

# Chapter 13


## Preservation of Culinary Heritage and Cultural Tourism: Analysing the Global Impact of Geographical Indication Protection on Cheese Varieties

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### **ABSTRACT**

*Cheese tourism, a specialized kind of culinary tourism, has gained significant attention from researchers throughout the globe in recent years. Geographical indications and appellation of origin safeguard the names of items that come from certain locations and possess distinct traits or a reputation associated with the manufacturing area. Additionally, their objective is to enhance the distinctive attributes of goods associated with their regional origin and traditional expertise. Cheese is produced from milk sourced from animals that graze and eat on the same land, preserving the authenticity from the farm to the table. Cheesemakers play a crucial role in safeguarding this distinctive legacy. This research seeks to analyze the effects of Geographical Indication protection on various types of cheese and its implications for cultural tourism in a critical manner. This study aims to clarify the complex importance of keeping cultural identity in a globalized society by analyzing the relationship between legal frameworks, cultural preservation, and economic growth.*

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## 1. INTRODUCTION

Protecting the names and reputations of high-quality products against imitation has been a top priority ever since they were first created. As the amount of commerce has increased, resulting in the world-wide circulation of items, the importance of this problem has risen. Protecting geographical indicator appellations, in this case, cheese varieties made in different parts of the globe, is the main focus of this study. This research takes a look at the process of cheese tourism valuation from the point of view of regional cheesemakers.

The difference between general food terminology and Geographical Indication (henceforth, GI) is an important and often contested topic in global debates. Producers, manufacturers, consumers, and politicians throughout the globe are all greatly affected by this distinction since it dictates the extent to which some popular terms may be freely utilized in local and global marketplaces. (Flinzberger et al., 2022). The contentious politics of Generic Geographical Indications (GGIs), a subject that has been under-discussed in the current literature on GIs, is explored via the lens of cheese in this chapter. The complex procedures via which nations compete to have cheese names designated as generic or protected are the subject of this investigation. Case studies, document analysis, website and blog reviews, artifact analysis, observations, semi-structured interviews, and group discussions are all part of it. The main objective is to figure out why this conflict is more pronounced in the Parmesan situation than in the Cheddar example, and how to better comprehend genericism in the context of GI regulation.

A key role in protecting classic cheese traditions in Europe has been the European Union's Protected Geographical Indication (PGI) and Protected Designation of Origin (PDO) systems. An excellent example of how GI protection guarantees the preservation of real cheese history is Parmigiano Reggiano from Italy, which employs manufacturing processes that are centuries old and are subject to rigorous PDO restrictions. Similarly, PGI classification helps French cheeses like Roquefort and Camembert stand out from the crowd, which in turn boosts regional economies and preserves cultural traditions. Not only has Europe instituted GI protection laws to preserve its distinctive cheese traditions, but Japan and Switzerland have followed suit. An example of PDO is the Swiss Cheese PDO, which guarantees that only cheeses made using traditional methods in specific regions can be called Swiss Emmental. Another example is the Geographical Indication system in Japan, which protects traditional cheese varieties like Hokkaido Cheese, demonstrating the worldwide reach and importance of GI protection in preserving cultural heritage. (CheeseCult. n.d.).

Moreover, the impact of GI protection on cultural tourism is of utmost significance. The appeal of genuine, locally-made cheeses attracts both food connoisseurs and visitors to discover the scenery, customs, and tastes of cheese-producing areas. (CheeseCult. n.d.). Exploring the picturesque landscapes of Tuscany or the Swiss Alps, one may indulge in a cheese-tasting tour that showcases GI-protected cheeses. These cultural tourism experiences provide a glimpse into the diverse local customs and culinary pleasures. This study seeks to conduct a critical analysis of the influence of Geographical Indication protection on various types of cheese and its consequences for cultural tourism, taking into account the provided examples and the wider global context. This study aims to clarify the complex importance of keeping cultural identity in a globalized society by analyzing the relationship between legal frameworks, cultural preservation, and economic growth.

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