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

Prof.ª Dr.ª Mirna de Lima Medeiros (UEPG)
Profª Drª Augusta Pelinski Raiher (UEPG)
Profª Drª 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**

- **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.

<table>
<thead>
<tr>
<th>GI Sector</th>
<th>Method</th>
<th>Average Effect</th>
<th>Std. Err.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coffee</td>
<td>Caliper</td>
<td>0.04**</td>
<td>0.02</td>
</tr>
<tr>
<td></td>
<td>nearest neighbor</td>
<td>0.02**</td>
<td>0.01</td>
</tr>
<tr>
<td>Wine</td>
<td>Caliper</td>
<td>0.18*</td>
<td>0.08</td>
</tr>
<tr>
<td></td>
<td>nearest neighbor</td>
<td>0.19*</td>
<td>0.08</td>
</tr>
</tbody>
</table>

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.

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


THANK YOU!

mirnadelimamedeirosm.ir@gmail.com