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Acceptance Letter

Dear Liu Yanjun , Zhu Yuzhi:

We are pleased to inform you that your submission to Global vision research,Leveraging Geographical Indication Resource Advantages to Promote Comprehensive Rural Revitalization: A Case Study of Geographical Indication Protection in Shandong Province,has been accepted for publication.This article will be published in Volume 3, Issue 3, 2026 .Thank you for contributing to this journal. We look forward to receiving your next submission.

Best regards!

Global vision research

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Leveraging Geographical Indication Resource Advantages to Promote Comprehensive Rural Revitalization: A Case Study of Geographical Indication Protection in Shandong Province

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Abstract: This study focuses on exploring pathways for Shandong Province to utilize geographical indication (GI) resources in advancing holistic rural revitalization, with an analysis of both practical advantages and existing dilemmas. Geographical indications not only ensure product quality but also embody important values in regional economy, ecological construction and cultural inheritance. As a leading province in GI protection across China, Shandong owns a large number of well-known GI products represented by Yantai apples, Rizhao green tea and Zhanhua winter jujubes, which effectively enhance market competitiveness and drive rural economic development. Nevertheless, the province still faces prominent constraints such as insufficient brand building, inadequate supervision and law enforcement, and insufficient cross-regional resource integration. On this basis, this paper puts forward targeted strategies including improving the legal system, strengthening brand awareness and promoting multi-party cooperation, so as to support the high-quality development of GI undertakings and provide practical references for promoting comprehensive rural revitalization.

Keywords: Geographical Indication; Rural Revitalization; Brand Building; Legal Protection

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1 Introduction

As China steps into a new stage of high-quality development, the Outline of the 14th Five-Year Plan for National Economic and Social Development and Long-Range Objectives Through the Year 2035 clearly puts forward the requirement of “accelerating the construction of a comprehensive system for the protection and utilization of geographical indications” to foster new competitive advantages. Meanwhile, the Outline for Building a Strong Intellectual Property Nation (2021–2035) further stresses the integration of geographical indications with characteristic industries, ecological construction, cultural heritage and rural revitalization. These policy arrangements highlight the strategic significance of geographical indications in promoting agricultural modernization and rural revitalization.

Geographical indications are not simple quality signs but important carriers of regional economic vitality, ecological features and cultural heritage. Shandong takes a leading position in GI protection nationwide and is rich in GI resources including Yantai apples, Rizhao green tea and Zhanhua winter jujubes. These products help improve agricultural competitiveness and boost integrated rural development. However, Shandong still faces problems such as low public brand awareness, imperfect supervision systems and difficulties in cross-regional resource coordination. Starting from the combination of national policies, local practices and existing problems, this paper analyzes the multi-dimensional value of GI in rural revitalization and puts forward practical suggestions to promote the high-quality development of GI industry.

2 Analysis of Geographical Indication Product Protection in Shandong Province

2.1 Realistic Foundation of Geographical Indication Resources: Regional Endowment and Classification System

Located in the lower Yellow River basin and the eastern coastal area of China, Shandong enjoys a superior geographical environment and abundant agricultural resources, making it one of the provinces with the most concentrated and diverse GI products in China. As a key area for building a strong intellectual property province, Shandong has long been at the forefront of GI protection in China, and has formed a development model that balances ecological benefits, economic growth and cultural inheritance.

Shandong's GI resources are mainly divided into three categories: first, GI products covering traditional agricultural products and handicrafts, with 83 registered items; second, GI protected by certification trademarks and collective trademarks, which are more diverse and cover multiple industries, with a total of 913 registrations; third, agricultural GI products covering core agricultural sectors, with 351 registrations. Since the Ministry of Agriculture and Rural Affairs suspended the registration of agricultural GI in March 2022, Shandong's GI protection has gradually focused on GI products, certification trademarks and collective trademarks.

2.2 Geographical Indication System Development: Policy Guidance and Standardized Norms

Shandong took the lead in issuing the 14th Five-Year Plan for the Protection and Utilization of Geographical Indications nationwide, laying an institutional foundation for transforming GI “resource advantages” into “brand advantages”. By November 2023, 1,967 enterprises had been approved to use special GI signs, and 186 product standard systems had been established. Through 5 national-level and 14 provincial-level GI demonstration zones, Shandong has built a protection network guided by policies and driven by the market. The total output value of authorized enterprises exceeded 40.251 billion yuan, which fully reflects the practical role of GI in promoting rural

development, increasing agricultural added value and raising farmers' income.

2.3 Regional Characteristics and Development Advantages of Geographical Indications

GI products in Shandong have obvious regional, ecological and cultural characteristics. Special products such as Rizhao green tea, Yantai apples and Zhanhua winter jujubes have unique quality attributes due to local ecological conditions, and their rich historical and cultural connotations have shaped a distinctive regional brand image, integrating material production with cultural inheritance.

Under the goal of "industrial prosperity", Shandong has built a series of modern agricultural industrial chains with GI products as the core. For example, the Yantai apple industry system integrates deep processing, cold chain logistics and brand marketing, expanding economic boundaries and enhancing the sustainability of rural economy. In addition, Shandong has promoted the integration of GI, cultural tourism and rural construction, and explored a development model that connects ecological agricultural parks and industrial demonstration bases through GI construction. This model creates employment opportunities, carries out skill training and develops industrial services, realizing the multi-dimensional integration of "ecological livability", "cultural inheritance" and "economic prosperity".

3 Major Issues Facing Geographical Indication Protection in Shandong Province

3.1 Structural Shortcomings in the Legal Protection System

Although Shandong has formulated a complete set of GI regulatory documents, there are still obvious deficiencies in implementation and supervision. First, the intensity of local law enforcement is uneven, and the standards are not uniform in different regions. For some products, the lack of supervision after registration leads to the phenomenon of "registering and ignoring management". Registered products fail to meet quality requirements, resulting in unstable product quality, declining brand reputation and even the dormancy of GI rights. Local protectionism further hinders effective law enforcement. Some regions pay attention to short-term economic benefits while ignoring regulatory supervision, which damages consumer trust and weakens the authority of the legal system.

Second, the existing regulatory system is difficult to realize cross-regional coordination. The imperfect resource sharing mechanism restricts joint management, brings difficulties to inter-provincial cooperation, and hinders the integration of GI resources and industrial chains.

3.2 Weak Brand Influence and Consumer Perception

Brand is the external embodiment of GI cultural, economic and ecological values, which can simplify market information transmission and enhance premium capacity. Although Shandong ranks first in the total number of GI in China, its brand communication and public recognition are still weak, showing a sharp contrast between "large quantity" and "low quality".

First, the public's understanding of the GI system is insufficient. The concept of "geographical indication" is often misunderstood as a simple "city landmark" or administrative concept, covering up its core functions of quality certification, origin protection and legal confirmation. The application subjects are mainly local governments and industry associations, while individual farmers find it difficult to participate in the system and use GI to improve product reputation.

Second, consumers lack the ability to judge product quality through GI signs when purchasing agricultural products, which weakens the signaling function of GI brands. Many consumers are indifferent to GI signs and fail to connect them with "high-quality products". This cognitive gap directly affects market performance and limits consumer loyalty and brand stickiness.

Third, most GI products in Shandong are primary agricultural products, with few handicrafts or high-value-added products, leading to low overall industrial added value. Many products stay in the primary production stage, lacking deep processing, cultural packaging and systematic brand planning, resulting in vague brand positioning and weak cultural core. The average output value of authorized enterprises is less than 20 million yuan. The characteristics of "small, scattered and weak" in the GI industry restrict its driving effect on rural economic development and weaken its supporting role in cultural inheritance and ecological protection in rural revitalization.

3.3 Significant challenges in resource integration and underdeveloped collaborative mechanisms

The industrialization of GI needs to connect local resources, farmers' interests and enterprise operations to form multi-party synergy, but the current practice is difficult to meet this requirement. First, some local governments pay more attention to "registration" than "operation", lack long-term strategic planning, and lead to redundant construction and resource mismatch.

Second, farmers' enthusiasm for participation is not high due to insufficient understanding of GI value, high participation threshold and unstable income return, forming a situation of "government promotion, farmers passive follow-up".

Third, enterprises have not fully played their leading role. Some enterprises focus too much on short-term profits and ignore cultural connotation and long-term brand building. The cooperation between enterprises, governments and farmers is insufficient, and a mature benefit sharing mechanism has not been established.

4 Strategic Pathways for High-Quality Development of Shandong's Geographical Indications

4.1 Improving the Legal System and Strengthening Synergistic Geographical Indication Regulation

In view of the problems of weak law enforcement and inadequate supervision, the legal system needs to be further improved. First, formulate local GI protection regulations to clarify the responsibilities of registration, use, supervision and punishment. Second, coordinate the supervision work of provinces, cities and counties, and establish a full-cycle dynamic management mechanism of "registration-use-supervision-cancellation" to avoid GI dormancy after registration.

Third, build a cross-level "GI Integrated Protection Service Platform" to strengthen the collaboration between governments, public security organs, procuratorates, courts, industry organizations and obligees, and form a governance chain of "active rights protection-rapid

administrative intervention-targeted judicial justice". Cases such as the trademark infringement dispute of Rushan oysters and the public interest litigation of West Lake Longjing tea provide reproducible judicial models.

Finally, establish a cross-regional joint governance mechanism, break administrative barriers, and set up a "GI Protection Joint Conference" involving agriculture, intellectual property and market supervision departments to strengthen cross-regional case handling, resource integration and collaborative governance. Through institutional standardization, quality assurance, coordinated law enforcement and cross-regional cooperation, Shandong can realize the transformation from "quantity-oriented protection" to "quality-oriented protection" and provide sustainable legal support for rural revitalization.

4.2 Enhance Brand Recognition and Strengthen Dual Public and Market Recognition.

Improving the visibility and social influence of GI brands is the key to release GI value. In view of the current low GI brand awareness and weak market influence in Shandong, it is necessary to take a two-pronged approach to enhance brand communication and obtain recognition from the public and the market.

On the consumer side, public welfare publicity, short video promotion and special product exhibitions are used to widely spread the concept, logo and value of GI to the whole society. Public attention and recognition of GI directly drive market demand and brand value growth. Since 2022, Shandong has integrated GI into the regional public brand system of "Goods from Shandong", and many GI products have been included in the first, second and third batches of "Goods from Shandong" GI product catalogs. Although this has significantly improved the influence of GI brands, the publicity efforts still lag behind the province's 1,347 GI products. Therefore, it is necessary to further compile the Records of Shandong Geographical Indication Resources and Culture, and build an interactive platform by using digital technologies such as meta-universe and blockchain, so as to deepen the connection between government, market players and consumers and improve the visibility of GI brands.

On the market side, brand-oriented operation of GI enterprises is also crucial. To build a strong GI brand, we should first improve the product standard system, shape a unique brand story and improve the visual identity system, so as to transform GI from "product symbol" to "cultural brand" and enhance product differentiation and market cultural value. In view of the fact that Shandong's GI products are still dominated by primary agricultural products, it is urgent to promote deep processing, high-end consumption and cultural innovation, and cultivate a number of "memory brands" with distinctive regional characteristics and cultural connotations. These brands are not only product identifiers but also carriers of local cultural memory and emotional sustenance.

Third, the government should play a guiding and supporting role, launch the "GI Brand Cultivation Plan", and provide policy and financial support for enterprises to carry out brand upgrading, so as to encourage enterprises to increase investment in packaging design, intellectual property development and market promotion, and enhance the competitiveness of Shandong's GI products in a wider market. Through systematic policy guidance and brand building, GI brands will gradually gain higher market recognition and cultural influence.

4.3 Establishing a Diversified Co-governance Framework to Enhance Resource Integration and Organizational Efficacy

The sustainable development of GI requires the joint participation of governments, enterprises, farmers and industry associations. This cooperation model aims to solve the current problems of scattered resources and lack of integrated benefit sharing mechanism, which needs concerted efforts in organizational structure and incentive system.

First, local governments should strengthen coordination and guidance, combine GI development with rural revitalization planning, promote resource integration, unified planning and targeted policy support.

Second, industry associations and cooperatives act as key bridges to connect enterprises and farmers and form a close community of interests. Encourage eligible GI users to join leading agricultural industrialization enterprises, sign contractual agreements with cooperatives and farmers, and improve the participation of small farmers.

In addition, enhance farmers' GI awareness and ability. Carry out "GI + Farmer Training" programs to improve farmers' planting skills, brand awareness and market operation ability, so that farmers can change from passive participants to active participants and become the main beneficiaries of the GI value chain.

5 Conclusion

As a leading province in GI protection in China, Shandong has made remarkable achievements in using GI resources to promote rural revitalization with the support of abundant GI resources and a sound policy system. However, there are still some problems, such as low brand awareness, imperfect legal protection system and difficulties in cross-regional resource integration. To give full play to the advantages of GI resources and accelerate rural revitalization, we need to continue to work hard to improve the legal system, enhance brand awareness and optimize multi-party cooperation.

In the future, Shandong should further strengthen the protection and innovation of GI products and promote the deeper integration of GI and local characteristic industries. At the same time, actively promote industry-university-research cooperation and enterprise participation to further enhance the market competitiveness and cultural influence of GI products. Finally, through scientific planning and policy guidance, GI products will become the core driving force for rural revitalization and local economic development, providing valuable experience for the national rural revitalization strategy.

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