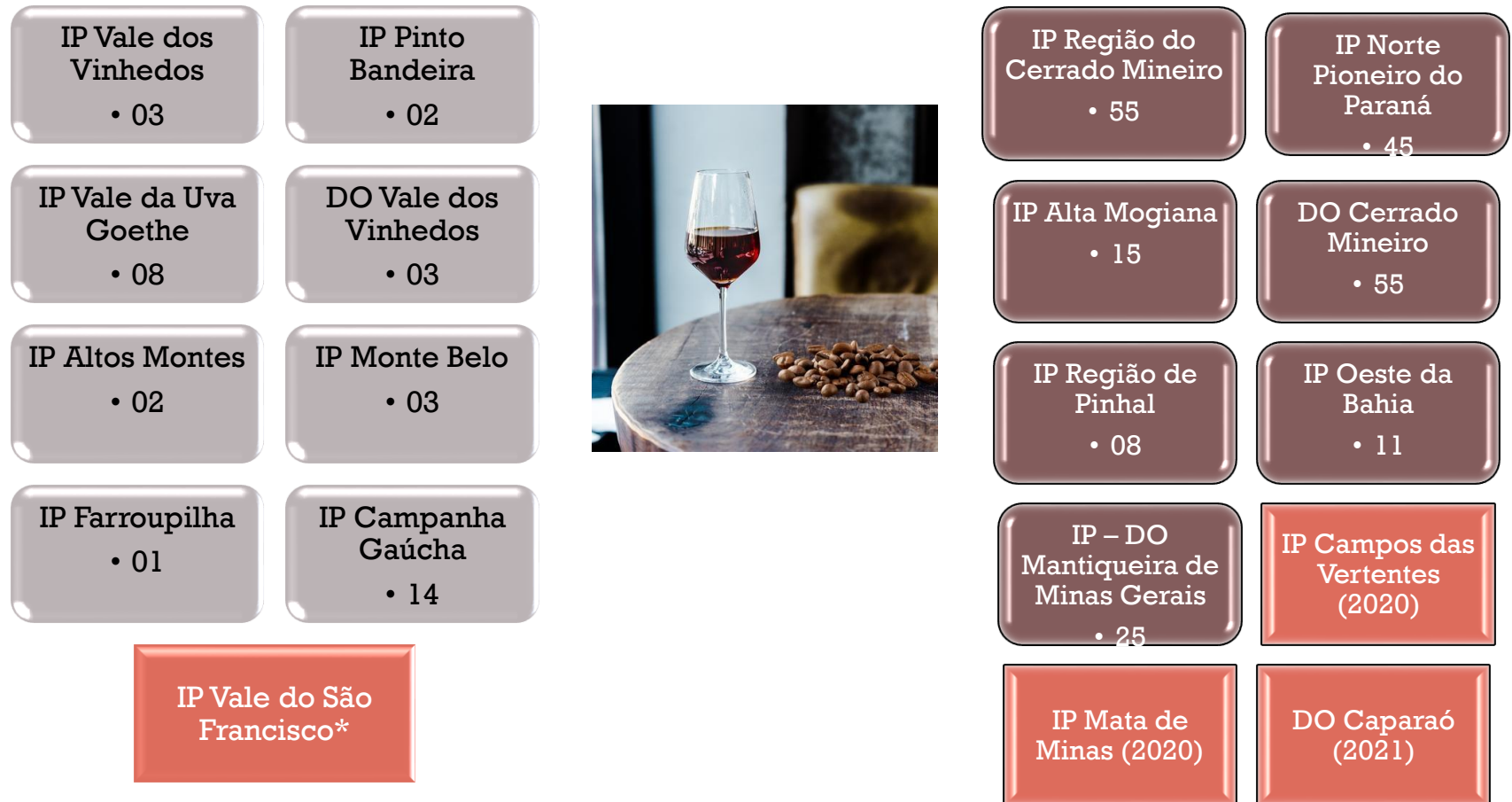
- Perennial crops
- strong cultural identity
- These are the sectors with the first recognized Gis in Brazil
- Several GIs in the country
- frequently used for tourism.

**Did the geographical indications
generate an increase in tourism in
wine and coffee GIs in Brazil?**



OBJECTIVE

- to verify whether GI recognition has had a positive effect on jobs in the tourism sector in the municipalities that are part of its delimitation.



- tourism activities, actors and strategies that give rise to synergies



METODOLOGY

- Literature review Medeiros, M. de L., & Passador, J. L. (2022). Examining the development attributed to geographical indications. *JWIP*, 25(1), 86–105.
- Quantitative phase:
 - Propensity Score Matching (PSM) method.
- Qualitative phase:
 - Online questionnaire - uses and the opinion
 - direct observations of the wine - articulations and strategies.



RESULTS AND DISCUSSION

Average GI effect on Tourism jobs per thousand inhabitants.

GI Sector	Method	Average Effect	Std. Err.
Coffee	Caliper	0,04**	0,02
	nearest neighbor	0,02**	0,01
Wine	Caliper	0,18*	0,08
	nearest neighbor	0,19*	0,08

Source: Research results.

Note: * 5% significance level.

- **Tourism Jobs:** 4 more jobs per thousand inhabitants
- Population well being: positive effect on the FIRJAN development index (0.03)
- Economic growth: additional GDP equivalent to R\$3,000



- **Jobs in the tourism sector:** 18 more jobs per thousand inhabitants
- Population well being: positive effect on the FIRJAN development index (0.08)
- Economic growth: No statistical difference.

Medeiros, M. L., Raiher, A. P., & Passador, J. L. (2021). Geographical indications and their impact on territorial development: Empirical evidence for brazilian municipalities. *Studies of Applied Economics*, 39(8).



RESULTS AND DISCUSSION

- **Tourism activities:** visits to production, tastings, business and festive events, courses or workshops on the production or consumption of the product (e.g. wine pairing courses)
- **Partnerships** between producers, with lodgings, restaurants and/or tour guides and receptive services.



FINAL CONSIDERATIONS

- Measuring the results of GI recognition;
- Differences between and within regions;
- In the most successful cases in the offer of tourism activities related to the GI product, it was verified the **constitution of a specific image** (with branding strategies); access to **local and regional markets** and **territorial governance systems** that include the representative entity, the product-res, the government and research and technical assistance organizations.
- Consumer awareness and appreciation of GIs in brazil is still a challenge



ACKNOWLEDGEMENTS:



REFERENCES

- Belletti, G., Marescotti, A., & Touzard, J. M. (2017). Geographical Indications, Public Goods, and Sustainable Development: The Roles of Actors' Strategies and Public Policies. *World Development*, 98, 45–57.
- Bowen, S. (2010). Embedding local places in global spaces: Geographical indications as a territorial development strategy. *Rural Sociology*, 75(2), 209–243.
- Calboli, I. (2015). Geographical Indications of Origin at the Crossroads of Local Development, Consumer Protection and Marketing Strategies. *IIC International Review of Intellectual Property and Competition Law*, 46(7), 760–780.
- Cazella, A. A. et. al (2020). O enfoque da cesta de bens e serviços territoriais: fundamentos teóricos e aplicação no Brasil. *RBGDR*, 16(3), 193–206.
- Čehić, A., Mesić, Ž., & Oplanić, M. (2020). Requirements for development of olive tourism: The case of Croatia. *Tourism and Hospitality Management*, 26(1), 1–14.
- De La Torre, G. M. V., Fernández, E. M., & Naranjo, L. M. (2014). Turismo gastronómico, Denominaciones de Origen y desarrollo rural en Andalucía: situación actual. *Boletín de La Asociación de Geógrafos Españoles*, 65, 113–138.
- Egelyng, H. et. al (2017). Origin products from African forests: A Kenyan pathway to prosperity and green inclusive growth? *Forest Policy and Economics*, 84, 38–46.
- Jiménez, J. A. C., de la Torre, M. G. M. V., & Rojas, R. H. (2019). Analysis of the tourism demand for Iberian ham routes in Andalusia (Southern Spain): Tourist profile. *Sustainability*, 11(16), 1–21.
- Medeiros, M. de L., & Passador, J. L. (2022). Examining the development attributed to geographical indications. *JWIP*, 25(1), 86–105.
- Pecqueur, B. (2005). O desenvolvimento territorial: uma nova abordagem dos processos de desenvolvimento para as economias do Sul. *Raízes*, 24(1–2), 10–22.
- Tavares, B. C., Oliveira, A. N. de, Minasi, S. M., & Pagnussat, E. C. (2021). O panorama do turismo associado à produção de cafés no Brasil. *Revista Turismo Em Análise*, 32(3), 458–475.



THANK YOU!

mirnadelimamedeiros@gmail.com

