

# Geographical Indication Commercialisation Policy through Tourism Sector on Economic Prosperity

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**Abstract:** Implementing Geographical Indication (GI) through the tourism sector has great potential to support a region's economic prosperity. IG commercialization efforts in shaping consumer perceptions by associating products with geographic regions and highlighting the authenticity and traditions associated with the region of origin can influence consumer choices and decisions. This research aims to analyze and examine: (i). The direct influence of GI-based Tourism on Economic Prosperity; (ii). The indirect influence of GI-based Tourism on Economic Prosperity, mediated by Perceived Price, Perceived Product, Emotional Value, Product Reputation, and Trust; (iii). The direct influence of the GI Commercialization on Economic Prosperity; (iv). The indirect influence of GI Commercialization on Economic Prosperity, mediated by Perceived Price, Perceived Product, Emotional Value, Product Reputation, and Trust; and (v). The direct influence of Perceived Price, Perceived Product, Emotional Value, Product Reputation, and Trust based on GI on Economic Prosperity.

This research was carried out by using a quantitative method with SEM-PLS. The research results show that: (i). Tourism based on GI has a significant direct effect on Economic Prosperity, while the Commercialization of GI has no significant direct effect on Economic Prosperity; (ii). Tourism based on GI has a significant indirect effect on Economic Prosperity, mediated by Perceived Price, Emotional Value, and Product Reputation. In contrast, GI Commercialization has a significant indirect effect on Economic Prosperity, mediated by Perceived Price, Emotional Value, and Reputation Product. So, from the results, this research recommends a policy for GI Commercialization through the tourism sector using the application of synergy and collaboration in the Geographical Indication Ecosystem.

**Keywords:** Geographical Indications, Tourism, Economic Prosperity, SEM, PLS

## Introduction

One special aspect of Intellectual Property (IP) is Economic Rights, namely the right to obtain economic benefits from IP. The creation of economic value shows that IP is an object of trade that plays an important role in the development of a nation. Intellectual Property Rights (IPR) are divided into 2 (two) ownership regimes, namely: (i). Personal Intellectual Property (such as: Copyright, Trademarks, Patents, Industrial Designs, Integrated Circuit Layout Designs, and Trade Secrets); and (ii). Communal Intellectual Property, which consists of Traditional Knowledge, Traditional Cultural Expressions, Genetic Resources, and Geographical Indications.

Geographical Indication (GI) as part of Communal Intellectual Property (CIP) is a sign that shows the area of origin of an item and/or product due to geographical environmental factors. Geographic environmental factors include natural factors and human factors, or a combination of these two factors, which provide a certain reputation, quality, and characteristics to the goods produced. GI is a trading tool that can provide benefits for producers, consumers, and the community in identifying products and providing quality assurance, avoiding fraudulent practices, helping the development of local producers, and supporting the preservation of nature and traditional knowledge.

The GI system provides a guarantee for the maintenance of the quality of goods and of course, be developed into a marketing strategy to increase reputation and market demand. Crescenzi, et al., (2022) stated that by obtaining GI, will provide competitive benefits for a product in domestic and also in global markets. The GI label used is a sign that the product has been protected as a GI product and can be used by consumers and producers to differentiate GI products from other similar products. As stated in Article 71 Paragraph (3) of the Trademark Law No. 20 of 2016 concerning GI, stated that supervision is carried out to ensure that IG products continue to have a reputation, quality, and characteristics. This guarantee is useful to prevent the risk of unauthorized use of the name by other parties. Apart from that, the benefit that can be obtained is that consumers who understand that the quality and authenticity of IG products are guaranteed will of course be willing to buy these products at a higher price. In this way, IG products can be used as symbols and pride in the region, in building the image of the region through distinctive and quality products. Meanwhile, The World of Intellectual Property Office (WIPO) states that IG has high economic value if it is promoted well. GI protection can provide opportunities for local producers to develop brands and trade under their own market identity. Based on research conducted by the Institute for Development of Economics of Finance, it is stated that every 1% increase in the number of patents will have an impact on increasing economic activity by 6%. Therefore, if the commercialization of GI products is carried out appropriately, it can increase added value and income for producers and will ultimately improve regional economic welfare.

GI regulations in Indonesia are currently considered to be quite good. However, the problem is that by 2023, the number of registered IGs will only be 138 products, of which 123 products come from within the country and 15 products come from abroad. This is of course still very far from the potential of the Indonesian nation as the second largest mega biodiversity country in the world after Brazil, which is rich in diversity of natural conditions, flora, fauna, and culture. Promotion and commercialization are still not running well is one of the factors behind the low number of applications for GI in Indonesia. Several other literature studies (including Putranti & Indriyani, 2022 and Sulistianingsih et al., 2019), show that GI has been proven to be able to increase the price of a product from a certain area. The facts show that several products that have been registered as GI have good price disparities. Putranti & Indriyani (2022) show that the selling price of Batik Nitik Jogja after being registered as a GI experienced an increase of around 10% to 50%, not only the selling price increased.

Furthermore, Amed Garam had its selling price increase from IDR 4,000 per kg to IDR 35,000 per kg after being registered as a GI. However, not all products that have been protected by GI have an economic impact on the owners of the GI. Sulistianingsih. et al., (2019) argue that not all geographical indication products can provide economic value that can directly provide welfare for local communities. There needs to be an appropriate strategy in place; not only by the people who own geographical indication products, but also by the Indonesian government and various other related parties.

The application of GI through the tourism sector has great potential to support the economic prosperity of a region. According to Edgell, et al., (2013), tourism policies must aim to improve the quality of life of local communities in certain destinations. In the Document Boosting Tourism Development through Intellectual Property, issued by World Intellectual Property (WIPO) in 2021, it is stated that tourism has a big role in encouraging economic and social growth, as well as a force for inclusive and sustainable development. Its full potential can only be achieved through a management approach that embraces the principles of sustainable tourism and focuses on achieving the SDG by 2030. To achieve this goal, it is essential to increase the competitiveness of tourism destinations and experiences, by encouraging stakeholders to innovate and develop goods and services, new services, as well as utilizing intellectual property rights (IPR), one of which is GI.

According to Fayos-Sola (1996), various changes in the tourism sector, such as growing market segmentation, new technology, new products, and new forms of management require the government to significantly update tourism public policy which has shifted from pure destination promotion to product development aimed at maintaining competitiveness. With the development of the tourism sector, the creative industry will also develop which supports the creative economy sector. Today's creative economy is developing quite rapidly. This is demonstrated by a statement from the Minister of Tourism and Creative Economy, Sandiaga Uno (2023) which states that the achievement of targets for the tourism and creative economy sectors has doubled compared to 2022.

The national economy grew by 5.31%, which is the highest national growth rate since 2013. In 2022, the tourism and creative sector will show a positive performance record. Where the number of tourist visits from abroad reached 5.5 million or exceeded the initial target of 3.6 million people. Likewise, with the movement of Indonesian tourists which reached 703 million tourists. In 2023, the achievement target in the tourism and creative sector will double. The number of foreign tourists is targeted to reach 7.4 million and the movement of domestic tourists at 1.4

billion tourists. Meanwhile, the target value of tourism foreign exchange in 2023 is 2.07 billion US dollars at the lower limit and 5.95 billion US dollars at the upper limit. As is known, the GDP contribution value of tourism is 4.1%, and exports of creative economy products are estimated to reach 26.46 billion US dollars or the equivalent of IDR 397.98 trillion. The added value of the creative economy is targeted to reach IDR 1,297 trillion. The doubling of the performance target is expected to have a big impact on society with job opportunities of 22.4 million in the tourism sector and 22.29 million in the creative economy sector.

To support this, there are government policy directions and strategies contained in the Ministry of Tourism and Creative Economy's Strategic Plan for 2020-2024. This policy describes the spirit and efforts made to change current conditions into desired conditions. The government's ultimate goal is to increase the contribution of the tourism sector and the creative economy to national economic resilience. This final goal can be realized through quality tourism, tourism based on the creative economy, and the growth of added value in the creative economy, which is expected to become a driver of the national economy. One of the policies used is the development of tourism destinations and creative economy products with added value and value competitiveness, with 3 strategies, namely: (i) Developing intellectual property-based creative economic products in Creative Economic Zones and Creative Economy Strengthening Clusters; (ii) Increasing the readiness of tourism destinations based on priorities in a comprehensive, integrated and sustainable manner; and (iii). Diversification of tourism products with high added value.

Based on the above explanation, the objectives of this research are as follows: (i). To analyze and study whether there is a direct influence of GI-based Tourism on Economic Prosperity; (ii). To analyze and study whether there is an indirect influence of GI-based Tourism on Economic Prosperity which is mediated by Perceived price, Perceived product, Emotional value, Reputation product, and Trust; (iii). To analyze and study whether there is a direct influence of GI Commercialization on Economic Prosperity; (iv). To analyze and study whether there is an indirect influence of the GHI Commercialization on Economic Prosperity which is mediated by Perceived price, Perceived product, Emotional value, Reputation product, and Trust; (v). To analyze and study whether there is a direct influence of Perceived price, Perceived product, Emotional value, Product Reputation, and Trust on Economic Prosperity; and (vi). To determine policy recommendations for the GI Commercialization through tourism on Economic Prosperity.

## **Theoretical Background**

### **Economic Growth Stimulus Theory.**

Intellectual Property is linked to economic growth, can use the Economic Growth Stimulus theory. Theory of Protection of Intellectual Property Rights (IPR) by Robert Sherwood, states that at least there are 5 (five) reasons why it is necessary to protect IPR: (i). *Reward Theory*: is a theory where creators or inventors are given awards for their efforts in the form of recognition for their intellectual work; (ii). *Recovery Theory*: the creator or inventor has the right to receive reciprocity to produce something, where in the process he has sacrificed time, energy, and costs in the form of recovering the discovery which is beneficial to the public; (iii). *Incentive Theory*: this theory explains that incentives are needed for the results of creativity in intellectual work to motivate further useful research activities; (iv). *Risk Theory*: that protection for intellectual work results is provided based on the risks experienced in the process of creating or researching a work; and (v). *Economic Growth Stimulus Theory*: intellectual property rights can be a stimulus for a country's economic growth.

Economic prosperity refers to the economic growth, security, and competitiveness of a country. Economic prosperity is important because it is a key element of quality of life and is also necessary for a country to be competitive in the global economy. Economic prosperity will increase productivity in the tourism, recreation, and creative industries, and provide targeted support to help them grow and provide opportunities for talented people to earn a living and contribute to the economy. The goal of economic prosperity means developing a diverse regional economy by supporting the expansion of key economic clusters including agriculture and food, health sciences, and innovative mobility. It also means supporting developments that provide a high quality of life for all and are attractive to new and existing businesses.

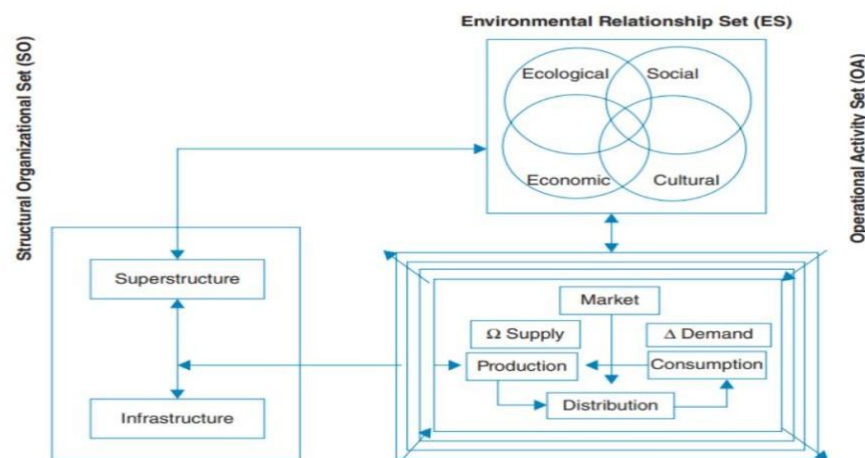
### **Tourism System as An Open System Theory**

This General Systems Theory allows each of these systems to be analyzed as a whole integrated system or to be divided into several parts to facilitate understanding and learning. To be complete, a system must have an environment (the location of the system), units (parts of the system), relationships (between the system units), attributes (the qualities of the units and the system itself), inputs (what goes into the system), output (what comes out

of the system), feedback (control of the system to keep it functioning properly), and model (design of the system to facilitate its understanding). Leiper (1979) mentions the main benefit of systems theory is that it clarifies what would otherwise be complicated. Of course, there are advantages and disadvantages in studying tourism according to this theory. Leiper (1979), proposed a model consisting of five elements (including three geographical elements): (i). *Tourist-producing areas* (areas of origin or neighborhoods where tourists usually live); (ii). *Transit area* that connects the origin area to the destination area; and (iii). *Destination area* tourism destination area. The other two elements are: (iv). *Traveler*; and (v). *Tourism and travel industry* (tourist information centers, accommodation, etc.). According to Leiper, the interaction of these five elements is influenced by external environmental factors and, in turn, the system impacts various environments (e.g. human, socio-cultural, economic, technological, human, socio-cultural, economic, technological, environmental physical, political and legal), which influence how tourists pass through the region. The schema provided also shows where the various suppliers that make up the tourism system are located. Tourism-producing regions, for example, contain travel agencies that send tourists, along with marketing and promotion companies that want to influence demand. Transportation channels, distribution, and communication operate between producing areas and destination areas. The destination area contains the accommodation sector and tourist attractions. Through this scheme, it is clear that the tourism experience begins in the producing area, the area of origin passes through the transit area, and arrives at the destination area. In the Leiper system, each element interacts and is influenced by the system that contributes to the existence of the product.

Furthermore, Beni (1990) presented his tourism system as an open system (Figure 1) that can influence and be influenced by other systems that interact with it. This system consists of three sets, namely: (i). Environmental relations, consisting of cultural, social, ecological, and economic subsystems; (ii). Structural organization, consisting of superstructure and infrastructure subsystems; and (iii). Operational actions, which contain the dynamics of the tourism system. This includes supply and market, demand, production, distribution, and consumption subsystems. Meanwhile, according to the World Tourism Organization (WTO, 2011), this perspective indicates that countries and regions that wish to increase and develop domestic tourism and to succeed in competitive international markets must have clear public policies that establish guidelines, strategies, objectives, and main actions for this sector. Wang & Ap (2013), in a study focused on China, identified four factors influencing the implementation of tourism public policy: (i). Macroeconomic and social environment; (ii). Institutional arrangements; (iii). Inter-organizational relationships and coordination structures; and (iv). Interest groups. states that the lack of a clear and defined tourism policy for a region wishing to develop tourism can cause many problems for the tourism sector, including damage to cultural and natural heritage; errors in decision-making in implementing tourism investments; and the creation of a stereotypical image of a tourist destination due to misguided marketing strategies (see also Brown & Norman, 2012 and Mattheus, 2000).

**Figure 1. Beni's Tourism System**



**Fig. 3.** Beni's tourism system (SISTUR). (From Beni, 2001, p. 48.)

Source: Beni (1990)

## Intellectual Property and Creative Economy Ecosystem

An ecosystem is a complex of living organisms, their physical environment, and all their interrelationships in a particular spatial unit. The Intellectual Property (IP) ecosystem, is regulated in line with the role of IP as an integral part of the innovation cycle which consists of 3 phases, namely: IP Creation, IP Protection, and IP Utilization. The role of innovation is especially in developing new ideas into products that are suitable for marketing. In the innovation cycle, the value of R&D depends on the innovator's ability to produce good and valuable IP. Through GI protection, manufacturers can feel more secure about investing in research and innovation to improve the quality and characteristics of their products. IG can be a powerful marketing tool to promote products originating from certain regions. Companies can use IG as a marketing strategy to build a positive image and reputation, attract customers, and differentiate their products from competitors in the global market. To build a strong intellectual property ecosystem, it is necessary to have adequate legal policies to protect and promote geographical indications. This will help ensure sustainability, growth and added value for products related to a region's intellectual and cultural property through the Geographical Indication Ecosystem.

The creative economy is a developing concept based on the contribution and potential of creative assets to contribute to economic growth and development. It includes economic, cultural, and social aspects that interact with technology, intellectual property, and tourism destinations: where the Creative Economy is a set of knowledge-based, and thus more localized, economic activities, with development dimensions and cross-sectoral links at macro and micro levels to the economy overall. There is no single definition of the creative economy, and different definitions usually overlap. The general characteristic is that the creative economy has many dimensions, contributes to economic, social, and cultural development, and has the potential to contribute to achieving sustainable development goals.

The creative economy is an ecosystem consisting of various types of work which are differentiated by the creation of wealth and employment through individual creativity which encourages the creation and use of IP, which includes: (i). Creative industries, including film and TV; publishing; museum; music and performing arts; computer programming; craft; architecture and design; and (ii). Those who work outside the creative industry, but still work in the creative field. One important aspect of the creative economy is utilizing IP, including GI. As mentioned before, at mid-2023, there are only 123 registered domestic IG products, where 17 of which are products included in the creative industry category (including Tenun Gringsing, Tenun Ikat Sikka, Songket Silungkang, Batik Nitik Yogyakarta, Sarung Batik Pekalongan, Kerajinan Perak Celuk Gianyar, Mebel Ukir Jepara, Mutiara Lombok, and others. Most of IG's current products are not included in the creative industry category but are far known as superior regional products from natural products.

## Commercialisation Theory

Commercialization is a process or effort to change or utilize something that was previously non-commercial into something that can be sold or used commercially. In a marketing context, the commercialization process can be defined as the steps taken by a company to introduce a new product or service to the market. This process includes various activities such as market research, product development, branding, promotion, and distribution. The goal of commercialization is to create demand for a new product or service and ensure the long-term success of the business. According to Kotler & Keller (2012), commercialization requires large investments in research and development, as well as promotion and marketing. In this case, Kotler & Keller (2012) also emphasize the importance of measuring and evaluating marketing performance to ensure the success of commercialization strategies. According to Kotler & Keller (2012), marketing is about recognizing and meeting human and social needs. One of the simplest definitions of marketing is meeting needs profitably. As a collective intellectual property regime, GI aims to help individuals, producers, manufacturing businesses and communities to identify, protect, and obtain useful results in the form of profits. Furthermore, sustainable commercial exploration for local products can maintain product quality and characteristics so that they continue to meet the criteria for GI protection and finally increase consumer satisfaction. (see also Suryana, 2014). However, several factors also influence consumer satisfaction, those are: Perceived Price, Perceived Product, Emotional Value, Product Reputation, and Trust.

Perceive Price is the amount of money that must be paid for a product or service or the total value of the benefits obtained from consumers when getting the product or service offered (see among others: Kotler & Armstrong, 1997; Sanchez, et al., 2004; and Kaura, 2012). Consumers who feel they are getting a suitable price from a retailer will go to the shop, whereas consumers who do not get a suitable price will leave or not go to the

shop (Utami, 2010). Meanwhile, Perceived Product is the product's ability to carry out its function, including the overall product, reliability, accuracy, ease of operation and repair, and other valuable attributes (Kotler & Keller, 2012; Aaker & Joachimsthaler, 2000; and Zeithaml, et al., 1988). Furthermore, Emotional value is a utility that comes from feelings or effectiveness/positive emotions that arise from consuming a product (Sweeney & Soutar, 2001). Emotional value is the emotional satisfaction and pleasure that consumers obtain through the use or consumption of certain goods or services. In essence, emotional value is related to feelings, namely the positive feelings that customers will experience when purchasing a product (Sweeney & Soutar, 2001; Sudarso, 2016).

Product Reputation is an award received by a company because of the advantages that exist in the company, such as the capabilities possessed by the company so that the company will continue to develop itself to continue to be able to create new things to meet consumer needs (Herbig & Milewicz, 1993; Shandi, 2011). GI products can be protected if they have reputation, quality, and characteristics. A product's reputation will decline if it fails to meet market requirements. Buyers typically use brand names as a sign of quality and value and often associate products with the brand name to associate them with quality and value. Brand names often represent a company's reputation. Utama (2007) suggests that brand reputation is consumers' perception of their knowledge of the brand and the responses or opinions of other individuals to the brand.

Finally, building customer trust is a crucial step in a company's efforts to achieve long-term success. When customers have high trust in a company, they are more likely to choose the company's products or services rather than compete with competitors. In a competitive business environment, building customer trust is a strategic step that you need to take. Trust is the foundation of business. A business transaction between two or more parties will occur if each person trusts the other. This trust cannot simply be recognized by other parties/business partners, but must be built from the start and can be proven. Trust has been considered as a catalyst in various transactions between sellers and buyers so that consumer satisfaction can be realized as expected (Pandey, et al., 2020).

### **Previous Study**

Several previous studies that are in line with this research are: Cei, et al., (2018); Torok, et al., (2020); Sulistyaningsih et, al., (2020); Jaelani, et al., (2020); Zhong & Wang (2021); Nien-Te Kuo et, al., (2013); Camfield, et al., (2018); Chen & Hu (2010); El-Adly (2019); and Zhong & Moon (2020). Cei, et al., (2018) show that GI can generate added value, especially at the consumer and retailer level, while their impact on producers' economic performance is more heterogeneous and depends on specific local conditions. Torok, et al., (2020) found that certain GI products in some regions may command significant price premiums, but due to higher production costs and uneven distribution in the value chain, this may not generate higher producer income. This is in line with the results of research conducted by Sulistyaningsih et, al., (2020), which state that not all GI products can provide economic value that can directly provide welfare for local communities. Jaelani, et al., (2020) show that the growth of the creative industry as a superior regional product based on GI in Indonesia is quite rapid. Creative industries as superior regional products based on GI can be used and developed as a means of attracting tourists to visit Indonesia because they have unique characteristics. Further research conducted by Zhong & Wang (2021) found that an intellectual property strategy in creating a distinctive identity for tourism brands with active registration, timely opposition and invalidity, and effective trademark protection.

Furthermore, research conducted by Nien-Te et, al., (2013) shows that customer satisfaction is positively influenced by service quality. Customer loyalty is positively influenced by customer satisfaction. Furthermore, customer loyalty is indirectly influenced by service quality through the mediator of customer satisfaction. The relationship between service quality and customer satisfaction was found to be stronger for customers who had positive service recovery experiences. Camfield, et al., (2018) show that consumers of wines with GI have valued the sensory quality, distinctiveness, and prestige of the wine. Thus, analyzing potential consumers' perceptions of wines with GI or with regional attributes can help to understand the variables that influence purchasing decisions, as well as help companies producing wine to determine their strategic plans.

In research by Chen & Hu (2010) in the Australian coffee shop industry, it is stated that relational benefits have a direct effect on perceived value and customer loyalty. Additionally, relational benefits also have an indirect effect on loyalty through perceived value. The findings indicate that coffee outlet operators with a better understanding of their customers' perceptions, and assist them in developing competitive strategies that differentiate themselves from competitors and win customer loyalty in an aggressive market. Furthermore, research conducted by El-Adly (2019) shows that self-satisfaction, price, quality, transactions, and hedonic dimensions have a positive and significant influence on customer satisfaction and/or customer loyalty.

## Research Method

This research was designed using quantitative methods. A quantitative approach is used to examine the influence of GI-Based Tourism and GI-Based Commercialization on Economic Prosperity which is mediated by Emotional Value, Perceived price, Perceived Product, Product Reputation, and Trust either partially or simultaneously. The variables of this research consist of independent variables (Tourism-based GI and GI Commercialization), dependent variables (Economic Prosperity), and mediating/intervening variables (Perceived price, Perceived product, Emotional Value, Reputation Product, and Trust. In this study, the population is the Association/Society of 123 registered GI Tourism owners. Amount of 22 registered GI Tourism owners was selected by using a purposive sampling technique (see Table 1). The criteria for purposive sampling technique proposed by Hair, et al., (2010), the number of respondents is 5 times the number of measurement indicators used (5 x 51 indicators). Hence, from the 22 registered owners we found around 255 respondents.

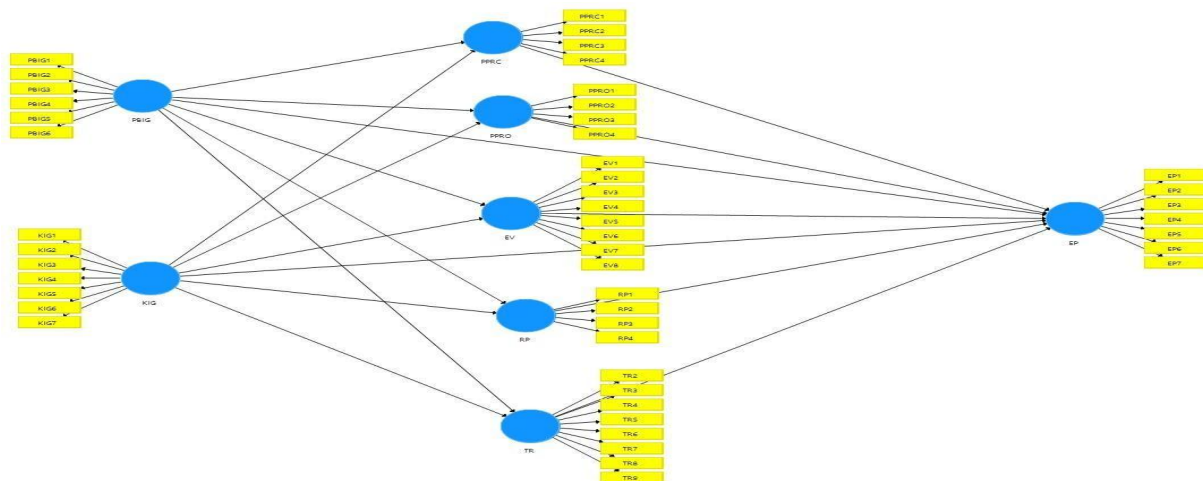
The analytical tool used to answer the research problem is the Structural Equation Model Partial Least Square (SEM-PLS). The processing stages of the SEM-PLS model are carried out as follows: (i). Designing Inner Models; (ii). Designing the Outer Model. The final step is the conversion of the path diagram into equation form (see Figure 2).

**Table 1. Registered Tourism Product Geographical Indications and Original Places**

No.	GI Product	Province
1	Kopi Arabika Gayo	Nanggroe Aceh Darussalam
2	Jeruk Keprok Gayo-Aceh	
3	Kopi Arabika Sumatera Simalungun	North Sumatera
4	Kopi Arabika Toba	
5	Salak Sari Intan Bintan	Riau Islands
6	Kopi Robusta Pagaralam	South Sumatera
7	Nanas Tangkit Baru Jambi	
8	Kopi Arabika Java Preanger	West Java
9	Teh Java Preanger	
10	Batik Complongan Indramayu	
11	Kopi Arabika Merapi Merbabu Magelang	Central Java
12	Salak Pondoh Sleman Jogja	D. I. Yogyakarta
13	Gula Kelapa Kulon Progo Jogja	
14	Batik Tulis Nitik Yogyakarta	
15	Kopi Arabika Java Ijen-Raung	East Java
16	Kopi Arabika Hyang Argopuro	
17	Jeruk Pamelon Pangkep	South Sulawesi
18	Garam Amed Bali	Bali
19	Salak Sibetan Karangasem Bali	
20	Mutiara Lombok	West Nusa Tenggara
21	Tenun Ikat Sikka	East Nusa Tenggara
22	Tenun Ikat Alor	

Source: Data processed

Figure 2. SEM-PLS Model



Source: Data processed

## Result and Discussion

### Indonesia's Geographical Indication Policy and Creative Economy

Geographical Indications (GI) are very closely related to the creative economy. GI identifies a product as having a specific geographic origin and special characteristics associated with that area. On the other hand, the creative economy focuses on industrial sectors that reflect creativity and cultural expression. The following are several links between GI and the creative economy: (i). *Increased Product Value*: Having GI for products in the creative economy sector can increase the value of the product. GI related to areas that have a strong reputation or high quality can provide confidence to consumers. This can increase the exclusivity, attractiveness, and selling price of the product; (ii). *Protection and Marketing*: GI can also provide legal protection for products or services in the creative economy sector. By registering a GI, industry players can obtain exclusive rights to use the geographical name, preventing illegal practices such as counterfeiting, or unauthorized use by other parties. In addition, GI can also be used as an effective marketing tool to differentiate products from competitors and attract consumer interest; (iii). *Strengthening Local Identity and Culture*: Linking GI with products in the creative economy sector can help strengthen the identity and image of a region. GI can be a tool to promote local cultural riches and heritage, thereby providing wider recognition and supporting the sustainable development of the creative economy sector; and (iv). *Tourism Development Based on Geographical Indications*: GI can also be a key element in developing tourism based on the creative economy. Identification and promotion of GI-based products or services in the tourism sector can increase tourism attractiveness, provide unique experiences, and also increase regional income from tourists. As of mid-2023, there are only 123 registered domestic IG products. Out of these 123 products, can be clustered into 5 creative economy sectors, namely the Crafts, Fine Arts, Fashion, Culinary, and Performing Arts sectors.

### Implementation of IG-based Tourism in Indonesia and Abroad

The cross-sectoral nature and deep social roots of tourism offer many opportunities. The tourism sector has proven to be resilient and an economic driver (especially during the global financial crisis and external shocks) to GDP and job creation. A tourism product is a combination of tangible and intangible elements, such as natural, cultural, and man-made resources, attractions, facilities, services, and activities around a particular center of interest that represent the core of a destination's marketing mix and creates overall visitors, experience includes emotional aspects for potential customers. Along with the exclusive rights granted to their owners, most intellectual property rights can be commercialized, which makes them particularly relevant to the tourism sector. IP rights are national rights and are protected by national law. Protecting IP abroad, outside a single jurisdiction, involves paying a fee for registration abroad. Likewise, enforcing intellectual property rights beyond national borders also requires financial investment.

The implementation of IP-based Tourism has been indirectly carried out in several regions in Indonesia, including: (i). Garam Amed (Bali). Garam Amed has been holding the Amed Garam Festival in Bali since 2016.



This festival is packaged as a tour package. The Amed Garam Festival aims to maintain the tradition of producing traditional salt as well as to support tourist attractions in the area around Amed; (ii). Sikka Tenun Ikat (NTT). The efforts of the NTT community to preserve the masterpieces of traditional Tenun Ikat (Weaving art). The weaving house has a destination named Lepo Lorun Ikat Weaving Center. Lepo Lorun is a stronghold for Flores women to maintain the unique ikat weaving in Nita Village, Nita District, Sikka Regency. Lepo Lorun succeeded in captivating the American public at the Tribal & Textile Art Show in San Francisco. Meanwhile, foreign countries that have advanced IP with tourism based on IP, by prioritizing superior products are: (i). Gruyere Cheese (Switzerland). Gruyere uses its superior regional products to become a tourist attraction in its area. Gruyere Cheese is a GI from Switzerland that has special characteristics and is well known, even tourism (ecotourism) from Gruyere starts from feeding grass to for cows, milking cows, then processing cheese from the milk produced by cows in Gruyere can be a series of tourist destinations offered by Ecotourism Gruyere; (ii). Chinese Green Tea. A key factor in the success of the growth of international tourism to China is the attractiveness of the cultural and heritage aspects of its cities. China is one of the countries that specifically uses GI as a supporting factor for tourism. The Chinese government decided to position the green tea industry, one of the flagship products of one of their regions, as an engine for regional development, and drew up a comprehensive innovation plan based on initiatives to improve product quality; and (iii). Kampot (Cambodia) Pepper. The Cambodian government granted Kampot pepper the status of a GI, turning it into a premium product with export potential. Currently, more than 30,000 pepper plants are grown on the plantation. The pepper plantation has established its retail presence and now distributes its products in shops, supermarkets, and hotels, as well as online.

### Hypothesis Testing

Based on the SEM-PLS processing results, theoretical hypothesis testing can be explained as follows. Hypothesis 1 to Hypothesis 9 indicates that GI based Tourism has a positive and significant effect on Perceived Price (H<sub>1</sub>), Perceived Product (but not significantly/H<sub>2</sub>), Emotional Value (H<sub>3</sub>), Reputation Product (H<sub>4</sub>), Trust (H<sub>5</sub>), Economic Prosperity (H<sub>6</sub>), Perceived Price (H<sub>7</sub>), Perceived Quality (H<sub>8</sub>), and Emotional Value (H<sub>9</sub>). Meanwhile, GI Commercialization has a positive and significant effect on Product Reputation (H<sub>10</sub>) and Trust (H<sub>11</sub>), and a positive but not significant to Economic Prosperity (H<sub>12</sub>). Furthermore, Perceived Price GI has a positive and significant effect on Economic Prosperity (H<sub>13</sub>), Perceived Product GI has a positive and significant effect on Economic Prosperity (H<sub>14</sub>), Emotional Value GI has a positive and significant effect on Economic Prosperity (H<sub>15</sub>), Reputation Product has a positive and significant effect on Economic Prosperity (H<sub>16</sub>), Trust has a positive but not significant effect on Economic Prosperity (H<sub>17</sub>).

Furthermore, Perceived Price GI mediates the positive and significant effect of GI-Based Tourism on Economic Prosperity (H<sub>18</sub>), Perceived Product GI mediates the positive but not significant effect of GI-Based Tourism on Economic Prosperity (H<sub>19</sub>), Emotional Value GI mediates the positive and significant effect of GI-Based Tourism on Economic Prosperity (H<sub>20</sub>), Reputation Product GI mediates the positive and significant effect of GI-Based Tourism on Economic Prosperity (H<sub>21</sub>), Trust GI mediates the positive but not significant effect of GI-Based Tourism on Economic Prosperity (H<sub>22</sub>), Emotional Value GI mediates the positive and significant effect of GI-Based Tourism on Economic Prosperity (H<sub>23</sub>). Furthermore, Perceived Product GI mediates the positive but not significant effect of GI Commercialization on Economic Prosperity (H<sub>24</sub>), Emotional Value GI mediates the positive and significant effect of GI-Based Tourism on Economic Prosperity (H<sub>25</sub>), Reputation Product GI mediates the positive and significant effect of GI Commercialization on Economic Prosperity (H<sub>26</sub>), and Trust GI mediates the positive but not significant effect of GI-Based Tourism on Economic Prosperity (H<sub>27</sub>).

### Discussion

In this research, several hypothesis results do not have a significant effect, one of which is the GI Commercialization on economic prosperity. The fact is that the current GI Commercialization in Indonesia has not gone well and is influenced by many factors. Several works of literature identify that attributes, quality, characteristics, and reputation, as well as protecting environmental and cultural values and strengthening social institutions, must be controlled by producers (see also Bowen, et al., 2010). So, it is hoped that producers can gain better access to the market and increase sales at higher prices. High prices in turn make it possible for products to be competitive and have important implications for local economic development (Yang, et al., 2022; Belletti & Marescotti, 2015; Bramley et al., 2013; Giovannucci et al., 2010; Marie-Vivien & Bienabe, 2017).

However, the development benefits of GI are still largely unproven, there are still many literature studies whose empirical results are contradictory in terms of how GI can contribute to regional prosperity (Torok, et al., 2020 and Sulistianingsih, et al., (2019). World of The Intellectual Property Office (WIPO) states that GIs have

economic value mainly for the following reasons: (i). Protection of GIs creates a characteristic/identity in the market and if promoted well with good intentions leads to high prices for the product; (ii). Protection GIs pave the way for local producers to develop brands and trade under their own market identity; (iii). Protection of GIs relating to property or commercial rights.

Apart from that, there are still not many GI products registered in Indonesia, even though Indonesia has a lot of potential for GI products. This condition occurs because the Indonesian people do not yet have full awareness of how to protect it both legally and non-legally. In turn, Indonesian GI products have not been able to enter the international market. Apart from that, the lack of negotiation skills of local business actors is also the reason why GI products in Indonesia have difficulty penetrating the international market share. So GI products have not been able to provide prosperity or significant economic growth for the community. This is supported by Apriansyah (2018) stated that the lack of understanding about GI among stakeholders and the lack of regional government attention to the potential of GI is the cause of the lack of products from regions that have been registered as GI products with the DJKI. Cei. et. al., (2018) show that the GI label does not guarantee the success of a local initiative alone. Therefore, when deciding to apply for GI product recognition, local actors should be aware of the need to consider other factors (e.g., cooperation, assistance from institutions, etc.) to achieve the desired results.

The role of organizations that own rights to GI is very large. The supervisory and coaching functions of local government are very much needed. However, currently, the supervision and development function is still focused on the Directorate General of Intellectual Property (DJKI), which should also be handled by other ministries/institutions from the central government and regional governments related to the protection, development, and utilization of GI. Data found in the report on the implementation of GI Supervision issued by DJKI states that the results of supervision of 52 registered GI products, some of which state that currently the GI owner organizations still do not play a good role, even though some of them are passive. This of course has a big influence on the development and utilization of the products. IG itself. Putranti & Anggraeny (2022) found a lack of understanding from MPIG members regarding MPIG's duties to carry out independent management and a lack of synergy with the government regarding the promotion of Geographical Indications itself resulting in the marketing of IG Salak Pondoh Sleman products. Neilson, et al., (2018) found little evidence, and possibly limited, of real economic benefits to coffee farmers resulting from current GI in Indonesia, the poor development performance explained in terms of the inability of supportive local institutional arrangements. GI to strategically partner with the practices of key corporate actors in the coffee sector. Several previous studies have identified various conditions that are considered necessary for the success of GI products in Indonesia that have not been able to enter the international market, one of which is due to a lack of negotiation capacity. Local business actors are also the reason why geographical indication products in Indonesia have difficulty penetrating the international market share (Zhong & Wang, 2021; Ahsar, et. al., 2023; and Yeung & Kerr, 2022).

As mentioned by Apriansyah (2018), after the product/goods were registered as GI, in terms of prices on the market, there was indeed an increase, however, this price increase was not fully enjoyed by farmers/GI managers, this is because there is no governance of GI products/goods. in the area. The registration of products/goods as GI can be a driver of the regional economy if the regional government and central government through related ministries and institutions can play a role according to their respective authorities. Another fact shows that several products that have been registered as IG have shown good price disparities. Putranti & Indriyani (2022) Jogja Nitik Batik Post Certification, shows that the selling price has increased by around 10% to 50%, not only has the selling price increased, the production and quality of Nitik Batik has also been increased. Then Garam Amed's selling price has increased from IDR 4,000 per kg becomes 35,000 per kg after being registered with IG (Directorate General of Intellectual Property). However, not all GI products, once registered, have an economic impact on the farmers/managers of the GI products/goods. The study from the UPT Perkebunan Sleman (2017), shows that after being registered with IG it does not make Salak Pondok more competitive, only 20% of export quality Salak Pondok is absorbed. Kulonprogo coconut sugar, which has currently received the protection of the European Standard GI CSQA (Certified Software Quality Analyst), with this certification, is one way to provide assurance to consumers both domestic and foreign that Jogja Coconut Sugar products truly come from the geographical indication area. However, in terms of price and market access, it is not yet in favor of farmers, the domestic market is currently not being exploited well, and this product cannot yet be sold retail in supermarkets or outlets in Indonesia, many factors cause this, one of which is because it is still lack of role of local government in local products.

Regulatory and bureaucratic obstacles also affect the commercialization of GI. The complicated and time-consuming process of registration, legal protection or certification of GI and lack of access to effective regulatory

support can hinder economic growth and prosperity from the GI Commercialization. Despite the large number of GIs in Indonesia which have a fairly large area with several producers, quality implementation is a challenge, without members' knowledge of the purpose of GI registration there is minimal or no control, labeling, branding, and promotion efforts related to IGs so that often Registered GI products have no added value. If monitoring measures are not carried out then no one reports the results of GI violations in the market, and no reported cases of GI violations are brought to court in Indonesia (Coombe, et, al., (2014). This is important because as stated by Coombe et, al., (2014) for Indonesia, and more broadly, IG has very little value, if it is not accompanied by monitoring and law enforcement.

## **Conclusion and Policy Recommendation**

### **Conclusion**

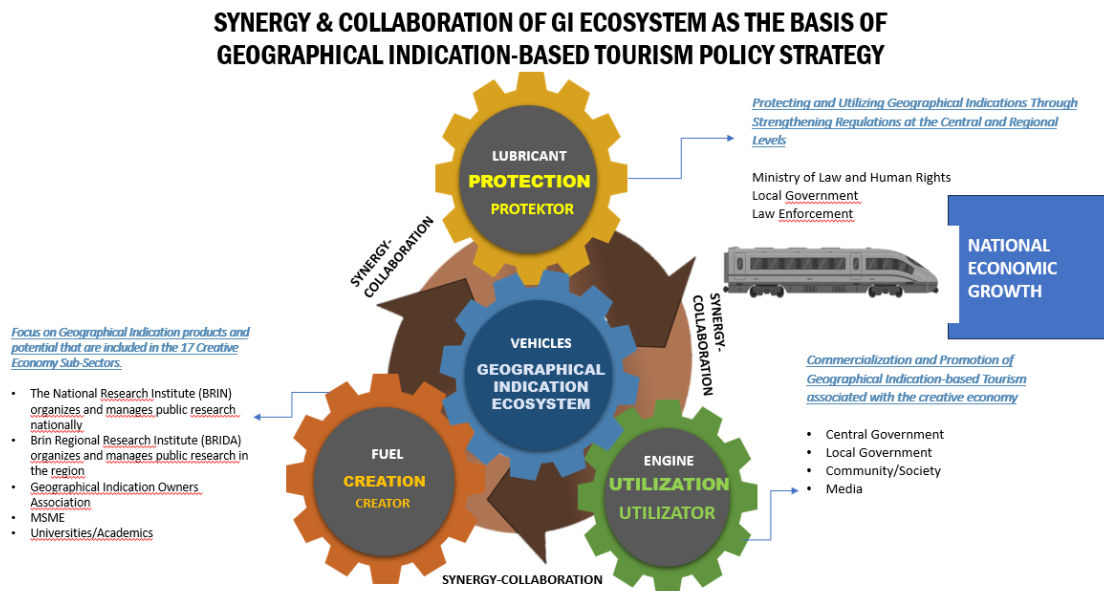
Based on the results of the hypothesis testing that has been carried out, the following conclusions are obtained:

1. GI-based tourism has a significant direct effect on Economic Prosperity;
2. GI-based tourism has a significant indirect influence on Economic Prosperity which is mediated by Perceived Price, Emotional Value, and Product Reputation. Meanwhile, Perceived Product and Trust do not have a significant influence in mediating GI-based Tourism on Economic Prosperity;
3. GI Commercialization has no significant direct effect on Economic Prosperity;
4. GI Commercialization has a significant indirect effect on Economic Prosperity which is mediated by Perceived Price, Emotional Value, and Product Reputation. Meanwhile, Perceived Product and Trust do not have a significant influence in mediating the Commercialization of Geographical Indications on Economic Prosperity; and
5. Perceived Price, Perceived Product, Emotional Value, and Product Reputation have a significant direct effect on Economic Prosperity. Meanwhile, Trust has no significant direct influence in mediating the GI Commercialization on Economic Prosperity.

### **Policy Recommendation**

Based on the result and conclusion above, this research suggests a policy recommendation, not only for the people who own geographical indication products but also for the Indonesian government and various other related parties, such as academics and business actors in the commercialization of GI in the Tourism sector. In determining the concept of GI Commercialization policy, especially GI through tourism, this research suggests the Application of Synergy and Collaboration in the Geographical Indication Ecosystem, namely: (i). Geographical Indication Creation Policy; (ii). Geographical Indication Protection Policy; and (iii). Geographical Indication Utilization Policy. This application is called The Ecosystem of Geographical Indication which is outlined in the National Geographical Indication Strategy, which is driven through synergy and collaboration between GI Ecosystem stakeholders; both government and private, who are involved in the elements of creation, protection and utilization of GI. So that commercialization can have an economic prosperity impact. Recommendations can be described in a policy scheme as follows:

**Figure 3. Recommendations for Tourism Policy Based on Geographical Indications**



Source: Author

Synergy and Collaboration in the Intellectual Property Ecosystem related to GI is a continuous cycle like a motor vehicle consisting of input, process, and output. The input is in the form of potential GI as fuel, and protection of GI Protection as a lubricant which is then processed in a vehicle engine in the form of commercialization through tourism with output in the form of economic, social and cultural prosperity which can spur national economic growth.

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