



Geographically Marked Product Perception of Tourism Students: A Research in Erzurum

Erkan Denk¹, Nilgun Sanalan Bilici² & Burak Mil³

^{1,2} Ataturk University, Faculty of Tourism, Department of Tourism and Hotel Management, Erzurum-Turkey

³ Istanbul Kent University, Faculty of Arts and Design, Department of Gastronomy and Culinary Arts, Istanbul-Turkey

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Abstract: In this study, the geographical indication (GI) notion, which is one of the industrial property rights, and its importance has been tried to explain and information has been given about the products that got GI, whose registration performed especially in Turkey, and their distribution. Furthermore, the aim of this study is to determine the perception and awareness of products with GI of the manager candidates who are expected to take part in business and kitchens in the accommodation and food-beverage sector in the future that is the students who study in the field of Tourism and mostly is the Gastronomy and Culinary Arts and is to determine their point of view on products that got GI. It has been thought that this situation is very important in terms of the sustainability of GI practices, the evaluation of products with GI in terms of tourism and especially in terms of gastronomy, culture and rural tourism, and their availability in businesses and units that provide food-beverage service. Accordingly, a questionnaire was applied to 419 students studying tourism at the undergraduate level via e-mail. As a result of the analysis, it was determined that the students' GI perception was low and their GI awareness did not differ according to their levels of department and grade. This situation of producers and manager candidates who are expected to protect their cultural heritage in the future, and who are mainly educated in Tourism in the field of Gastronomy and Culinary Arts, has been evaluated as quite thought-provoking, and various suggestions have been developed for sustainability of products with GI.

Keywords: Geographical Indication, Tourism Education, Product Perception, Erzurum.

JEL Classifications: R19, R59

1. Introduction

In the globalizing world, regional/ local values have been gaining importance day by day, and the products registered with the Geographical Indication (GI) have been accepted as development tool for the rural society and their producers. The GI system, known as one of the intellectual and industrial property rights, is a collection of collective practices aimed at protecting the product, producer and consumer, which are closely related to the origin / actual origin of the cultural heritage, whose history goes back to the past with its distinctive feature, but the legal legislation and sanctions are newly formed. In other words, it is the registration process used to transfer the special and original products, which are the legacy of different societies and civilizations, from the past to the present, without damaging their originality, without damaging their characteristics and preserving their quality.

GI products and flavors are identified with the region from where they take their name and are known by the name of the region both nationally and internationally. These names can be a touristic



product for tourism types such as gastronomy/culture/rural by integrating both the product and the region with the world. It has been thought that Turkey needs to raise the awareness in all segments of society to use this rich potential, to be able to seize it for economic development and make it sustainable. Especially at different levels of education, arrangements can be made for this, and it may be even more guiding to determine the perception and awareness of individuals, who are educated in the field of tourism, about this matter.

2. Geographical Indicator Notion

Comprehending the importance of a healthy and balanced diet, individuals stay away from fabricated production and turn to products that are produced naturally, organic, and in a respectful way to nature and protect local people (Kargiglioğlu, Çetin & Bayram, 2019, p.625). GI is distinctive quality indicators that guarantee the origin / actual origin and production methods of the products known by the name of region and identified with geography. These products, which are also referred to as local products, are protected by various legal regulations around the world with their quality, reputation and recognition (Tekelioğlu, 2019, p.47-49). Geographical indication, according to the Turkish Patent and Brand Agency (TPBA), is defined as «the quality indicator that shows and guarantees the source of the product, the connection between its characteristics and the geographical area for consumers» (www.ci.gov.tr). Durlu-Özkaya, Sünnetçioğlu and Can (2013, p.17) express geographical marking as practices that support local agricultural practices, provide economic added value to local products and contribute to the promotion of the region with GI by protecting the local values and cultural heritage. Tarakçioğlu (2016, p.614) defines geographically marked products as “products based on the relationship between the place of production and the quality, characteristics or reputation of the product”. Gürel and his team (2016, p.1055) describe the geographical indication system as “a very important aim / tool in terms of protecting, identifying and promoting local products”. GI helps to protect local flavors and values in a sustainable way, to transfer these products to next generations with traditional production methods, and to develop the economy together with rural tourism (Yenipınar, Köşker and Karacaoğlu, 2014, p.14). In fact, geographical indication is in a way a combination of activities to protect the heritage by conserving local / topical / regional culture against globalization (Kan and Gülçubuk, 2008, p.57).

Although the release date of the GI practices (Gökovalı, 2007, p.143), which is one of the intellectual and industrial property rights, is not known exactly, it is stated that the process started with the sales of the weavers using the features that indicate the geography for the first time in Central Europe and England (Aslan & Kaya, 2017, p.2). According to Tekelioğlu (2010, p.119; 2019, p.49), the protection and control practices of Requefort cheese, which started in 1070 in France, as a quality mark for the wines of Thasos Island in Ancient Greece to indicate the origin of the bricks and stones used in the construction of the pyramids in Ancient Egypt, are the touchstones of the long history. While the first “Paris Contract of 1883 on the Protection of Industrial Property Rights” was accepted in the regulations related to GI on the international level, following this, with the “Madrid Contract of 1891 on the Prevention of Fake and Deceptive Indications of the Source of Goods” and “1958 Lisbon Agreement on the Protection of Names of Actual Origin and International Registration ‘’, the 1995” Trade Related Intellectual Property Rights “regulations made by the World Trade Organization (WTO) are accepted (Doğan, 2015, p.61). European countries, which create many products with GI from wine, alcoholic beverages and cheese types as an economic gain by establishing their legal infrastructure, get the most benefit from GI protection (Gökovalı, 2007, p.156). While countries such as the United States (USA), Australia, Canada and Argentina carry out property protection for such products in accordance with their own trademark legislation, the European Union (EU) applies a unique protection system (Tarakçioğlu,2016, p.615). The success of the EU in GI practices is due to the fact that organizations such as trade unions, producer unions, associations, committees, consortiums federations formed by producers and governments take an active role in the system (Tekelioğlu, 2019, p.56).



Legal regulations regarding intellectual and industrial property rights in our country date back to the 1870s of the Ottoman Empire Period. It is defined that in 1871 along with the regulation of the "Regulations on Trademarks for Goods Commerce, the Patent Law" enacted in 1879 constitutes the basis of legal protection in the fields of trademarks and patents. In the Republican era, providing accession to the Paris Contract on the Establishment of an International Union for the Protection of Industrial Property in 1925, taking the Trademark Law Number 551 into effect in 1965, with the participation in the World Intellectual Property Organization (WIPO) Establishment Agreement in 1976, the establishment of the Turkish Patent Institute in 1994 have been considered as the important steps taken in this field so far (www.turkpatent.gov.tr). Along with the Decree Law Number 555 (CogİsKHK) on the Protection of Geographical Indications dated 27.6.1995 being the first legal regulation for products with GI, the Industrial and Property Law Regulation Number 6769 published on 24.04.2017 with the GI system legislation has reached to the today's practices. Natural products according to legal regulations in Turkey; with the agriculture, mining and handicraft products, industrial products that have the requirements stated in the legislation can be subject to GI registration application, also they are registered as being actual origin name and geographical indication according to Article 34. of the 6769 Number Industrial Property Code. Origin name: Products called actual origin are products that take place in a geographic area / region with all qualities demarcated, in a region whose production, processing and all other processes are strongly connected, by considering the influence of natural and human factors. As an example, Erzincan Tulum Cheese, Afyon Marble, Hınıs Bean, İspir Cream, etc. can be given. Geographical Indication: Products with geographical mark are defined as products that are identified with a certain geographical area with a certain quality, reputation, or feature and at least one of their production, processing or other operations must take place within the specified geographical area boundaries. Accordingly, there is no block in front of the realization of any of the raw materials, production and stages of the products marked with actual origin in the region and the other applications from leaving the region. As an example, Erzurum Ebrahim Weaving Fabric, Afyon Bacon, Erzincan Copper Manufacturing and Handcrafting Art, Erzurum Civil Cheese, etc. can be given. In addition, the notion of "Traditional Product" is used to indicate products that do not fall within the scope of the Actual Origin and Actual Origin mark. Traditional product is expressed as products produced using traditional production or processing method for at least thirty years or originating from traditional composition or produced from traditional raw materials and ingredients. A limited, specific geographical area is out of question here. Only 3 products have been registered as Traditional Products in our country. These products are Ezogelin soup, Denizli tandoor kebab and Çakallı menemen (www.ci.gov.tr). In addition, traditional product can be expressed as the practice of preserving sustainability without breaking from traditions with loyalty to a geographical region or precincts as a part of cultural heritage.

Geographical marking practices that protect local values and traditional gastronomic heritage are activities that support local agricultural activities and add economic value to local products and enable promoting the region registered with GI (Durlu-Özkaya, Sünnetçioglu & Can, 2013, p.17; Saçılık & Çevik, 2018, p.158). Features such as quality, resource and distinctiveness form the basis of GI applications (Çakaloğlu and Çağatay, 2017, p.53).

The purpose of the GI registration, which stands out with its characteristic feature (Çakaloğlu & Çağatay, 2017, p.53) and is identified with the region where it is found, can be expressed as: (Kan & Gülçubuk, 2008, p.61; Albayrak & Güneş, 2010, p.556; Oraman, 2015, p.77; Esen, 2016, p.450-451; Gürel, et al., 2016, p.52; www.turkpatent.gov.tr):

- a) To ensure the production of the product registered with GI to a certain standard by protecting its quality.
- b) To maintain the continuity of traditional and cultural production.



- c) To protect all those, i.e. not a single individual, who produce in the precincts or region within the boundaries of the product that has got GI.
- d) To distinguish the product from its similar products produced in different regions by promoting the product in national and international markets.
- e) To pass on the savings to next generations by claiming the national and cultural heritage of the country.

The importance of GI is the fact that local/regional flavors and products can be protected thanks to this system and used as a development tool in local economic development. With its the unique nature, culture and art attraction center as well as local flavors, rich geographical products, in terms of diversity, is in this sense also accepted as a true known. Because it can be said that almost every precincts or region, has a unique product and this product is as identified with the region (Gürel, et al., 2016, p.1050)»Turkey's Flavor Map» which is the study carried out in 2008 in Ankara Patent Bureau with Ankara Chamber of Commerce (ACC), and which is the study that cover 81 provinces of Turkey and include 2205 different local food and drink, is also supports this view. Tekelioğlu (2021) stated that the potential is much above the 2,500 figure and gives an example carried out by Pinar Meat throughout Turkey that detected 292 different products in meatballs alone. GI helps the development of local people and increases the level of living standards (Çakaloğlu & Çağatay, 2017, p.55). Local values and GI applications that contribute to the tourism potential of destinations are important for environmental protection and conscious agricultural practices as well as supporting the economy of the region along with local production. The continuity of production ways and methods strictly attached to traditions seems possible with the preservation of ecosystem and biodiversity.

In addition, in terms of social adaptation to the society, it provides producers a culture of acting together and provides more transparent observation opportunity compared to other products by guaranteeing consumers with safe food practices. GI registered products encourage branding by strengthening the image of the region in which they are registered, attracts tourists / consumers to the region where the product is identified by arising curiosity on the reputation and quality of the product, residents of the region, and their lifestyles and backgrounds, thus contributing to the revival of local tourism (Mercan & Üzülmöz, 2014, p.72). Geography is a strong structure that can be a source for culture as well as influencing each other and affecting other branches of science (Tanrıku, 2007, p.181).

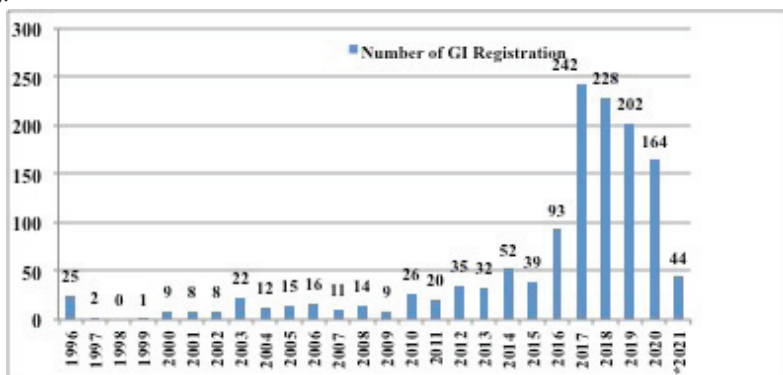


Fig.1. The number of products with GI that are registered in terms of year in Turkey

Source: Compiled by authors from www.ci.gov.tr (09.03.2021).



Since 1996, product application and registration with GI in Turkey has increased especially in the last 5 years. Between 1996 and 2015, a fluctuating registration between “0” and “52” products was observed. However, considering the last five years, it is seen that the number of registrations has increased (Figure1). It can be evaluated in terms of the number of registered products that the pandemic process experienced in 2020 also affected GI registrations and applications. The number of products registered between January 1 and March 9 in 2021 is 44. The total number of registered products has reached 675. Currently, 700 applications are under evaluation. Regarding the ongoing files, the number of registration applications applied from January 1, 2021, to March 9, 2021 is 90. Therefore, this increase in both application and registration of the product with GI can be interpreted as an increase in awareness and it can be interpreted that its importance has begun to be understood. Approximately 75% of the registered products is consist of agricultural and food products.

The total number of products that received GI registration in Turkey is 675 (09/03/2021). While the number of products marked with Actual Origin is 424 (62.8%), the number of products called Actual Origin is 248 (36.7%). The number of traditional product is only 3 (0.5%). Turkey, which is said to have about 2500 GI products potential, have registered and have protected only about 1 / 4th (27%) of these products in the last twenty-five years and this can be considered as an indication of the Turkey’s situation of being at the beginning of the road. In the EU, the number of products with GI registration is 3417 as of March 9, 2021.



Fig.2. GI Registration Product Groups and Registration Numbers in Turkey

Source: Compiled by authors from www.ci.gov.tr (09.03.2021).

There are seventeen product groups whose registration was made. GI registration in Turkey is located seventeen made products group. Within these groups, maximum 178 products and GI products were registered in the “Processed and Unprocessed Fruits and Vegetables and Mushrooms” (26.4%) group. While the “Meals and Soups” group (19.7%) took place with 133 products as the second group,

“Bakery and Pastry Products, Pastries, Desserts” (15.4%) group took place with 104 products as the third group. (Figure.2)

Still, the most registration in the GI system in Turkey has been obtained by Chamber of Commerce / Industry (217 products), Municipalities as (181 products), Commodity Exchanges (62 products) and Governorates (54 products). Bodies such as Producer unions, associations, etc., which are stated to have an important share in the success of the EU, seems to drop behind in the GI mark registration in Turkey. Chambers of Agriculture have 18 product registrations, Chamber of Tradesmen and Craftsmen has 16 product registrations, Associations have 16 product registration, Producer Unions have 15 product registrations and Cooperatives have 13 product registrations. Therefore, this situation can be interpreted as that the unions are indifferent to this issue or they face some problems or costs.

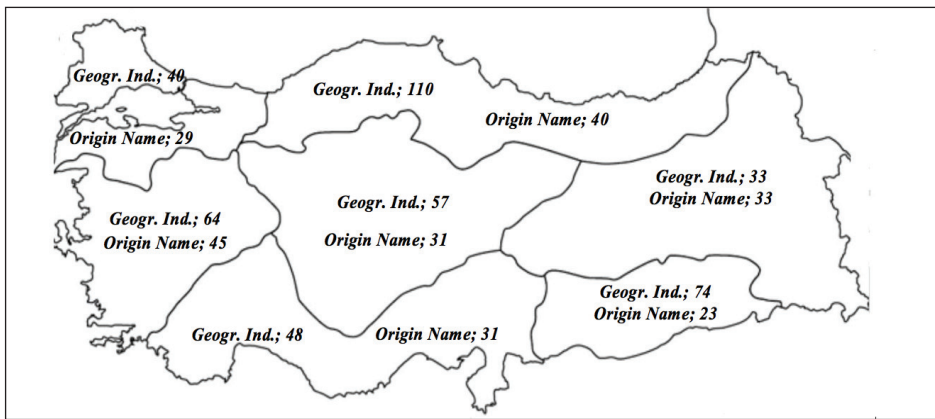


Fig.3. GI Type by Region and Product Registration Number in Turkey

Source: www. ci.gov.tr (09.03.2021).

The number of products registered with GI according to their numbers as of March 9, 2021 is indicated Figure.3 Considering the distribution, it is seen that the most geographical indications are in the Black Sea Region with 150 registered products and the least geographical indications are in the Eastern Anatolia Region with 66 registered products. It can be said that the number of provinces in the Black Sea region is higher than other regions, making the region the first step in the ranking of products with GI. The region with the second highest GI product registration is the Aegean Region with 109 products. In the third rank, the Southeastern Anatolia Region, which includes the provinces of Gaziantep and Şanlıurfa that are in the first two ranks with the highest GI product registration, comes with 97 products. In terms of the provinces, Gaziantep has the most registered products with 40 products following by Şanlıurfa with 30 products and Izmir with 24 products. Also, the 81 provinces of Turkey has at least one product registration.

In our country, there are also products that have been received actual origin mark both in Turkey and abroad. These products are the products registered with actual origin mark in Turkey with eight products without taking place in Turkish Greyhounds areas and Traditional Turkish Raspberrym Liqueur, Traditional Turkish Strawberry Liqueur, Traditional Turkish Rose Liqueur, Traditional Turkish Apricot Liqueur, Traditional Turkish Cherry Liqueur, Raki, the Turkish Raki. Chanpagne, Grano Padano, Halloumi, Parmigiano Reggiano, Prosciutto Di Parma, Scotch Whiskey and Zivania are products registered abroad and are not included in the regions.



Turkey has five products that are registered including Gaziantep baklava, Aydın fig, Malatya Apricot and Aydın Chestnut (Table.1). Afyon Pastrami, Afyon Sausage, Antakya Kunefe, Antep Lahmacun, Pistachio, Bayramiç White, Edremit Bay, Green Scratched Olive, Gemlik Olive, Giresun Chubby Hazelnut, Kayseri Ravioli, Kayseri Pastrami, Kayseri Sausage, Maraş Tarhana, Maraş Muffin, Milas Oily Olive Taşköprü Garlic, İnegöl Meatball and Çağlayancerit Walnut are our 18 products for which applications have been made (www.tmdn.org).

According to a study published by the EU Commission in April-2020, agricultural food and beverage products protected by the European Union with «Geographical Indications» represent a sales value of 74.76 billion Euros. More than one fifth of this amount consists of exports to outside of the EU countries. In addition, it is stated in the study that the sales value of a product protected with GI is two times higher than the other similar product that is not under protection. In this research based on all 3,207 product names protected in 28 EU member states at the end of 2017 (as of March 2020, the total number of registered products increased to 3,417), it is expressed that the reputation of European food has increased due to its safe, nutritious and high quality, and traditional methods become the global standard in terms of sustainability in EU food production and thanks to this quality and trust, consumers are willing to pay more to buy original products and the producers have increased their sales and created economic benefits thanks to this situation. Currently, in EU countries, a total of 3,340 products with GI are registered including 1.845 PDO (55.2%) agricultural and food products and 1495 PGI (44.8%) alcoholic beverages, wine and aromatic wines (European Commission, 2019). Italy has 876 (25.6%) registered products, France has 762 (22.3%) registered products, Spain has 377 (11.1%) registered products, Greece has 277 (8.1%) registered products, Portugal has 210 (6.2%) registered products. These five Western European countries have about 75% of the total registered products owned by EU member states as.

Table.1. Turkey's Products with GI that Received Registration and Applied

Application Date	Name of the Product	Registration Date
10.07.2009	Antep Baklavası/Gaziantep Baklavası	21.12.2013
13.08.2012	Afyon Bacon	-
13.08.2012	Afyon Sausage	-
11.06.2013	Aydın FIG	07.02.2016
13.05.2014	Malatya Apricot	07.07.2017
17.09.2014	İnegöl Meatball	-
08.09.2015	Aydın Chestnut	24.09.2020
09.01.2017	Tasköprü Garlic	-
22.05.2017	Kayseri Manti	-
22.05.2017	Kayseri Sausage	-
22.05.2017	Kayseri Bacon	-
21.07.2017	Pistachios	-
13.11.2017	Milas Olive Oil	23.12.2020



01.02.2018	Bayramic Beyazi	
12.04.2018	Antep Lahmacunu	-
12.04.2018	Edremit Bay Green Scratched Olive	-
26.04.2018	Giresun Chubby Hazelnuts	-
14.03.2019	Antakya Kunefesi	-
16.03.2020	Maras Muffin	-
18.05.2020	Cađlayancerit Walnut	-
01.06.2020	Maras Tarhana	-
10.07.2020	Gemlik Olive	-
04.08.2020	Milas oily olives	-

Source: Compiled by authors by www.tmdn.org (09.03.2021).

3. Literature

In its study that examine the economic effects of GI on Turkey, Gökovaı (2007, p.156-158) states that it benefits more from the GI protection of developed countries than developing countries. The researcher who states that the main reason of Turkey's, the country that he evaluated among devoloing countries, not having enough economic gain from the GI protection is that the necessary institutional infrastructure couldn't be achieved. He also draws attention to the shortcomings of producers having little or no knowledge about GI protection, protection being a collective rather than individual right, not having organized foundations in rural areas, not developing agricultural policy on products with GI and not being able to evaluate the export potential.

In their studies where they examined Beypazarı Dried and Çubuk Pickles, which are the products with GI of Ankara, Taşdan, Albayrak and Albayrak (2014, p.1299); They stated that the traceability practices for pickles were insufficient, that the producers carried out their marketing activities in an amateur way, that their geographical indication awareness was not developed and that the inspections were poor, and that the control commission for traceability was not active for Beypazarı Dried are the problems in the GI practises. The study also draws attention to the lack of logo, traceability, inspection commission and producer's process awareness in the GI issue in general.

In Hatipođlu study (2016, p.89), four activities were organized within the scope of the TRAMEP project in order to determine the awareness of GI on students and lecturers, and interviews were made with lecturers while collecting data from students through questionnaires. As a result of the activities, it was determined that the awareness of vocational school students and lecturers increased, but they were inadequate at the point of putting it into practice. Stating that wide-ranging awareness is important but not sufficient alone, the researcher states that private sector and NGOs, especially public institutions and organizations and educational institutions, have duties to increase the awareness of GI, which is at the beginning level in our country. He also draws attention to the need to accelerate the studies at the state and EU level in order to match the registration process and GI practices with the EU.

Olgun and Sevilmiş (2017, p.211), in their studies which examined the economic value created by GI products, express that in terms of producer and consumer, desired awareness can not be created, the inspections are still not carried out by impartial, equipped, private organizations and therefore our country cannot benefit from the economic benefits that products with GI provide to developed countries.



Kantaroglu and Demirbas (2018, p.518-519), in their works draw attention to the issues such as GI concept in Turkey isn't fully known by both consumers and producers, its importance isn't understood sufficiently, and there is no institution specifically assigned to identify products with GI potential and coordinate the application process. In addition, it is stated that the share of producer organizations in GI applications is low and that only 3 products with GI (this number has increased to five as of end of the 2020), which have international quality, are registered and the number of products should be increased.

Kaya and Şahin (2018, p.200), in their studies with 15 Adana Kebab operators who have received GI registration found that 40% of the operators did not have information that Adana Kebab was registered with GI, enterprises lack of information about GI, the inspections for production in accordance with the standard specified in the registration certificate are not carried out, different products and applications are carried out in the presentations with production, so the GI registration cannot provide the necessary protection.

Arslaner (2019, p.235), stated in his study which focus on the GI concept in Turkey that significant progress has been made for our country in the last 4-5 years. However, he states that there is still a serious lack of knowledge on GI issues and practices in all segments of the society. The researcher conveys that there is a need for understanding the importance of products with GI for the country's economy, qualified registration practices competent supervisory institutions and organizations.

Bilge, Demirbas and Artukoğlu (2019), stated in their studies that although the products with GI make great contributions to the promotion, development and sociocultural interaction of the region, the number of products with GI in Turkey is not at the desired level because of the reasons like fluctuation in supply, lack of knowledge of producers, technological deficiencies, high registration application costs and long bureaucratic procedures. Therefore, it is stated that the reason for this negative situation is that the marker is not used properly after the GI is received and the control elements are not fulfilled, and in our country, it is limited to the protection of its name rather than being used as a development tool as in EU countries. In addition, they state that the consumers are mistaken because there is no sign on the product with GI and this is due to the lack of labeling (Bilge, Demirbas & Artukoğlu, 2019, p.130-131).

Toklu and Pekerşen (2019, p.2266) collected information from 400 participants through a questionnaire method in their study, where they tried to determine the awareness of the people of Karaman about Divle Sinkhole Tulum Cheese, which has received GI registration, and evaluated the contribution of this cheese to gastronomy tourism. At the end of the analysis, they concluded that the local people do not know much about the characteristics of the Divle Sinkhole Tulum cheese, in other words, they do not know the cheese belonging to the region they live in, but they consider cheese as a cultural value unique to the province of Karaman and they think that it should be protected.

Topbaş (2019, p.52-58), in his study of 96 producers and 270 consumers, who examined Zile Molasses, which received GI registration in 2009, found that only 38 (39.5%) of the producers and 38.1% of the consumers knew the concept of GI. It can be said that the level of knowledge and awareness of GI is low in terms of producers and consumers. Turkish Patent and Trademark Agency (TPTA, 2019) in its Strategic Plan study covering the years of 2019-2023 stated that Turkey doesn't use its GI potential enough and it doesn't have activities enough to mobilize GI capacity (TPMK, 2019, p.30).

Akça Uçkun (2020), on the other hand, points out that the biggest deficiency regarding GIs is that geographic marking isn't fully taught with trainings and that consumer awareness is not formed on this issue. For example, although the GI is received in Domat and Uslu olives in the Akhisar region, he states that the GI label does not work in the region because there is no GI awareness among the local people, producers and consumer.



4. The Purpose and Importance of the Research

The aim of this study is drawing attention to the potential of product with GI that Turkey has in a high level, uncovering the final situation in registration and practises with various tables and graphs, and when evaluated in terms of sustainability, determining the level of knowledge, awareness and perspective of students, who received Tourism education in the field of mainly Gastronomy and Culinary Arts and who are expected to take part or be manager in food and beverage companies in the future, about products with GI. For this purpose, some hypotheses have been developed.

H1: There is a difference in the GI perceptions of students in terms of gender factor.

H2: There is a difference in the GI perceptions of students in terms of the department they study.

H3: Students who study in the field of Gastronomy and Culinary Arts have higher perceptions of products with GI than the students of Tourism Management and Tourism Guidance department.

H4: Awareness of product with is higher in 4th grade students studying in the field of Gastronomy and Culinary Arts compared to 1st, 2nd and 3rd grade students.

H5: Students' GI awareness varies according to the gender variable.

H6: Students' GI awareness differs in terms of the department they study.

H7: Students who study in the field of Gastronomy and Culinary Arts have higher awareness of products with GI than the students of Tourism Management and Tourism Guidance department.

It is thought that the hypotheses here are tested and analyzed as a result of the analysis and determination of the perception and awareness of the students, and it is thought that raising awareness can be provided during the education phase, and it is important in terms of preserving the cultural heritage and traditional production techniques, which are important to transfer to next generations and which form the basis of the GI system, and transfer them to the practitioners. In order to gain more income from tourism and especially from gastronomy tourism that supports regions, to apply the GI system more effectively, to have successes similar to successes of EU countries, it is necessary to increase the awareness of GI in both producers and consumers. There are many studies in the national literature in this direction (Kan, et al., 2010; Yenipinar, Köşker & Karacaoğlu, 2014; Doğan, 2015; Hatipoğlu, 2016; Toklu, Ustaahmetoğlu & Küçük, 2016; Gürel, et al., 2016; Aslan & Kaya, 2017; Çakaloğlu & Çağatay, 2017; Kaya & Şahin, 2018; Küçükyılmaz, 2019; Tekelioğlu, 2019; Toklu, & Pekerşen, 2019; Akça Uçkun, 2020). While the rate of awareness of products with GI is 80% in Italy, it is estimated that this rate is fairly low in Turkey (Genç, 2012, p.90). It is considered very important for students, who are the managers and consumers of the future, to gain this awareness during their undergraduate education period, and even to add this to their curriculum as a course. A limited study of GI awareness on students is encountered in the literature review. Therefore, for products with GI, and local delicacies, the determination of the perceptions and awareness of the students, who are the future producers, managers and consumers and who receive tourism undergraduate education, at the education stage is considered necessary for gastronomy education, gastronomy tourism and product promotion and marketing.

5. Research Method

The universe of the research consists of students studying in different departments at Atatürk University Faculty of Tourism in the 2020-2021 academic year. A total of 623 students are course enrolled in the mentioned period at the faculty, including 468 students in the Gastronomy and Culinary Arts Department, 98 in the Tourism Management Department and 57 in the Department of Tourism



Guidance. Survey method, one of the quantitative research methods, was used to measure students' perception and awareness of Geographical Indications (GI) within the scope of the universe. While preparing the questionnaire, propositions were created using Meral and Şahin, 2013; Aprile, Caputo and Nayga, 2016; Toklu, Ustaahmetoğlu and Küçük, 2016; Küçükyılmaz, 2019, and Duman's 2019 studies and were shaped with the contributions of the authors. The questionnaire consists of two parts. In the first part, 4 questions determining the demographic information of the students, including gender, age, department and classes, were asked.

After the first part, in which they do not know what the product with GI is and are asked to write the first 3 products that come to mind if they know, a questionnaire was formed with a total of 27 suggestions to determine students' willingness to have a course for products with GI in their curriculum and their willingness to include products with GI in their future business life, along with the propositions for determining the product perception (16 statements) and awareness (7 statements) of the students. Scaling has been made in the form of 5-points Likert scale; «1: I do not agree at all, 2: I do not agree, 3: I am undecided, 4: I agree, 5: I absolutely agree» questionnaire questions, which reach a total of 33, with the questions aimed at determining the demographic characteristics and the state of knowing GI. First of all, a pilot application was carried out with 50 students, the necessary questions and propositions were corrected, and the questionnaire was finalized. The prepared questionnaire form was delivered online to the students studying at Atatürk University Faculty of Tourism at the beginning of the spring term due to the pandemic. Students who attended on-line classes and could send e-mails were asked to answer the questionnaire. In the 427 questionnaires returned online, 8 students' marking flaws and errors were identified and the evaluation was made on 419 questionnaires that were fully marked. Analyzes were carried out by transferring the data obtained in the study to the SPSS 20.0 Package program. Reliability analysis was performed for the product with GI perception and awareness suggestions in the questionnaire form and was calculated as the Cronbach Alpha 0.834. Kaiser-Meyer-Olkin (KMO) test was used for the suitability of the research data for factor analysis and the result was determined as 0.910. The frequency distribution and percentages formed as a result of the analysis are interpreted in the findings section by putting them in tables and graphics.

6. Findings

The demographic characteristics of 419 students participating in the questionnaire created to determine the level of awareness and how GI products are perceived by students studying in the field of Tourism are shown in Table.2. 268 (63.9%) of the students participating in the study were female and 151 (36.1%) were male students. 223 students (53.2%) are between the ages of 17-21, while 174 students (41.5%) are between the ages of 22-26. The number of students aged 27 and over (5.2%) is 22. Almost all of the students (84.5%), in other words 354 of them continue their education in the Gastronomy and Culinary Arts Department, while 41 students (9.8%) are students of the Tourism Management Department and 24 students (5.7%) are students of the Tourism Guidance Department. When we look at the rate of answering the questionnaire among the registered students of the departments, 75.6% of the students of the Gastronomy and Culinary Arts department, 41.8% of the students of the Tourism Management department and 42% of the students of the Tourism Guidance Department participated in the study. Looking at the class distribution, we can see that 130 students (31.0%) are in the 4th grade, 116 students (27.7%) are in the 1st grade, 96 students (22.9%) are in the 3rd grade, and 77 students (18.4%) are in the 2nd grade.

**Table.2. Demographic characteristics of the students**

GENDER	Frequency	Percent
Women	268	63,9
Men	151	36,1
TOTAL	419	100
AGE RANGE	Frequency	Percent
17-21 Yaş aralığı	223	53,2
22-26 Yaş aralığı	174	41,5
27 Yaş ve üzeri	22	5,3
TOTAL	419	100
DEPARTMENT	Frequency	Percent
Gastronomy and Culinary Arts	354	84,5
Tourism Management	41	9,8
Tourism Guidance	24	5,7
TOTAL	419	100
GRADE	Frequency	Percent
1. Grade	116	27,7
2. Grade	77	18,4
3. Grade	96	22,9
4. Grade	130	31,0
TOTAL	419	100

The reason for the low participation in the second and third years can be expressed as the fact that the Tourism Guidance department is only a two-year department in the faculty and consists of first and second year students and the Tourism Management department cannot reach sufficient occupancy in the quotas defined in recent years.

Table.3. Students' Knowing About GI Products and Product Samples with GI

Question: Do you know what a product with GI is?		
ANWSERS	Frequency	Percent
YES	340	81,1
NO	79	18,9
TOTAL	419	100



Question: What are the first 3 products that come to your mind from the products with GI that you know?		
ANSWERS	Frequency	Percent
Other products	319	30,29
Antep Baklavası/Baklava	109	10,35
I don't know	102	9,68
Wrong Products	86	8,16
Malatya Apricot	59	5,60
Adana Kebab	57	5,41
Oltu Cag Kebab	48	4,55
Kars Kashar	27	2,56
Erzurum Civil Cheese	26	2,46
Pistachios	25	2,37
Erzurum Kadayıf Dolması	24	2,28
Kahramanmaraş Ice-cream	24	2,28
Kayseri Manti	24	2,28
Aydın Fig	22	2,08
Giresun Hazelnut	21	1,99
İzmir Boyozu	13	1,23
Akçaabat Meatball	13	1,23
Kayseri Bacon	12	1,13
Mersin Tantuni	11	1,04
Oltu Stone	11	1,04
Adıyaman Meatless Raw Meatballs	10	0,94
Antakya Kunefe	10	0,94
TOTAL	1.053	100

To 419 students who took place in the study, a question was asked which is "Do you know what a product with GI is?" While 340 of the students answered "Yes" with a rate of 81.1%, 79 of them answered "No" with a rate of 18.9%. As the second question to the students, "Write 3 products that come to your mind first among the products with GI that you know?" has been asked. When the answers were analyzed, the order was formed as in Table 3. The products with different GI, which were repeated at least once and were kept at nine or less, were collected in the category of "Other products" and the accurate product that received 319 GI registrations in this field was expressed by the students. The product with GI, which is accepted as accurate and stated 109 times by the students, has been found "Gaziantep Baklava" by a clear difference compared to other products. Based on this, it can be expressed as the product that has received the GI registration, which is the most known among students. With 102 students who answered "I don't know", 86 responses were identified that stated "Wrong Product" and were wrong, considering that the product they indicated was registered with GI. This situation shows that there are actually more students who stated that they do not know the concept



of GI and products. Other products that have received GI registration, known by the students and the most specified products respectively are; “Malatya Apricot”, “Adana Kebab” and “Oltu Cag Kebab”. The fact that Oltu Cag Kebab is among the top five most repeated products may be due to the students continuing their education in Erzurum or it can be said that this product increases awareness.

Table.4. Factor Dimensions of GI Product Perceptions of Tourism Education Students

	Loadings
Factor 1: <i>Regional Economic Contribution of the Product with GI</i>	
Product with GI contributes to local producers.	0,851
Product with GI contributes to the promotion of the region.	0,840
The product with GI is part of the culture of the relevant region.	0,837
Product with GI supports the local economy.	0,801
The product with GI helps to protect the cultural heritage of the region.	0,729
Product with GI provides protection of traditional production methods.	0,695
Eigenvalue	6,295
Explained Variance	39,341
Factor2: <i>Quality and Trust of the Product with GI</i>	
Product with GI is more reliable than similar products / brands.	0,808
Product with GI is healthier than similar products / brands.	0,805
The product with GI is of higher quality than similar products / brands.	0,793
The product with GI is more delicious than similar products / brands.	0,676
I think the nutritional value of the product with GI is high.	0,613
I think it is unlikely that there will be cheating in the product with GI.	0,611
The product with GI is produced in a more standard quality than similar products / brands.	0,591
Eigenvalue	2,028
Explained Variance	12,678
Factor3: <i>Value of the Product with GI</i>	
I think the product with GI is too expensive.	0,715
I do not think the product with GI is different from other products.	0,671
I think an independent audit has been done for the product with GI.	0,595
Eigenvalue	1,282
Explained Variance	8,014
Total Variance	60,033%
KMO	0,910

Factor analysis has been made to reveal the main groups into which the data obtained in the study are separated in Table 4. As a result of the factor analysis, 3 factors were determined and these factors were collected in 60,033 of the total variance. 16 items aimed at measuring perception were collected under 3 different factors. These factors are; The “Regional Economic Contribution” dimension, “Quality and Trust of the Product with GI” dimension, and the “Value of the Product with GI” dimension. Students who stated that the products with GI can contribute to the producers, the promotion of the region, the local economy and the protection of cultural assets and traditional production methods, that registered products can support the local economy as a part of the culture of the region, and that they will protect the cultural existence and traditional production methods of the region, express that foods with GI are more reliable, healthy, quality and delicious than similar products, they have low probability of cheating in their production with high nutritional values, and finally, they are produced in a more standard quality than similar products. Students who evaluate products with GI as too expensive do not



see the products with GI differently and they state that they have hesitations about their inspections.

The analysis and evaluation of the hypotheses developed within the scope of the study are given below, and finally they are tabulated.

H1: There is a difference in the GI perceptions of students in terms of gender factor.

In order to test H1, the normal distribution of the data was examined in order to decide on the pairwise comparison analysis. According to the results, of the normality test, it was revealed that the data did not show a normal distribution and it was decided to perform the Mann-Whitney U test, which is one of the non-parametric comparison analyze. As a result of the analysis, it was decided that the GI perceptions of students did not differ according to gender, as it was calculated as $p = .742$ (Table.5). Hypothesis was as rejected.

Table 5. Comparison of GI Perception in Terms of Gender

	GI Perception
Mann-Whitney U	19842,500
Wilcoxon W	31318,500
Z	-,329
Asymp. Sig. (2-tailed)	,742

H2: There is a difference in the GI perceptions of the students in terms of the department they study.

In order to test H2, the normal distribution of the data was examined to decide on the average comparison analysis. According to the results of the normality test, it was revealed that the data did not show a normal distribution and it was decided to perform the Kruskal Wallis test, which is one of the non-parametric comparison analyzes. As a result of the analysis, it was decided that the GI perceptions of students did not differ according to the department they study as it was calculated as $p = .715$. (Table.6). Hypothesis was rejected.

Table 6. Comparison of GI Perception in terms of Departments

	GI Perception
Kruskal-Wallis H	,672
df	2
Asymp. Sig.	,715

H3: Students who study in the field of Gastronomy and Culinary Arts have higher perceptions of products with GI than the students of Tourism Management and Tourism Guidance department.

This hypothesis was rejected without being tested as it was determined that there was no difference among the departments in the previous hypothesis.

H4: Awareness of product with G is higher in 4th grade students studying in the field of Gastronomy and Culinary Arts than 1st, 2nd and 3rd grade students.

In order to test H4, the normal distribution of the data was examined to decide the average comparison analysis. According to the results of the normality test, it was revealed that the data did not show a normal distribution and it was decided to perform the Kruskal Wallis test, which is one of the non-parametric comparison analyze. As a result of the analysis, it was determined that the GI awareness of the students studying in the field of Gastronomy and Culinary Arts varies according to the classes,



as it was calculated as $p = 013$ (Table.7). Post-Hoc test has been applied to reveal which classes the difference is between and the results are shown in Table 8.

Table 7. Comparison of Product with GI Awareness in terms of Grades

	GI Awareness
Kruskal-Wallis H	10,724
df	3
Asymp. Sig.	,013

Table 8. Average Comparison Chart in Terms of Grades (Post-Hoc)

(I) GRADE	(J) GRADE	Average Differences (I-J)	Standard Mistake	Meaningfulness
1. GRADE	2.GRADE	-,29707*	,09122	,008
	3.GRADE	-,05691	,10704	,996
	4.GRADE	-,22740*	,08426	,044
2. GRADE	1.GRADE	,29707*	,09122	,008
	3.GRADE	,24016	,10788	,153
	4.GRADE	,06967	,08533	,960
3. GRADE	1.GRADE	,05691	,10704	,996
	2.GRADE	-,24016	,10788	,153
	4.GRADE	-,17049	,10207	,457
4. GRADE	1.GRADE	,22740*	,08426	,044
	2.GRADE	-,06967	,08533	,960
	3.GRADE	,17049	,10207	,457

According to Table 8, it is seen that the averages of the Gastronomy and Cuisine Department 1st grade students are different from the 2nd and 4th grades, the averages of the 2nd grade students are different from the 1st grade, and the 4th grade students' averages are different from the 1st grade. Considering the distribution of average differences between classes, the hypothesis was rejected as it was concluded that 4th grade students' product awareness was not higher than all other grades in the hypothesis.

H5: Students' GI awareness varies according to the gender variable.

In order to test the H_0 , the normal distribution of the data was examined in order to decide on the pairwise comparison analysis. According to the results of the normality test, it was revealed that the data did not show a normal distribution and it was decided to perform the Mann-Whitney U test, which is one of the non-parametric comparison analyzes. As a result of the analysis, it was decided that the GI awareness of the students did not differ according to gender, as it was calculated as $p = ,841$ Hypothesis was rejected (Table 9).



Table.9. Comparison of Product with GI Awareness In terms of Gender

	GI Awareness
Mann-Whitney U	19995,500
Wilcoxon W	56041,500
Z	-,201
Asymp. Sig. (2-tailed)	,841

H6: Students' GI awareness differs in terms of the department they study.

In order to test the H_6 , the normal distribution of the data was examined to decide the average comparison analysis. According to the results of the normality test, it was revealed that the data did not show a normal distribution and it was decided to perform the Kruskal Wallis test, which is one of the non-parametric comparison analyzes. As a result of the analysis, it was decided that the GI awareness of the students did not differ according to the department study, since it was calculated as $p = 566$. Hypothesis was rejected (Table 10).

Table 10. Comparison of Product with GI Awareness In Terms of Departments

	GI Awareness
Kruskal-Wallis H	1,140
df	2
Asymp. Sig.	,566

H7: Students who study in the field of Gastronomy and Culinary Arts have higher awareness of product with GI than the students of Tourism Management and Tourism Guidance department.

For H_7 , this hypothesis was rejected without analysis since it was determined that there was no significant difference between the department in the previous hypothesis (Table11).

Table.11. Summary of the Results of the Hypotheses Developed in the Research

HYPOTHESES	RESULT
H₁: There is a difference in the GI perceptions of students in terms of gender variable.	Rejection
H₂: There is a difference in the GI perceptions of students in terms of the department they study.	Rejection
H₃: The GI product perceptions of the students studying in the field of Gastronomy and Culinary Arts are higher than the students of Tourism Management and Tourism Guidance departments.	Rejection
H₄: GI product awareness of 4th grade students studying in the field of Gastronomy and Culinary Arts is higher than 1st, 2nd and 3rd grade students.	Rejection
H₅: Students' GI awareness varies according to the gender variable.	Rejection
H₆: Students' GI awareness differs in terms of the department they study.	Rejection
H₇: Students who study in the field of Gastronomy and Culinary Arts have higher GI product awareness than the students of Tourism Management and Tourism Guidance departments.	Rejection



The willingness of students to have a course for products with GI in their curriculum is shown in table 12.

Table.12. I would like the course for products with GI to be in our curriculum

I never agree	I do not agree	Neither agree nor disagree	I agree	Absolutely I agree
20 (4,8%)	9 (2,1%)	106 (25,3%)	109 (26%)	175 (41,8%)

284 of the students, in other words, 67.8% of the students want the course for products with GI to be in their curriculum. However, the number of students who do not agree with the proposition is 106, which indicates approximately 25% of those who participated in the study. Such a high rate is very thought-provoking in terms of the protection and sustainability of cultural heritage.

The willingness of students to use / include products with GI in their future business life can be seen in Table 13.

Table.13. I Will Use A Product With GI In My Business Life In The Future

YES	NO
392 (93,6%)	27 (6,4%)

Almost all of the students (93.6%) stated that they will use products with GI in their business life in the future. This may be due to the fact that products with GI are reliable, healthy, high quality and delicious. In addition, students who state this can be evaluated as they will include products with GI in their menus, kiosks or businesses they will manage in the future. This situation is promising in terms of sustainability and marketing of products with GI.

7. Conclusions

Diversity and cultural richness of its nature makes Turkey advantageous in terms of the variety of products to offer. Each region has an authentic product or flavor that is unique to that region and identified with that region. These are the applications and registrations of the GI system, which is also considered as an industrial property right, developed throughout the world in order to maintain this variety and richness, and to deliver its tradition and culture to next generations with production methods. Considering that today's students are the managers of the future food and beverage and accommodation sector, the ability of individuals to be successful and their ability to cope with difficulties is closely related to the quality and content of the current curriculum. In order to keep up with the developments in the field of tourism and gastronomy and to transfer cultural heritage from one generation to generation, students should be given information about the history, culture, traditions or production stages and methods of a food or drink with GI that belongs to a region or our country. This can be added to the existing curriculum or provided through courses or study programs. Almost 70% of the students want a course on products with GI to be included in their curriculum. As a result of the analysis, it was determined that there was no difference in the evaluations of the students, most of whom study in Gastronomy and Culinary Arts, in terms of gender, departments and classes, and their GI perception and awareness were low. There are many studies in the literature in which GI perception and awareness are found to be low. Compared to the literature, it was found in a study that the awareness of students and academicians about products with GI increased after different activities carried out for the



situation that was previously determined to be low.

Although the low GI perception and awareness detected in the study is thought-provoking due to the fact that it is mainly composed of students who receive gastronomy education, it is very clear that the students have course requests for GI in their curriculum, as well as their desire to learn cultural heritage, the educational institution can easily increase awareness by responding to this demand. In addition, it is very promising for students to state that they will use products with GI in their business lives in the future and will include them in their menus in terms of preserving traditional products and production methods and transferring them to next generations. In order to reach the success achieved in EU countries, in our country, it is very important to develop consciousness and awareness of products with GI. Transferring this to individuals at different levels while receiving education will positively affect the approach and perspective of products with GI, as well as ensure the participation of employees with high level of awareness and knowledge in the food and beverage sector. It is clear that we must be aware of our disappearing values. Otherwise, it is inevitable that cultural heritage, products and production methods will disappear. In order to prevent this extinction conscious individuals in the society, a clearly understandable legislation for producers and a protection system that is an effective control pillar are needed. In terms of the protection and sustainability of cultural heritage in the field of Gastronomy and Culinary Arts, which are considered as part of tourism education, it is recommended that the course for products with GI should definitely be included in the departmental curricula. In addition, various events can be organized to increase GI awareness.

Even the work carried out can contribute to a certain level of awareness among students. This study is limited to students who study tourism at Atatürk University. The study, which is thought to be a guide for future studies, can be applied in different regions and universities, its results can be evaluated and comparisons can be made.

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