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**BACKGROUND:** Honey is a natural product of great value both in gastronomy and medicine, and its quality varies depending on the region of origin. In Ecuador, the geographical and ecological diversity allows the production of honeys with unique characteristics in flavor, texture and properties, reflecting the essence of the flowers and plants native to each area. However, honey production faces challenges, mainly the lack of differentiation compared to products from other regions, which limits its commercialization and favors unfair competition. Furthermore, many consumers are unaware of the distinctive properties of Ecuadorian honey, which makes its expansion into international markets difficult.

To address this problem, the development of a designation of origin is proposed that guarantees the authenticity, quality and traceability of Ecuadorian honey, promoting its commercialization and protecting local producers.

The methodology includes descriptive and exploratory research, documentary review, interviews with experts and field studies, such as surveys and direct observation. A comparative analysis will be carried out with other designations of origin.

It is expected that the results of this research will allow us to better understand the unique characteristics of Ecuadorian honey, develop a certification system and marketing strategies to position it in global markets.

**RESULTS:** The implementation of a designation of origin will strengthen the competitiveness of the beekeeping sector, promoting its sustainability and economic development.