

# Geographical indication agricultural products promote the development of local tourism economy

## --Taking Hami City as an example

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### Abstract

As a unique agricultural brand, geographical indication agricultural products can not only enhance the market value of agricultural products, but also promote the development of local economy and tourism. This paper takes Hami City as an example to explore how geographical indication agricultural products can promote the development of local tourism economy. First, this paper introduces the concept of geographical indication agricultural products and the current status of geographical indication agricultural products in Hami City, focusing on the characteristics and market performance of major geographical indication agricultural products such as Hami melon and Hami grape. Secondly, through a literature review, the relationship between geographical indication agricultural products and local economic development, especially their role in promoting tourism economy, is sorted out. The study found that geographical indication agricultural products can not only attract a large number of tourists and enhance the tourism experience, but also enhance the local brand image and promote the sustainable development of regional economy. In the specific case analysis, this paper explains how Hami City uses geographical indication agricultural products to develop the tourism industry chain and build brand influence from production to consumption. At the same time, this paper proposes strategies such as strengthening brand building and market promotion, developing the tourism industry chain of geographical indication agricultural products, government support and policy guarantees, etc., providing experience and ideas for other regions. Finally, this paper summarizes the achievements of Hami City's geographical indication agricultural products in promoting the development of local tourism economy, and looks forward to future development directions and research fields. Through this research, this paper hopes to provide a theoretical basis and practical guidance for the integrated development of geographical indication agricultural products and tourism economy, and promote the prosperity and sustainable development of the local economy.

### Keywords

Geographical indication agricultural products, Tourism economy, Hami City, brand building.

## 1. Introduction

### 1.1. Research background

#### 1.1.1. Definition and importance of geographical indication agricultural products

Geographical indication agricultural products refer to those agricultural products that are produced within a specific geographical area and have unique quality, reputation and other characteristics due to their unique geographical environment, natural conditions and human

factors, and are protected by geographical indications. These products not only reflect the natural and cultural characteristics of the region, but also have high market value and brand influence. Geographical indication agricultural products play an important role in increasing the added value of agricultural products, protecting traditional agriculture and cultural heritage, and promoting regional economic development. As consumers' requirements for food safety and quality increase, geographical indication agricultural products are increasingly favored by the market, and their brand effect and economic benefits are significant.

### **1.1.2. Current status and challenges of local tourism economic development**

The local tourism economy is an important part of the regional economy. It can not only increase employment opportunities and improve residents' income, but also promote regional cultural exchanges and social progress. However, many places are facing challenges such as resource homogeneity, fierce competition, and insufficient brand influence in the process of developing tourism economy. Especially in the context of extensive development of traditional tourism resources, how to tap new tourism growth points and enhance the core competitiveness of the tourism industry has become the focus of local governments and tourism practitioners. As high-value-added products with local characteristics, geographical indication agricultural products provide new paths and ideas for the development of local tourism economy due to their uniqueness and attractiveness.

### **1.1.3. Overview of geographical indication agricultural products and tourism resources in Hami City**

Hami City, located in the eastern part of Xinjiang Uygur Autonomous Region, is famous for its rich agricultural resources and unique tourism resources. Hami melon, Hami grapes and other geographical indication agricultural products are well-known throughout the country for their excellent quality and unique flavor. These agricultural products are not only an important economic pillar of Hami City, but also an important element for the city to attract tourists. In addition, Hami City also has rich natural landscapes and cultural attractions, such as Hami Ghost City and Barkol Grassland, which provide a solid foundation for the development of tourism. By combining geographical indication agricultural products with tourism resources, Hami City is actively exploring a new path of integrated development to achieve a win-win situation of economic and social benefits.

## **1.2. Research Purpose and Significance**

### **1.2.1. Study the impact of geographical indication agricultural products on the development of local tourism economy**

This study aims to systematically analyze the specific impact of geographical indication agricultural products on the development of local tourism economy. By sorting out the concepts, characteristics and market performance of geographical indication agricultural products, combined with the specific situation of Hami City, this study explores the role of geographical indication agricultural products in attracting tourists, improving tourism experience, and enhancing local brand image. Through theoretical analysis and empirical research, this study reveals the actual effect and potential of geographical indication agricultural products in promoting the development of local tourism economy, and provides new perspectives and data support for research in related fields.

### **1.2.2. Explore the uniqueness and representativeness of Hami as a case study**

Hami City, as a case study of this study, is unique and representative. On the one hand, Hami City's geographical indication agricultural products are rich in variety and high in quality, with high market recognition and brand influence; on the other hand, Hami City has rich and diverse tourism resources and has a good foundation for developing a characteristic tourism economy. This study analyzes the current development status of Hami City's geographical indication

agricultural products and tourism economy, explores its successful experience and existing problems, summarizes development models and strategies with universal significance, and provides reference and reference for other regions. At the same time, this study also hopes to further promote the integrated development of geographical indication agricultural products and tourism economy through case analysis of Hami City, and promote the prosperity and sustainable development of the regional economy.

## **2. Literature Review**

### **2.1. Research on the brand building of geographical indication agricultural products**

Domestic and foreign scholars have conducted in-depth discussions on the research of brand building of geographical indication agricultural products. Zhang Jing (2011) found that the development of Hami melon brands faces market confusion and suggested adopting a "one mark, multiple brands" strategy to save communication costs and enhance brand image by creating multiple brands with their own characteristics. Liu Jinhua (2016) pointed out that although geographical indication agricultural products have regional characteristics and excellent quality, consumer awareness is low and it is difficult to prevent and control counterfeit products. It is necessary to strengthen brand building, improve product competitiveness through technological progress and brand protection mechanisms, and promote regional economic development. Foreign research also focuses on the challenges and strategies of brand building. Raúl (2020) proposed that digital marketing tools are crucial in the tourism industry, helping companies gain competitive advantages and increase sales. However, small businesses in developing regions often lack the ability and expertise to implement these tools, so cluster associations play an important role in promoting the effective application of digital marketing tools. Philip (2020) pointed out that tourism entrepreneurs have a low application rate of digital marketing due to lack of support and knowledge transfer, so the combination of point-to-point clusters and various types of knowledge can help small and medium-sized tourism companies improve their digital marketing practices.

In general, the trends in brand building of GI agricultural products include standardizing registration standards, improving consumer awareness, strengthening brand protection mechanisms, and applying multi-brand strategies to enhance market competitiveness and promote regional economic development. These studies not only reveal the importance of brand building of GI agricultural products, but also put forward specific strategies to cope with the challenges in brand building.

### **2.2. Cultural Tourism Research**

Cultural tourism research has shown diversity and depth, and scholars at home and abroad have conducted extensive discussions. Greg (2018) summarized the development history and research trends of cultural tourism, pointing out that it covers tangible and intangible cultural heritage, indigenous tourism and cultural consumption, and the research scope has expanded to many fields such as anthropology and economics, and has shifted from Europe and North America to Asia, emphasizing that future research should focus on intangible cultural heritage and cultural infrastructure. The overall trend of cultural tourism research includes the shift from tangible heritage to intangible heritage, the diversification of research areas, the increased attention to indigenous and ethnic minorities, and the diversification of cultural tourism demand and supply. Domestic cultural tourism research also shows similar trends. Tang Hui (2017) pointed out that in the "13th Five-Year Plan" development plan, higher requirements were put forward for the tourism industry. Xinjiang's tourism industry needs to integrate with industries such as information technology, media, catering and handicrafts, and cultivate new

formats and products to promote the deep integration of culture and tourism. Fu Caiwu (2020) emphasized that the goal of cultural and tourism integration is to achieve cultural identity construction and promote the organic connection between culture and tourism through tourists' immersive experience and cultural identity experience. Imran (2018) studied the relationship between tourist engagement, cultural contact, memorable tourism experience and destination loyalty, and found that cultural contact plays a mediating role between tourist engagement and tourism experience, emphasizing the importance of cross-cultural interaction in creating memorable experiences. Zhang Chaozhi (2020) analyzed the evolution of the relationship between culture and tourism, and proposed that the integration path includes constructing collective memory and identity, enhancing cultural appeal and extending the industrial value chain of cultural tourism experience, while pointing out the challenges brought by cultural commercialization. In general, the research trend of cultural tourism covers multidisciplinary intersection, research area diversification, emphasis on intangible heritage and ethnic minorities, and deep cultural experience. By strengthening industrial integration and innovation, focusing on cultural identity construction, extending the industrial value chain and responding to the challenges brought by cultural commercialization, cultural tourism can better promote local economic development and cultural heritage.

### **3. Overview of Geographical Indication Agricultural Products in Hami City**

#### **3.1. Types and characteristics of geographical indication agricultural products in Hami City**

Hami City, with its unique natural environment and rich agricultural resources, has produced a variety of agricultural products with geographical indications. The most representative of these are Hami melons and Hami grapes. Hami melons are famous for their sweetness, juiciness, delicate texture and unique taste. Their uniqueness is not only due to the unique geographical environment and climatic conditions of Hami City, but also closely related to the long-term cultivation history and rich planting experience of the local area. Hami grapes are widely praised for their large berries, bright colors and crisp taste, especially seedless white grapes, which are highly favored for their high sweetness, good taste and rich nutrition. These geographical indication agricultural products not only represent the agricultural characteristics of Hami City, but also contain rich cultural values and showcase the local agricultural civilization and traditional culture.

The uniqueness and cultural value of Hami melon and Hami grape are not only reflected in their excellent quality, but also in their important symbolic significance as an agricultural business card of Hami City and even Xinjiang. The annual Hami Melon Festival and Grape Festival attract a large number of tourists and consumers, which not only promotes the sales of agricultural products, but also promotes the development of local tourism, becoming an important platform for displaying the culture and charm of Hami City.

#### **3.2. Development status of geographical indication agricultural products in Hami City**

In recent years, the development of geographical indication agricultural products in Hami City has achieved remarkable results. In terms of production and sales, Hami City has improved the yield and quality of Hami melons and Hami grapes through the introduction and promotion of modern agricultural technologies, and farmers' income has increased significantly. At the same time, Hami City has actively expanded sales channels and expanded the sales scope and market share of products through the combination of e-commerce platforms and offline markets. In terms of geographical indication certification, Hami melons and Hami grapes have respectively obtained national geographical indication protection product certification, which not only

improves the market recognition and credibility of the products, but also provides a strong guarantee for their entry into a wider market.

In terms of market competitiveness and brand influence, Hami City has continuously improved the popularity and reputation of geographical indication agricultural products through brand building and promotion. The government and enterprises have joined hands to build Hami melon and Hami grapes into agricultural brands with international influence through various publicity activities and promotion strategies. At the same time, through a complete quality control system and strict market supervision, the high quality and consistency of products are ensured, which enhances the trust and loyalty of consumers. In general, the development of geographical indication agricultural products in Hami City has not only promoted the prosperity of local agriculture and economy, but also provided valuable experience and reference for the development of geographical indication agricultural products in other regions.

## **4. The role of geographical indication agricultural products in promoting Hami's tourism economy**

### **4.1. Attracting tourists**

As a tourist attraction, geographical indication agricultural products play an important role in the tourism economy of Hami City. The geographical indication agricultural products represented by Hami melon and Hami grapes have attracted a large number of tourists to experience and purchase due to their unique quality and reputation. The annual Hami Melon Festival and Grape Festival not only showcase the rich local agricultural resources, but also provide tourists with an opportunity to gain an in-depth understanding and experience geographical indication agricultural products. These festivals not only enrich the travel experience of tourists, but also drive the development of local related industries such as catering, accommodation and transportation. In addition, Hami City is also actively developing characteristic agricultural product tourism routes. Through farm visits, picking experiences and other activities, tourists can experience the production process of geographical indication agricultural products while touring the natural scenery, thereby enhancing the attractiveness and fun of tourism.

### **4.2. Improving tourism experience**

The application of geographical indication agricultural products in tourism activities has further enhanced the tourists' travel experience. Hami City has developed a variety of tourism activities, such as Hami melon and grape tasting activities, using its rich geographical indication agricultural products resources, so that tourists can taste fresh and authentic agricultural products. In addition, some farms and production bases also provide agricultural product experience activities, where tourists can personally participate in the picking and production processes to enhance their understanding of local agriculture and culture. These highly interactive and experience-rich activities not only satisfy the curiosity and sense of participation of tourists, but also enhance the attractiveness and uniqueness of tourism. In order to allow tourists to take this experience home, Hami City has also developed a variety of tourist souvenirs and cultural products, such as souvenirs based on Hami melons, specialty foods, etc., which not only improve tourists' satisfaction, but also increase the added value of tourism.

### **4.3. Enhance the local brand image**

Geographical indication agricultural products play an important role in the promotion of Hami City's overall tourism brand. Through the brand building of geographical indication agricultural products, Hami City has not only improved the market visibility of agricultural products, but also enhanced the brand image of the entire region. Media publicity and marketing strategies

have played a key role in this process. Hami City has widely publicized the unique quality and cultural value of geographical indication agricultural products through various media channels, such as television, the Internet, and social media. At the same time, by holding various promotional activities, such as agricultural product exhibitions and tasting sessions, it has attracted a lot of attention and coverage from the media and consumers, further expanding the influence of geographical indication agricultural products. Through these efforts, Hami City has not only created an agricultural product brand with international influence, but also improved its overall tourism image, attracting more tourists to visit and experience, thereby promoting the development of the local tourism economy.

## **5. Strategy for the integrated development of geographical indication agricultural products and tourism economy in Hami City**

### **5.1. Developing the tourism industry chain of geographical indication agricultural products**

Hami City must start from the creation of the entire industrial chain from production to consumption to achieve the integrated development of geographical indication agricultural products and tourism economy. First, modern agricultural technology and management methods should be used to improve the production efficiency and quality of geographical indication agricultural products to ensure the competitiveness of products in the market. Secondly, the integration of production, learning and research should be strengthened, and the technical support of scientific research institutions and universities should be relied on to promote the variety improvement and new technology application of geographical indication agricultural products, and enhance the scientific and technological content and added value of products. At the same time, it is necessary to explore new business models and service methods through innovation-driven, such as directly promoting geographical indication agricultural products to consumers through the Internet and e-commerce platforms, realizing the combination of online and offline, and expanding sales channels and market influence. Through the creation of the entire industrial chain, not only can the economic benefits of geographical indication agricultural products be improved, but also the development of related industries can be driven, and the overall improvement of the regional economy can be achieved.

### **5.2. Strengthen brand building and market promotion**

Brand building and market promotion are important strategies for the integrated development of geographical indication agricultural products and tourism economy in Hami City. The brand building strategy of geographical indication agricultural products should include brand positioning, brand culture building and brand promotion. First of all, the brand positioning of geographical indication agricultural products should be clarified to highlight their unique regional characteristics and cultural value. Secondly, through brand culture building, the story of Hami melon and Hami grapes should be told well to enhance the cultural connotation and emotional value of the brand. In terms of market promotion, a multi-channel market promotion and publicity strategy should be adopted, including extensive publicity through traditional media and new media to improve brand awareness and reputation. At the same time, the brand exposure and influence can be increased by holding agricultural product exhibitions, tastings and festivals, attracting more tourists and consumers to experience and buy. Through systematic brand building and market promotion, not only can the market competitiveness of geographical indication agricultural products be enhanced, but also the development of tourism economy can be promoted.

### 5.3. Government support and policy guarantees

The role of the government in the development of geographical indication agricultural products is crucial. The government should provide guarantees for the integrated development of geographical indication agricultural products and tourism economy through relevant policies, measures and support plans. First, the government should strengthen policy guidance and planning, formulate relevant policies to support the development of geographical indication agricultural products, and clarify the development direction and goals. Secondly, through measures such as fiscal subsidies, tax incentives and financial support, the economic burden of farmers and enterprises should be reduced and their development enthusiasm should be stimulated. At the same time, a sound quality control and supervision system should be established to ensure the quality and safety of geographical indication agricultural products and maintain brand reputation. The government should also actively promote infrastructure construction, improve transportation, logistics and information services, and provide a good environment for the production and sales of geographical indication agricultural products. In addition, through the cooperation between the government and enterprises and scientific research institutions, the integration of production, education and research should be promoted, and technological innovation and achievement transformation should be promoted, so as to inject new vitality into the development of geographical indication agricultural products. Through the support of the government and policy guarantees, the geographical indication agricultural products and tourism economy of Hami City will achieve better and faster development.

## 6. Conclusion and Outlook

### 6.1. Research conclusions

Through in-depth research on the integrated development of geographical indication agricultural products and tourism economy in Hami City, the following conclusions can be drawn: geographical indication agricultural products have a significant role in promoting the development of local tourism economy. First, as a unique tourist attraction, geographical indication agricultural products can attract a large number of tourists to visit and experience, driving the development of local tourism. Secondly, the wide application of geographical indication agricultural products in tourism activities, such as tasting and agricultural product experience, has greatly improved the tourists' travel experience and satisfaction. Furthermore, through brand building and market promotion, geographical indication agricultural products have not only improved their own market competitiveness, but also enhanced the local brand image and promoted the sustained growth of the tourism economy. As a case, Hami City has successfully demonstrated the actual effect of geographical indication agricultural products in promoting the development of local tourism economy. Its experience and enlightenment are of great reference significance to other regions.

Specifically, Hami City has achieved remarkable results by developing the entire industrial chain, strengthening brand building, and strengthening government support, and has achieved deep integration of geographical indication agricultural products and tourism economy. This shows that through scientific planning and reasonable layout, geographical indication agricultural products can not only enhance the market value of local agricultural products, but also drive the development of related industries and achieve a win-win situation of economic and social benefits. At the same time, the experience of Hami City also reveals the importance of brand building and market promotion of geographical indication agricultural products, especially in improving product awareness and enhancing market competitiveness. The role of brand cannot be ignored.

## 6.2. Research Prospects

Future research should further deepen the theoretical and practical discussion on the integrated development of geographical indication agricultural products and tourism economy. First, through a larger range of empirical research, we can verify the impact of geographical indication agricultural products on the development of tourism economy in different regions and explore their applicability and universality. Secondly, the research can deeply explore the potential value of geographical indication agricultural products in cultural heritage, ecological protection and other aspects, and expand their application areas in tourism economy. In addition, with the advancement of technology and changes in the market environment, emerging fields such as digital marketing of geographical indication agricultural products and smart agriculture are also worthy of further attention and research.

In terms of the prospects for the integration of geographical indication agricultural products and tourism economy, although the prospects are broad, there are also many challenges. For example, how to maintain the high quality and uniqueness of geographical indication agricultural products and prevent market homogeneity is a long-term issue; how to promote the development of modern agriculture and tourism while protecting the ecological environment and traditional culture is also a problem that needs to be balanced and solved. In addition, the intensification of market competition and changes in consumer demand also require local governments and enterprises to continuously innovate and adjust strategies to maintain competitive advantages. Through continuous research and practical exploration, it is believed that geographical indication agricultural products will play an increasingly important role in promoting the development of local economy and tourism.

## Acknowledgements

This work is supported by 2024 National Undergraduate Innovation and Entrepreneurship Training Program, Project number: 202410378333.

This work is supported by Anhui University of Finance & Economics 2024 Undergraduate Research innovation fund project fund, Project number: XSKY24248.

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