

## Geographical Indication: An Exploratory Examination On GI Tagging Indian Food In Opening Avenues To Develop Culinary /Gastronomic Tourism.

Chef S.Kaliappan<sup>1</sup>, Chef Vasanthan Sigamany<sup>2</sup>, Chef Manoj Belwal<sup>3</sup>

<sup>1</sup>Assistant Professor (Selection Grade)W.G.S.H.A(Manipal Academy Of Higher Education) India

<sup>2</sup>Associate Professorw.G.S.H.A( Manipal Academy Of Higher Education)India

<sup>3</sup>Assistant Professor (Senior Scale)W.G.S.H.A(Manipal Academy Of Higher Education)India

Corresponding Author: Chef S.Kaliappan

---

**Abstract:** India is one of the most established and wealthiest civilizations in the world. Food is the most important and a vital part of a human existence. Traditional Indian foods have been prepared for many years and preparations vary across the country. There are numerous regional and traditional delicacies spread all over South India. Despite the fact that they are popular and are known by their place of origin, Kovilpattikadalaimittai, Manapparai murukku, Iruttukadai halwa, Ramasseriidli, Kattmandige, Areyapurampoutharekuluare yet to get any form of GI tagging.

India, as a member of the World Trade Organisation (WTO), authorized the Geographical Indications of Goods (Registration & Protection) Act, 1999 which came into force from September 15, 2003. There are 301 Registered Geographical Indications until October 25, 2017. Among these 12 are foodstuffs (3 foreign and 9 Indian). Geographical Indications, the expression is gaining popularity in the recent time. As part of the scope of differentiation tools and approaches, geographical indications (GIs), which interface the quality/reputation of a product to a given area, offer a promising avenue that can contribute to enhancing the value of local products. Over the previous couple of years, GIs have stimulated increased interest among producers, policy-makers, non governmental organizations (NGOs) and academia

Geographical Indications (GIs) is a sign used on products of specific geographical origin that attain qualities or gain a reputation because of that. To be showcased as a Geographical Indications-marked product, any consumer item must have a sign or a logo identifying its place of origin.

This article examines why a nation like India in which a significant number of regional traditional foods exist but very few food products are claiming GI tagging. The author also discusses how GI functions in India. And by interviewing popular producers of local delicacies and well-known foodstuff manufacturers attempt to comprehend why popularly known foodstuffs are reluctant to assert gi tagging. An effort is made to discuss how GI tagging helps in empowering individuals in the time of globalization and help tourists around the globe to benefit from the wealth of knowledge on traditional Indian food of Indian origin taking up culinary visits and promote gastronomical tourism.

**Keywords:** GI Benefits; GI Act; Culinary Tourism Gastronomical Tourism India;

---

Date of Submission: 12-10-2018

Date of acceptance: 27-10-2018

---

### I. Introduction

Tourism is an important industry in building any developed or developing countries economy (Briedenhann & Wickens, 2004, pp. 71-79). As Richards (2002, pp. 2-20) states, Competition among tourism destination and the product keeps on increasing until the tourism resources are overexploited and exhausted. The need arises for developing new tourism product to attract tourist. In the recent time tourism industry recognizing that native cuisine as a significant niche tourism resource in tourism policies to promote local and backward regions. By means of culinary mapping, gastronomy influences the tourists' overall experiences while visiting the place of interest (Kivela & Crofts, 2005.). Geographical Indications can promote growth in the underdeveloped regions as the products tend to attract the best price, generate local employment, which eventually helps in the reduction of rural migration to urban areas (Ilbery & Kneafsey, 1999, pp. 2207-2222.).

A genuine gourmet food experience has become prominent to those travelers who search for a complete experience contained by an indigenous culture (Bjork & Kauppinen-Raisanen, 2014, pp. 294-309). A proposed culinary travel plan integrates the data, classifying genuine epicurean experiences as a niche tourism product, based on an indigenous cuisine. (Du Rand, Booysen, & Atkison, 2016). Das. (Socioeconomic implications of protecting geographical indications in India., 2009.) describes Geographical Indications is the least explored and underrated intellectual property when it comes to culinary tourism. "Make in India" a plan initiated by Prime

Minister, in September 2014 as part of a broader set of nation-building projects. The promotion of Geographical Indications is an approach of the Government of India's 'Make in India' campaign. Sharma & Kulhari (Marketing of GI Products: Unlocking their Commercial Potential., 2015) explains that the Geographical Indications will be helpful in protecting our rich culinary heritage and culture of India benefit the rural economy in remote areas. The Crafts person own exclusive skills and knowledge of conventional practices and techniques, disseminated from the past, which needs to be safeguarded and fostered (Sharma & Kulhari, Marketing of GI Products: Unlocking their Commercial Potential., 2015).

This article is to comprehend the Role of Geographical indication in developing gastronomy tourism in a best possible way according to the Indian context. An extensive literature review along with telephonic and personal interview was conducted to elicit information from the popular producers of foodstuff who are in the production for generation and known not only locally but beyond the area of production. Not all information was obtained from the interview. Some aspects pertaining to the producer are taken from literature, newspaper articles, internet, and food bloggers.

### **Intellectual property rights**

Intellectual property rights are like claims lawfully claimed by the creators, or owners of patents, trademarks or copyrighted works (Ostergard, 1999, pp. 156-178.). The rights are summarized in Article 27 of the Universal Declaration of Human Rights. Intellectual property rights offer to benefit from their original work (Rapp & Rozek, 1990, p. 75). As countries are interested in expanding the trade and business to raise their GDP, Intellectual Property Rights is gaining importance and motivating trade at the domestic and global level (Kumar, 2003, pp. 209-226.).

As proposed by Kwanya (2018, pp. 1-18) Industrial Property (patents for inventions, trademarks, industrial designs, and geographical indications).

Copyright (literary works, films, music, and artistic works)

Milot (2009, p. 1) illustrates people get mixed up with trademark and geographical indications. Both express evidence about the source of a good or service and facilitate customers to relate to a specific quality of a good or service. It prevents others from using the trademark. Further, a trademark can be allocated or licensed to anyone, anywhere in the world and can be exercised by its owner or any other person permitted to do so.

### **Geographical indications**

Among the six Trade-Related Intellectual Property Rights (TRIPS) of the World Trade Organization (WTO) (Taubman, Wager, & Watal, A handbook on the WTO TRIPS agreement., 2012). Geographical indications are a fairly new form of "Intellectual property." Geographical indications which give more privileges than those given by trademarks (Moir, 2015). A geographical indication associates products as originating from a specific place, where the quality, status or other characteristics of the products become effectively assigned to its geographical origin (Addor & Grazioli, 2002, pp. 865-897.). Bowen (2010, pp. 209-243) states that Geographical indications are connected with natural, agrarian, fabricated or industrial products. It assures buyers that a merchandise was produced in a specific place and has a uniqueness to the place of production. It may be used by all manufacturers who make products that share specific traits in the place described by a geographical indication.

Producers of advanced countries involved in international trade have already embraced some "voluntary standards" (Fairtrade, Rainforest Alliance, organic farming, good agricultural practice (GAP), etc. They framed and practice standards that provide buyers with information regarding certain qualities of products and the way they are produced (Barjolle, Damary, & Schaer, 2010). Geographical indications standards are linked to ancient or ancestral local traditions. Unlike the voluntary standards, Geographical indications are regulated by national laws and monitored by public authorities (Visser, 2004, pp. 207-40.).

Geographical indications are divided into two categories called "origin name" and "geographical indication". Origin name, is a region, area or country which is associated with a local product or food that are made in an accurately determined geography in terms of production, operation, and preparation, including the natural and human factors caused by a region, location or in some exceptional cases by a country of which quality and characteristic features geographical borders are determined. (Yikmi & Unal, 2016, pp. 73-79).

### **Gastronomical tourism**

Food is an integral part of human existence, mankind started to travel and explore the world the priorities being shelter and food. Food is an important factor in hospitality service for tourists. Till the late 1990s, it was not highlighted in the tourism industry (Long, 2013, pp. 1-8). Decades ago travelers like to consume the same food on travel as they would do at home. Even now some travelers have the habit of taking their own food with them. This is evident in Indians traveling abroad carries their favorite food from their culture (Vikram, 2017).

Tourism is approached by many countries as a promising industry to earn foreign exchange. Of the many new tourism products, identified gastronomy is the most neglected and unexplored tourism product. The industry is slowly realizing the potential of culinary tourism and Geographical indications have a lot of potential in realizing culinary tourism in India (Moushumi, 2015).

Gastronomy helps in comprehending the culture, lifestyle and traditional values of a destination. The choice of travel destination based on gastronomy leads the growth of gourmet products based on genuine authentic and traditional regional products (Gheorghe, Tudorache, & Nistoreanu, 2014, pp. 12-21.). As Hughes (1995, pp. 781-803) points out that there is a natural association between a locality, and its environmental conditions and the foodstuff it produces. It is this geographical multiplicity, native uniqueness in gastronomic traditions and the evolution of a distinctive culture, linking place and gourmet food has been utilized in promotional efforts on characteristic indigenous or national foods. Which can also be used as a method for drawing tourists around various places.

Munsters (1996, pp. 109-126), equates native culinary itineraries as an exclusive ethnic tourism product. The conception of such itineraries is that certain Cuisine can be related to certain localities or seasons as referred to by (Hughes, 1995). The movement of 'forgotten' traditional foods has come back and is finding its place which has increased in recent years. Ravenscroft & Van Westering (2002, pp. 132-153) proposes that the traveler can evade from the crowded tourist places by locating the local eating place where only natives go. Culinary experiences for tourists are typically established from the viewpoint of distinctive aspects of the gastronomy that can only be experienced in that specific place (Richards, 2002, pp. 2-20). This leads to the need for geographical registration. Ravenscroft & Van Westering (2002, pp. 132-153.) point out that regions need to protect their epicurean culture to sustain the individualism of their products. The success story of Spain culinary mapping their gourmet products such as paella and Rioja is a perfect example. Since this culinary delicacy of Spain became more well-known, the necessity to distinguish the fundamental nature of these foodstuffs and safeguard them from duplication. If gourmet products can be associated with individual nations or territories, it becomes a formidable tourism promotional method. Legitimacy regarded as a vital attribute of culinary tourism. Looking for genuine local and native cuisines can become a reason for staying at a specific location. Many nations and localities around the globe have reorganized this, and are promoting culinary tourism (Anne-Mette, Hjalager, & Richard, 2002, p. 12).

### **Gastronomical tourism Indian scenario**

Known for its unique flavors and spices, India has a great potential to be a center of culinary tourism as India is a country of so many cultures and each culture having its own food. Similarly, masalas, chutneys, naan bread, and sweets are familiar with international travelers. They wish to taste this delicacy in the places where they are popular and traditionally made (Akshay, 2016). Ministry of Tourism Government of India demonstrates support by conceptualizing "Incredible India 2.0" using cuisine as a niche product. Commercialized by ITDC. Indian Railway in rolling out program golden triangle and palace on wheels. Mr. Anil Bhandari, in his inaugural address proposes to make India a global culinary destination, it needs to document its traditional ethnic, regional cuisines; authenticate and teach these cuisines at its Catering Institutes; hold food festivals across the world; work out marketing plans and promote India as a culinary destination; and organize cuisine tours in India (Anil M., 2017). The popular culinary tour is the 'Golden Samosa' which is for Delhi, Agra, Jaipur. Every few kilometers one travels in India has its own distinct cuisine and some of the cuisines are so authentic that people have to visit the destination to experience it. India sees a growth potential in a segment of domestic culinary tourism. Kerala "the gods own country" popularizing ayurvedic cuisine is commendable. India Tourism ministry initiated culinary tourism as a part of the Incredible India promotion, rightly labeled "Incredible Tiffin" in May 2012 (PTI, 2012).

Ab Karim and Chi (2010, pp. 531-555) suggest that gourmet food that is unique and celebrated for their palate are fit to be fostered and publicized as a tourism product. Nikhil Ganju, Country Manager, TripAdvisor, India states, "The assortment of gourmet food in India makes the culinary journey in India stimulating. The eating place, acknowledged by many from the TripAdvisor Community will instigate connoisseurs to go on a gastronomical journey when they travel around in India," (IANS, 2016).

As (Marie-Vivien, 2008, pp. 321-344) illustrates Basmati rice issue with the granting patent 5663484 to Ricetec Inc, a multinational company. The Indian government officially challenged the patent in June 2000 after collecting enough evidence. The multinational company Ricetec Inc argued that basmati is a generic name since the name is not of the geographical area and so it cannot be protected under TRIPS agreement. After years of trial India won back the pride, this was a great revelation to Indian manufacturers and producers and the government agencies. India, as an individual from the World Trade Organization (WTO), authorized the Geographical Indications of Goods (Registration and Protection) Act, 1999 (Pratyush Kumar, 2015).

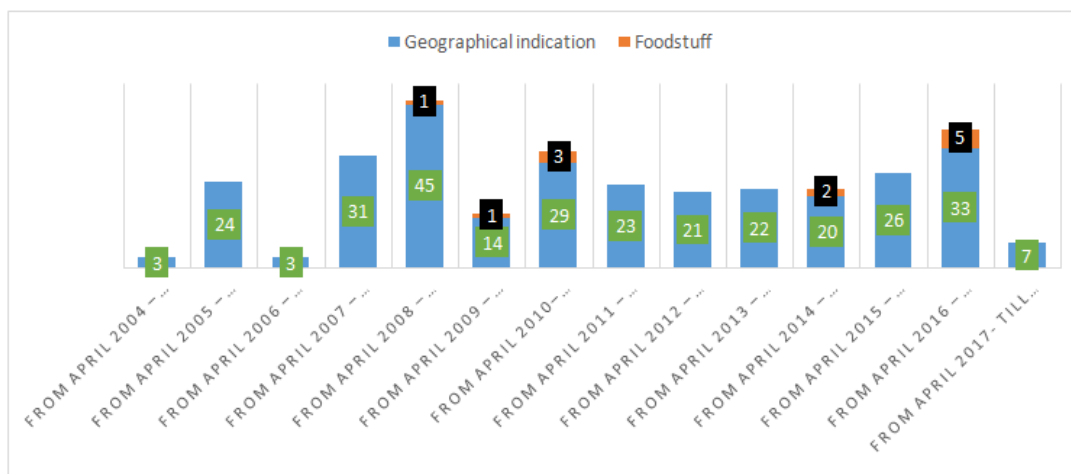


Figure 1. Year Wise Distribution of Registered geographical indications in India

Source: Based on data from [www.ipindia.nic.in/gi.htm](http://www.ipindia.nic.in/gi.htm) as of February 2018 (http://www.ipindia.nic.in/index.htm, Page last updated on: 2/6/2017)

Figure 1 shows Year Wise Distribution of Registered geographical indications in India. It is interesting to know that 2008-2009 saw a spike in geographical registration, 2016-2017 has the maximum (5 Geographical registration) under foodstuff category. It is evident that the realization of a geographical indication is happening in a steady phase but it is not enough. A country with many cultures and rich traditions the no of registered delicacies are marginal.

Table 1: Distribution of Geographical Indications Registered in India (State Wise)

	No of geographical indication	%
Karnataka	39	12.6
Maharashtra	30	9.7
Tamil Nadu	27	8.7
Kerala	26	8.4
Uttar Pradesh	24	7.8
Andhra Pradesh	18	5.8
Odisha	15	4.9
Rajasthan	14	4.5
West Bengal	14	4.5
Gujarat	13	4.2
Telangana	11	3.6
Madhya Pradesh	9	2.9
Bihar	8	2.6
Jammu & Kashmir	8	2.6
Assam	6	1.9
Himachal Pradesh	6	1.9
Chattisgarh	5	1.6
Manipur	4	1.3
Nagaland	3	1.0
Haryana	2	.6
Meghalaya	2	.6

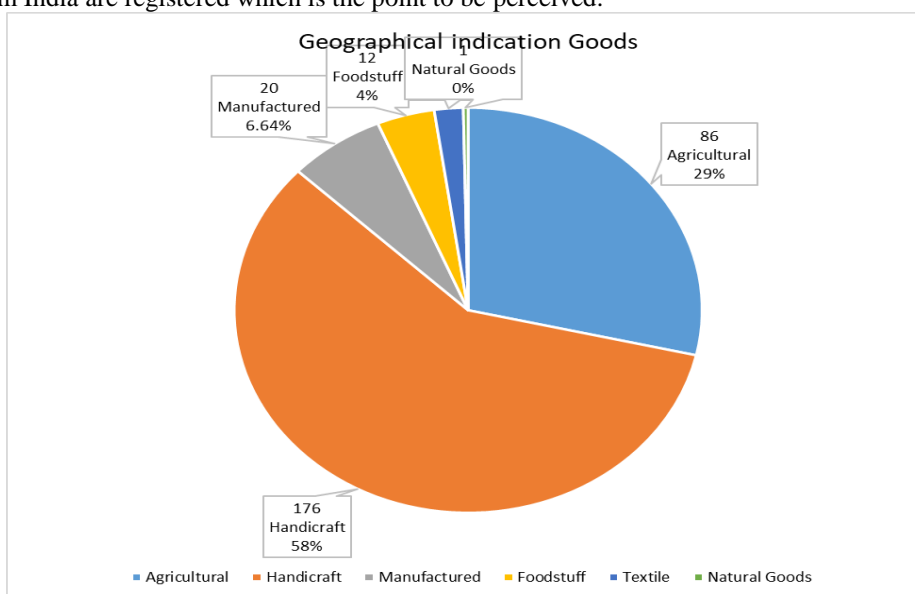
<b>Punjab</b>	2	.6
<b>Uttarkhand</b>	2	.6
<b>Arunachalpradesh</b>	1	.3
<b>Delhi</b>	1	.3
<b>Goa</b>	1	.3
<b>Mizoram</b>	1	.3
<b>Pondicherry</b>	1	.3
<b>Sikkim</b>	1	.3
<b>Tripura</b>	1	.3

Source: Based on data from [www.ipindia.nic.in/gi.htm](http://www.ipindia.nic.in/gi.htm) as of February 2018(Anon., Page last updated on 2/6/2017)

According to Table No. 1, that in India, the majority i.e. 39 geographical indications are registered by Karnataka forming 12.6%, 30 from Maharashtra in the second position with 9.7%.Tamilnadu slipped to the third position with 27(8.7%) followed by Kerala with 26(8.4%), Uttar Pradesh 24(7.8%) and Andhra Pradesh 18(5.8%) indicating the 4 south Indian states appearing at the top of the list. According to the list published by Registrar of GI India has 301 GI products registered so far (<http://www.ipindia.nic.in/index.htm>, Page last updated on: 2/6/2017).

**Current GI trends in India**

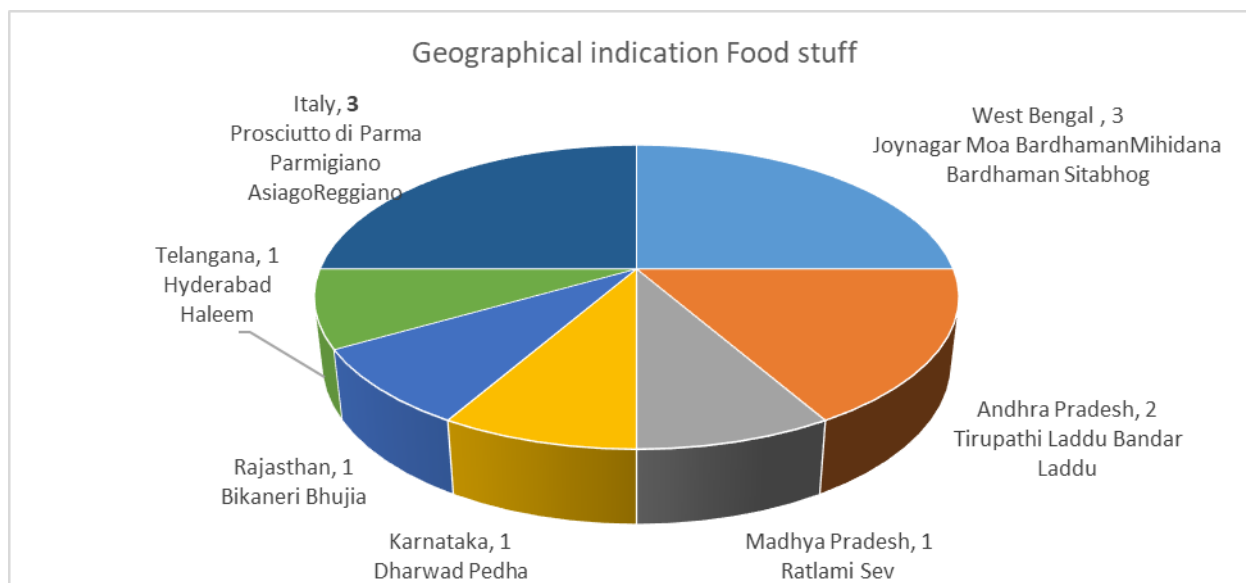
Over the years, certain foods have become inextricably linked to their cities of origin. “Whenever we travel, we buy specific foods from specific places to bring home for our family, friends and colleagues,”Even though India is proud to have a diverse culinary tradition dating back to many centuries Foodstuff appearing in the geographical registry is only 12(4%) out of which 3 were from Italy so technically till now only 9 food products from India are registered which is the point to be perceived.



**Figure 2. Distribution of Registered geographical indications in India(Category Wise)**

Source: Based on data from [www.ipindia.nic.in/gi.htm](http://www.ipindia.nic.in/gi.htm) as of February 2018 (<http://www.ipindia.nic.in/index.htm>, Page last updated on 2/6/2017)

Figure 2 depicted shows Foodstuff despite having a very rich history foodstuff contributing 12(4%) of registered geographical indications followed by textile 6(2%).and Natural goods 1(0%).



**Figure 3. Pie Diagram showing cross section foodstuff distribution of Registered geographical indications in India**

Source: Based on data from [www.ipindia.nic.in/gi.htm](http://www.ipindia.nic.in/gi.htm) as of February 2018 (<http://www.ipindia.nic.in/index.htm>, Page last updated on 2/6/2017)

Although India has a rich culture and a great variety of foodstuff which are appreciated worldwide, the percentage contribution in this sector is surprisingly low. West Bengal tops the list with 3 registered GIs. Bardhaman city in West Bengal alone has two registered GI and both on sweet namely Bardhaman Sitabhog and Bardhaman Mihidana. Rajasthan having a multitude of royal cuisines but just one registered GI on Bikaneri Bhujia. Madhya Pradesh has just one registered GI on Ratlami Sev, Telangana has 1 Hyderabad Haleem and Andhra Pradesh 2 in the form of Tirupathi laddu and Bandar laddu. Karnataka topping the list have 1 Dharwadpeda. It is surprising to see Tamil Nadu and Kerala positioning themselves in the top of the geographical registry is not having foodstuff registered to date (<http://www.ipindia.nic.in/index.htm>, Page last updated on: 2/6/2017).

Geographical indication status appealed and registered by associations on behalf of the local and rural producer. Geographical indications are unique insignia usually are cooperatively owned, the same can be exercised to distinguish products on the grounds of their distinctive features and their topographical origin. Safeguarding and campaigning of geographical registered products have an important role socially, economically as well as culturally. It helps in encouraging and strengthening key skill and traditions, at the same time developing the entire neighborhoods (Sharma & Kulhari, Marketing of GI Products: Unlocking their Commercial Potential., 2015). The other safeguarding approaches for the geographical indication is cooperatively owned and controlled by the association, in the form of an incorporated company, a society registered under the Society's Act.<sup>9</sup> Not like trademarks, they cannot be possessed by a separate producer; rather they are the collective property of a group or association of producers. (Singh, 2007).

While interviewing a spokesperson of the hotel Dindigul Thalappakatti Naidu Biryani Restaurant chain, whose origins began with a humble restaurant named Anandha Vilas Biryani Hotel in Dindigul in 1957, are unable to check the misuse of the 'Thalappakatti' brand. "We won our case in the IPAB, High Court, and Supreme Court but still there are many who sell biriyani misusing our brand,". He contends that it is "practically impossible" to go behind every violator to check the illegal use of their brand and that the customer has to be wary of the duplicates. This may be the main reason for most of the associations or individual food manufacturers hesitant to claim geographical registration and also fear of losing the technical know-how of the secret recipes.

### **Current GI scenario in India**

India's GI Act does not emphasize much on investigation and monitoring mechanisms for GI security. Quality related to the geographical origin and the current system clearly needs to tune into ensuring this. L. Hari Singh, a co-owner of the halwa shop in an interview claims that we went to the lower court against brand infringement but later the losing party approached the Madras High Court and Supreme Court only to lose the case. In spite of that duplicate, products continue to flood the market. "We did not advertise because we believed in the word of mouth publicity.," (Jesudasan, 2015). The popular delicacies in south India sell by reputation

alone have an exclusive and individuality which makes them stand apart and understandably its makers are viewed as royalty but enquired the reason for not claiming Geographical tagging they are reluctant because of slow phase of the judiciary. Dharmalingam at Ganesh Bakery, argues that macaroons must have been around in Thoothukudi much earlier, "The Dutch and Portuguese occupied Thoothukudi before the British" (Shilpa, 2012). Lack of documented work and the shortcoming in evidence of origin coupled with lack of awareness scare of the secret recipe leaking into the hands of competitors are holding people back in coming forward to claim geographical indication. Manapparai murukku and kovilpattikadalaimittai are popular snacks which are made in many houses in the small town of Manapparai and kovilpatti respectively. It is difficult to form an association and mobilize both in collecting information and finance to claim geographical indication since they are produced in small scale and medium scale cottage industries. Katmandige a popular and unique wafer thindelicacy is very popular in Dakshina Kannada in and around Moodbidri and Belthangady. This is made by Jain families for years and is capsuled by cultural restrictions like only a particular family will be making them and the secret is not shared with any outsider. It is also a 'prasad offering to god', baby shower function is not complete without this sweet when interviewing it is found that the sweet is secured by cultural and traditional norms and the producer is not interested in geographical indication.

## **II. Key recommendations**

The group of people involved in the production of the prominent food stuffs faces problem in assembling as a fraternity or to mobilize collectively to apply for listing. Most of the traditional and popular production houses are in the category of small-scale or cottage industry. They are ignorant about the geographical indication and their benefits. Registration alone as a geographical indication will not provide all the advantages associated with the geographical indication label. The major concern in India is the lack of follow up after registration activities.

Some important concerns are as follows

- ✓ Proper organization structure and control among the members in the production line.
- ✓ Streamlining and closely analyzing the production process.
- ✓ Ensure the practice of quality regulation.
- ✓ Development of a concrete brand quality for the Geographical Indication, supplemented by the exclusive brand image.
- ✓ Recognized logos and images, brand developing and market enlargement.
- ✓ Emphasis on forming customer participation and brand alliances in addition to brand recognition.

It is difficult to find authentic information about popular food on the WWW. Lack of presence in the Digital world / social pages for the legitimate foodstuff is quite obvious. Tourism ministry needs to create promotional web pages, culinary mapping where the information about the foodstuff, its heritage, and geographical uniqueness can be highlighted. Though there are numerous websites about tourism, there is a deficiency in publicity for culinary delicacies and the food culture, except for certain cuisines like Awadhi, Punjabi, and Mogulai, mostly focusing on North Indian Cuisine. Tourism ministry should actively organize material regarding Cuisine from length and breadth of India. The Indian Federation of Culinary Associations (IFCA) The South India Culinary Association (SICA). need to participate in creating knowledge and deliver rationality to creators and artisans. Provide backing/assistance in finalizing and faster registration of authorized users. Develop and circulating leaflets or pamphlets in the local language, and educating people on the importance of geographical indications. Increase the products web presence by designing of a webpage for each one of the geographical registered product with the classification of features and emphasizing the unique heritage and traditional facts. Exhibiting statements of certification, customer evaluations, and endorsements should be provided.

## **III. Conclusion**

Experiencing gastronomic tourism in the destination's culture is not complete without tasting the local flavors at the location. It is paramount important to provide geographically marked products of that area and region the same quality of experienced local flavor. In an information-based economy, and doing business with well-informed clientele the understanding of IPRs and Geographical Indication is crucial to promote culinary tourism. Geographical Indication is regarded as an emerging domain of Intellectual property. Every single territory has its claim to recognition and it needs to be protected. A geographical indication is becoming economically and politically important. Patents, copyrights, trademarks, industrial designs, and geographical indications are recurrently talked about in conferences and debates. The developing countries like India should capitalize on this and increase their share in the world tourism revenue. They have started to realize the revenue producing opportunity in gastronomy tourism. Geographical indication in gastronomy tourism is very important to capture the interest of tourists towards the country and ensure the sustainability and growth of the

underdeveloped local community. To develop gastronomic tourism in India, it is important to reach to the popular and authentic age-old Indian local flavors and make them register for geographical indication. The concept of geographical indications in India is not fully acknowledged and its importance is not understood enough by the producers in ground level. In order to promote Indian cuisine and local products by various institutions and organizations, the study of culinary mapping should be enhanced. Other than that it has an important role in the transfer of traditional and local production to future generations. The paper can not declare to be certain as it is restricted to a small section, the results postulate valuable perception on this less explored topic which has a promising potential in the future.

## References

- [1]. Akshay, K., 2016. Culinary Tourism Still Small Chunk Of The Pie In India. *Travel trends today*, 30 11.
- [2]. Anil, M., 2017. Making India a global culinary tourism destination. *eTN India*, 7 11.
- [3]. Ab Karim, S. & Chi, C., 2010. Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of hospitality marketing & management*, 19(6), pp. 531-555.
- [4]. Addor, F. & Grazioli, A., 2002. Geographical indications beyond wines and spirits. *The Journal of World Intellectual Property*, 5(6), pp. 865-897..
- [5]. Anil, K. K., 2016. Geographical Indications have the potential to be India's growth engine. *Financial Express*, 11 April.
- [6]. Anne-Mette, Hjalager & Richard, G., 2002. *Tourism and Gastronomy*. London & New York: Routledge.
- [7]. Anon., Page last updated on 2/6/2017. <http://www.ipindia.nic.in/index.htm>. [Online] Available at: <http://www.ipindia.nic.in/registered-gis.htm> [Accessed 9 2 2018].
- [8]. Barjolle, D., Damary, P. & Schaer, B., 2010. Certification Schemes and Sustainable Rural Development: *International EAAE-SYAL Seminar*.
- [9]. Björk, P. & Kauppinen-Raisanen, H., 2014. Culinary-gastronomic tourism—a search for local food experience. *Björk, P. and Kauppinen-Raisanen, H... Nutrition & Food Science*, 44(4), pp. 294-309.
- [10]. Bowen, S., 2010. Embedding local places in global spaces: geographical indications as a territorial development strategy. *Rural Sociology*, 75(2), pp. 209-243..
- [11]. Briedenhann, J. & Wickens, E., 2004. Tourism routes as a tool for the economic development of rural areas—vibrant hope or impossible dream?. *Tourism management*, 25(1), pp. 71-79..
- [12]. Das, K., 2009.. Socioeconomic implications of protecting geographical indications in India..
- [13]. Du Rand, G., Booysen, I. & Atkison, D., 2016. Culinary mapping and tourism development in South Africa's Karoo region.. *African Journal of Hospitality, Tourism, and Leisure*.
- [14]. Gheorghe, G., Tudorache, P. & Nistoreanu, p., 2014. Gastronomic tourism, a new trend for contemporary tourism.. *Cactus Tourism Journal*, pp. 12-21..
- [15]. Hughes, G., 1995. Authenticity in tourism. *Annals of Tourism Research*, pp. 781-803.
- [16]. IANS, 2016. Most Indians to plan gastronomic getaway in 2017: Survey. *The Indian Express*, 21 10.
- [17]. Ilbery, B. & Kneafsey, M., 1999. Niche markets and regional speciality food products in Europe. *towards a research agenda. Environment and Planning A*, 31(12), pp. 2207-2222..
- [18]. Jesudasan, D. S., 2015. <http://www.thehindu.com/news/cities/chennai/duplication-remains-a-sweet-and-sticky-affair/article7929625.ece>. [Online] Available at: [web.thehindu@thehindu.co.in](http://www.thehindu.com/news/cities/chennai/duplication-remains-a-sweet-and-sticky-affair/article7929625.ece) [Accessed 12 2 2018].
- [19]. Kivela, J. & Crofts, J., 2005.. Gastronomy tourism: A meaningful travel market segment. *Journal of Culinary Science & Technology*, 4(2-3), pp. 39-55..
- [20]. Kumar, N., 2003. Intellectual property rights, technology and economic development: Experiences of Asian countries.. *Economic and Political Weekly*, pp. 209-226..
- [21]. Kwanya, T., 2018. Social Bookmarking in Digital Libraries: Intellectual Property Rights Implications. . In: *In Handbook of Research on Managing Intellectual Property in Digital Libraries*. s.l.:IGI Global., pp. 1-18.
- [22]. Long, L., 2013. Culinary tourism. In *Encyclopedia of food and agricultural ethics*. Springer, pp. 1-8.
- [23]. Marie-Vivien, D., 2008. From plant variety definition to geographical indication protection: A search for the link between Basmati rice and India/Pakistan.. *The Journal of World Intellectual Property*, 11(4), pp. 321-344..
- [24]. Milot, V., 2009. Trademarks as an indicator of product and marketing innovations. OECD Science. *Technology and Industry Working Papers*, 2009(6), p. 1.
- [25]. Moir, H. V. J., 2015. Geographic Indications: Heritage or Terroir?. *SSRN Electronic Journal*, 15 August. p. 28.
- [26]. Moushumi, B., 2015. FOOD TOURISM: AN EFFECTIVE MARKETING TOOL FOR INDIAN TOURISM INDUSTRY. *International Journal of Science Technology & Management*, 2 2.
- [27]. Munsters, W., 1996. Cultural tourism in Belgium.. *Cultural tourism in Europe*, pp. 109-126..
- [28]. Ostergard, R., 1999. Intellectual property: a universal human right?. *Human Rights Quarterly*, 21(1), pp. 156-178..
- [29]. Pratyush Kumar, 2015. *Geographical indications substantive condition of registration*, Delhi: MHRD Government of India.
- [30]. Press Information Bureau, 2017. *CIPAM-DIPP launches social media campaign to promote Geographical Indications*, Government of India: Ministry of Commerce & Industry.
- [31]. PTI ed., 2012. 'Dabba' project to give tourists taste of Indian cuisine. *India Today*, 12 May.
- [32]. Rapp, R. & Rozek, R., 1990. Benefits and costs of intellectual property protection in developing countries. *J. World Trade*, p. 75.
- [33]. Ravenscroft, N. & Van Westering, J., 2002. Gastronomy and intellectual property 132-153.. *Tourism and gastronomy*, pp. 132-153..
- [34]. Richards, G., 2002. Gastronomy: An essential ingredient in tourism production and consumption. , 11, 2-20.. In: *Tourism and Gastronomy*. London & New York: Routledge Taylor & Francis Group, pp. 2-20.
- [35]. Sharma, R. & Kulhari, M., 2015. *Marketing of GI Products: Unlocking their Commercial Potential*, New Delhi : s.n.
- [36]. Sharma, R. & Kulhari, M., 2015. Marketing of GI Products: Unlocking their Commercial Potential..
- [37]. Shilpa, O. G., 2012. In search of Thoothukudi macaroon. *The Hindu*, 8 December.
- [38]. Singh, A., 2007. *The role of collective marks, certification marks and geographical indications*. In *Presentation made at WIPO Asia Sub Regional Workshop on the use of Intellectual Property (IP) by SME Support Institutions for the Promotion of Compet*. Lahore, s.n.
- [39]. Taubman, A., Wager, H. & Watal, J., 2012. *A handbook on the WTO TRIPS agreement*. . s.l.:Cambridge University Press.
- [40]. Vikram, D., 2017. Indian traveller's bag and baggage: The evolution of the quirky tourist. *The Economic Times*, 19 3.



- [41]. Visser, . C., 2004. Making intellectual property laws work for traditional knowledge..*Promoting Intellectual Property in Developing Countries*, pp. 207-40..
- [42]. Yikmi, S. & Unal, A., 2016. The importance of geographical indication in gastronomy tourism: Turkey..*International Journal of Agricultural and Life Sciences- IJALS*, pp. 73-79 .

Chef S.Kaliappan. "Geographical Indication: An Exploratory Examination On Gi Tagging Indian Food In Opening Avenues To Develop Culinary /Gastronomic Tourism." *IOSR Journal of Environmental Science, Toxicology and Food Technology (IOSR-JESTFT)* 12.10 (2018): 60-68