COMMERCIALIZATION OF PLACES AND PLACE NAMES A SEARCH FOR UNGEGN'S ROLE

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1 Place name as a brand

2 UNGEGN's concern on commercialization

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Place name oodang posco

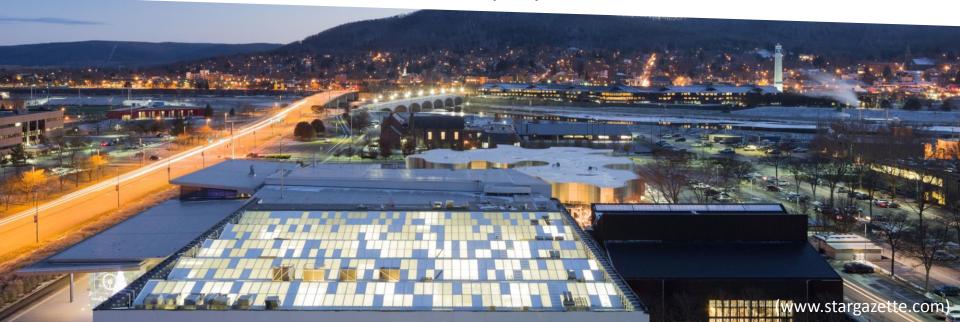
Product/Company brand

CORNING

YORK

NEW

CORNING



(www.worldwildlikfe.org)

Place name as a brand

THE .

amazon

Place name ▼ Product/Company brand



(kr.best-wallpaper.net)

Place name as a brand

(m.veuve-clicquot.com)

Champagne

 $\bigcirc 1$

Place name ▼ Common noun

Eau de Cologne





Place names using product (company) names: A few types

- ▶ Newly adopting: 日立市 (Hitachi City) (1924)
- ▶ Replacing: 挙母市 (Komoro City)→豊田市 (Toyota City) (1959)
- Dual naming: Les Bouillens → Source Perrier-Les Bouillens
- Proposal not accepted: 鈴鹿市 (Suzuka City) proposed as 本田市 (Honda City)

Company (product) disappeared: DuPont City (WA, USA)

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X/4 Discouraging the commercialization of geographical names

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Considering/Noting:

- Practices of replacing geographical names with long-standing local usage and threatening the integrity of geographical nomenclatures;
- Need to avoid commercial misappropriation and distortion of the meaning and purpose of the intangible cultural heritage;
- Need to protect the stability of geographical names with longstanding local usage and the quality of the names as useful geographical references.

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X/3 Criteria for evaluating geographical names as cultural heritage

Considering/Noting:

- The age of a name (the oldest possible record of the name);
- The resilience of a name (duration of its continued use up to the present or its notable capacity to transcend history;
- The rarity of a name or of a toponymic phenomenon;
- The "testimoniality" of a name or the capacity to embody a cultural, geographical, historical, social or other reality that is specific to the place and an essential component of local, regional or national identity;
- The appeal of a name, which corresponds to a feeling of belonging associated with the name and the place it designates;
- The imageability of a name or its capacity to inspire ideas or strong, rich images within users

Concern of individual countries

United States (Principles, Policies, and Procedures, 2016)

- Reject a proposed name when the primary purpose of the name is construed to promote a commercial product or enterprise
- Approve a name for a feature that has a longstanding association with a commercial enterprise.

Canada (Principles and Procedures for Geographical Naming, 2011)

• Company or commercial product names are usually rejected to avoid publicizing a particular commercial or industrial firm.

Republic of Korea

- Proposal being made in revising *Guidelines for the Standardization* of *Geographical Names*
- A proposed name motivated by commercialization purpose is advised to be replaced with other name.

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03 Discussion: A search for UNGEGN's role

Issue 1.

Economic values as a facet of place names as social constructs

- Naming as branding

Place Names as Social Constructs

Perception of human beings

Political expression of power groups Cultural heritage of social groups

Economic values of interest groups

TOPONYMIC LANDSCAPE

Source: Choo et al. (2016)

03 Discussion: A search for UNGEGN's role

Issue 2. What is 'commercialization' (versus cultural heritage)?

- Inserting an commercial element, e.g., company name/ product brand as a proper noun
- What about common noun? E.g., Pharmacists' Street, Apple Village, Jewelry Street
- What if when company name/product brand has become a valid cultural heritage?

Discussion: A search for UNGEGN's role

Issue 3. The issue of naming rights: place name as a property

- Stronger motivation of naming as branding places
- Development of local autonomy and grass-root proposal of 'higher' brand names
- Naming of private properties, e.g., apartment districts, urban facilities, sports stadium, farms, etc.



Adding a 'commercial' name by dual naming, e.g., selling subway station name to commercial actors

UNGEGN's role as an inter-governmental expert group

- Further discussion on commercialization: nature, motivation, inclusiveness, relationship with cultural heritage, etc.
- Reflection on the concept of 'geographical name' commonly concerned among UNGEGN and proposal of additional concept if needed, e.g. urban toponymy
- Functioning as a platform of sharing experiences of individual countries: principles, practices, specificities

THANK YOU FOR YOUR ATTENTION!

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