

GASTRONOMY AND GEOGRAPHICAL INDICATIONS AS A TOOL FOR TERRITORY APPRECIATION.

Camila Bizinelli

Master in Geography, Universidade Federal do Paraná
Co-Owner of Adocica Doceria Retrô
ca_bizinelli@hotmail.com

Franciele Cristina Manosso

Master in Geography, Universidade Federal do Paraná
Substitute Professor of the Department of Tourism
Universidade Federal do Paraná
francimanosso@gmail.com

Received: June 28th, 2017
Approved: September 7th, 2017

ABSTRACT

Cities, states and even regions have been standing out in the commercialization and production of their products and services, as quality and tradition of these items are being attributed to their origin. In this context, Geographical Indications (GI) are created, granted by the Instituto Nacional de Propriedade Industrial - INPI [National Institute of Industrial Property]. These are developed as a relevant factor for the protection, as well as for the differentiation of the products or services of a certain place. In this sense, this article aims to analyze how the geographical indications are being used to strengthen the advertisement of territories, from a gastronomic perspective. To this end, the research methodology was based on bibliographical and documentary research, with government websites as its focus. Regarding the results of the research, it can be verified that a relevant number of geographical indications are not being advertised in the sites belonging to the corresponding municipalities, states and tourist offices; thus, it stands out that the number of private sites and their presence in social networks are more significant.

Keywords: Geographical Indication. Local Product. Gastronomy. Marketing.

INTRODUCTION

When discussing contemporary food, the expansion of exchange flows, and the opening of families to different consumption possibilities, we can see a loss of reference when it comes to products, values and the traditional ways of production and elaboration (Von Dentz, 2017). In this context, food is seen as one of the most important characteristics of humanity, since it has implications for cultural, identity and group life issues, while at the same time being a trivial activity (Lovera, 2016).

Consequently, over the years, some cities, states and regions stand out and even become famous due to the marketing of their food products. Thus, when the quality and tradition of a given product can be attributed to its origin, the Geographical Indication - GI – is a decisive factor for the guarantee of protection and even as an element of differentiation in the market. It should be noted that the Geographical Indication is subdivided into: Indication of Origin and Denomination of Origin, both of which are granted in Brazil by the Instituto Nacional de Propriedade Industrial - INPI [National Institute of Industrial Property].

Within this perspective, it is important to address the issue of Geographical Indication as a factor for the valorization of the territory¹, while also praising the resources of biodiversity, material and intangible heritage belonging to a specific region or city (Krucken, 2009). For this reason, this paper aims to analyze how the geographical indications are being used to strengthen the advertisement of territories, from a gastronomic perspective.

As a research methodology, bibliographical and documentary research was used; the latter focused on the analysis of websites belonging to municipalities, state governments and tourism offices, where there are products and services covered by the Denomination of Origin granted by INPI. It was also analyzed whether the Geographical Indications have their own pages in social networks, and if they have their own websites. Regarding the theoretical

¹ Bonnemaïson (2002, p. 95) understands territory as a culturally lived relationship between a human group and a web of hierarchical and interdependent places, whose tracing in the ground constitutes a spatial system, that is, a territory.

basis of the present research, we sought to contemplate the concepts of terroir and the importance of geographical indications for the valorization and advertising of territories, from a gastronomic perspective.

THEORETICAL REFERENCE

Local products & terroir: approaching concepts.

Globalization, within the scope of tourism, discusses different contexts regarding the place which gave life to products with cultural identity, geographic and historical aspects, emphasized to add value to market niches, such as: wine tourism and gastronomic tourism. In this context, the geographical identification is considered the main element that confers the differential for tourism, since products and services are improved through the aggregation of values and credibility (Costa, 2014).

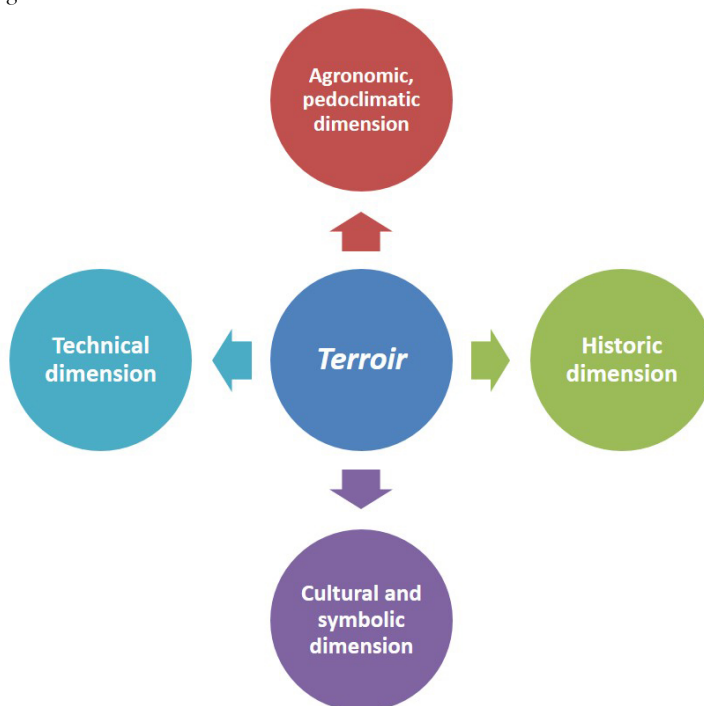
In recent years, there has been a growing increase in the search for indigenous or local products which value regional characteristics and include a soul, a unique identity, a globalizing dimension and, recently, economic viability (Manzini, Meroni and Krucken, 2006; Silveira, 2009). Thus, local production must be debated, intrinsically, in the context of the livelihood of the locality in which it is inserted, stimulating the economy (Ilbery & Maye, 2005).

Therefore, it should be noted that these local products are characterized by cultural manifestations eminently linked to the territory and the community that originated them, using biodiversity resources, as well as traditional ways, customs and habits to produce them (Krucken, 2009). In this context, specific resources must be incorporated from the localities that produce these products, so that they become competitive, thus generating a collective advantage for the territory or locality in which the product is inserted (Gehlen & Riella, 2004).

It should be noted that this concept of local products can be related to the French premise, known as *terroir*. Bérard and Marchenay (2004) describe *terroir* as a dynamic process that helps represent the link between time, humans and space. Such precept can also be discussed as a relation between origin (geography and climate), culture (time and translation) and expertise, where expertise can be seen from a diachronic perspective, covering both old and new knowledge (Aurier, Fort & Sirieix, 2005; Dekhilis, Sirieix & Cohen, 2011).

Consequently, it can be inferred that the *terroir* has the status of a complex and polysemic geographic space, since the following perspectives are covered: a) a territory with its unique soil and climate conditions; b) an environment of knowledge and practices; c) a set of localized traditions and customs (Barjolle, Boisseau & Dufour, 1998). Figure 01 presents, in a summarized way, the dimensions of *terroir*, which contemplate the following conjuncture: agronomic and pedoclimatic (soil and climate), human, technical, cultural and symbolic, and historical dimensions.

Figure 1: Terroir Dimensions



Source: Designed by the authors (2017) based on Barjolle et al (1998).

From what has been discussed regarding local products and terroir, one can finally consider that strengthening the link between products and territories, thus ensuring their origin to consumers, is one of its primordial functions. In this way, such discussion also serves as a basis for the complex processes of Geographical Indication (Krucken, 2009), which according to Giesbrecht (2011, p.16), "are collective tools for valuing traditional products linked to certain territories. They have two main functions: to add value to the product and to protect the producing region". The context of the Geographical Indications and their importance for the territory will be presented in the following topic.

Geographical indications: adding value and credibility to products and territories.

Even though globalization, the insecurities related to the origin of food and the recurrent food crises in a sense lead to the standardization of production and consumption, they also bring the demand for individualized products whose quality and provenance can be assured. This search for origin fosters the establishment of mechanisms for valorization and guarantee of a differentiated quality for products, referring to geographic or traditional factors, with the purpose of making local production unique, adding value and positioning it in exclusive market niches (Vargas , 2008; Bérard & Marchenay, 2007). Therefore, Rodeghero, Müller and Bruch (p. 196, 2015) consider that:

Differentiating a good (that is, a product or service) means demonstrating in the market, especially for the consumer, that one good is different from another of the same quantity and species in face of its origin, its characteristics or its quality. The indication of the commercial origin serves so that the consumer knows who their supplier is, guaranteeing their origin in commercial terms.

In this context, the quality of a product, inserted in the scenario of Geographical Indications, should be broadly considered, taking into account the territory, the resources employed and the producing community (Barjolle et al., 1998; Valceschini, 1993; Tiberius, Christopher & Frigate, 2001), as shown in Figure 02.

Figure 2: Interactions of the Term Quality.



Source: Designed by the authors (2017).

Krucken (2009) corroborates this fact by emphasizing that a more complete view on the conformation of quality, allied to the territory and community, is essential for the strategic planning of valorization of products that promote local development.

Still according to the author, some components support the perception of the quality of a product. These elements can be objective or subjective. The main ones are: a) geographical indications of origin; b) indications of the technical quality of the product and process and of its control; c) indications of the socio-environmental and economic quality of the product and its production chain (for example: indication of fair trade, indication of family farming products, among others) (Krucken, 2009).

Consequently, over time, producers, traders and consumers have come to see that certain products originating from specific locations have exclusive qualities attributable to their geographical location. These products have been renamed based on their geographical name of origin – such as the Roquefort cheese and the Bordeaux wines (Valente, Perez, Ramos & Chaves, 2012), thus creating the so-called Geographical Indications (GI) .

This concept, according to Krucken (2009), refers to the geographical references used in the name of agricultural and food products, which have one or more qualities linked to the

place where they are produced. Vargas (2008) emphasizes that the Geographical Indications can be divided into: Indication of Origin and Denomination of Origin, being classified, according to the 'Basic Guide - Geographical Indication' (Inpi, 2017), as follows:

- ✓ **Denomination of Origin:** refers to the name of the place which started to indicate products or services, whose qualities or characteristics can be attributed to its geographical origin.
- ✓ **Indication of Origin:** refers to the name of the place that became notorious for producing, extracting or manufacturing any product or offering a particular service.

In order to evaluate the results, it is necessary to present the records granted to products related to gastronomy (considering only those of national scope, focus of the present research), until May 2017. First, we highlight the labels of Denomination of Origin, attributed to the following places and products, according to Table 01.

Table 1: Geographic Indications – Denomination of Origin

State	Geographic Indication Number/ Geographic Name	Products/Services
RS	IG200801 Litoral norte gaúcho	Rice
CE	IG200907 Costa Negra	Shrimp
AL	IG201101 Manguezais de Alagoas	Red propolis and red propolis extract
RS	IG201008 Vale dos Vinhedos	Wine: red, white and sparkling
MG	IG201011 Região do Cerrado Mineiro	Green coffee beans and industrialized roast coffee beans or ground roast coffee

PR	BR412013000002-0 Ortigueira	Honey
MG	BR412013000005-0 Vale do Própolis Verde de Minas Gerais	Green propolis

Source: Designed by the authors (2017) based on INPI (2017).

In addition to the above, Table 02 presents the indications of origin granted to gastronomic products, until May 2017.

Table 2: Geographic Indications – Indication of Origin

State	Geographic Indication Number/ Geographic Name	Products/Services
RS	IG200002 Vale dos Vinhedos	Wine: red, white and sparkling
MG	IG990001 Região do Cerrado Mineiro	Coffee
RS	IG200501 Pampa Gaúcho da Campanha Meridional	Beef/Beef by-products
RJ	IG200602 Paraty	Spirits, such as cachaça and bluish composed spirit
NE	IG200701 Vale do Submédio São Francisco	Grapes and mangoes
RS	IG200803 Pinto Bandeira	Wine: red, white and sparkling
MG	IG200704 Região da Serra da Mantiqueira de Minas Gerais	Coffee
RS	IG200901 Pelotas	Traditional and bakery fine candies
ES	IG201003 Goiabeiras	Clay pots
MG	IG201001 Serro	Cheese
ES	IG200909 Linhares	Cocoa
MG	IG201002 Canastra	Cheese
SC	IG201009 Vales da Uva Goethe	Goethe grape wine
MG	IG200908 Região de Salinas	Cane spirit, cachaça type

RS	BR402012000002-0 Altos Montes	Wine and sparkling wine
MG	201104 São Tiago	Cookies
SP	IG200703 Alta Mogiana.	Coffee
RN	IG201108 Mossoró	Melon
RS	BR402012000006-3 Monte Belo	Wine
PI	BR402012000004-7 Piauí	<i>Cajuína</i> (Cashew beverage)
BA	BR402012000001-2 Microrregião de Abaíra	Cane spirit, cachaça type
MS/MT	BR2013000004-0 Pantanal	Honey
RS	BR402014000006-9 Farroupilha	White and sparkling wine, brandies
MS	BR402014000007-7 Maracaju	Sausages
GO	BR402013000006-6 Mara Rosa	Saffron
PR	BR402015000008-8 Carlópolis	Guava
SP	BR402014000001-8 Região de Pinhal	Green coffee and ground roast coffee
ES	BR402014000004-2 Região São Bento de Urânia	Yam
PR	IG200903 Norte Pioneiro do Paraná	Green coffee beans and industrialized roast coffee beans or ground roast coffee

Source: Designed by the authors (2017) based on INPI (2017).

Geographical Indication, when used by suppliers, delimits the production area, thus restricting its use to producers in the region (generally gathered in representative entities), maintaining local standards, and preventing others from using its name in products or services. The GI does not expire, therefore, the national interest for this certification proves to be increasingly significant (Inpi, 2017), as presented in Tables 01 and 02.

In this context, the GI starts a process of valorization of certain products, hence implying a bond of quality, reputation or other attributes of the product that can be particularly given to the producing region (Reis, 2008).

Thus, it is important to remember that it is fundamentally through the promotion of the recognition of the qualities and values related to local products (inherent qualities of the territory, the inputs, the knowledge used in its production, as well as its relevance to the producing community) that will allow the society to know the history behind the product, granting visibility to its corresponding cultural and social elements (Krucken, 2001, Bertozzi 1995, Calliari, Chamas, Bainain, Salles-Filho & Silveira, 2007; Velloso, 2008).

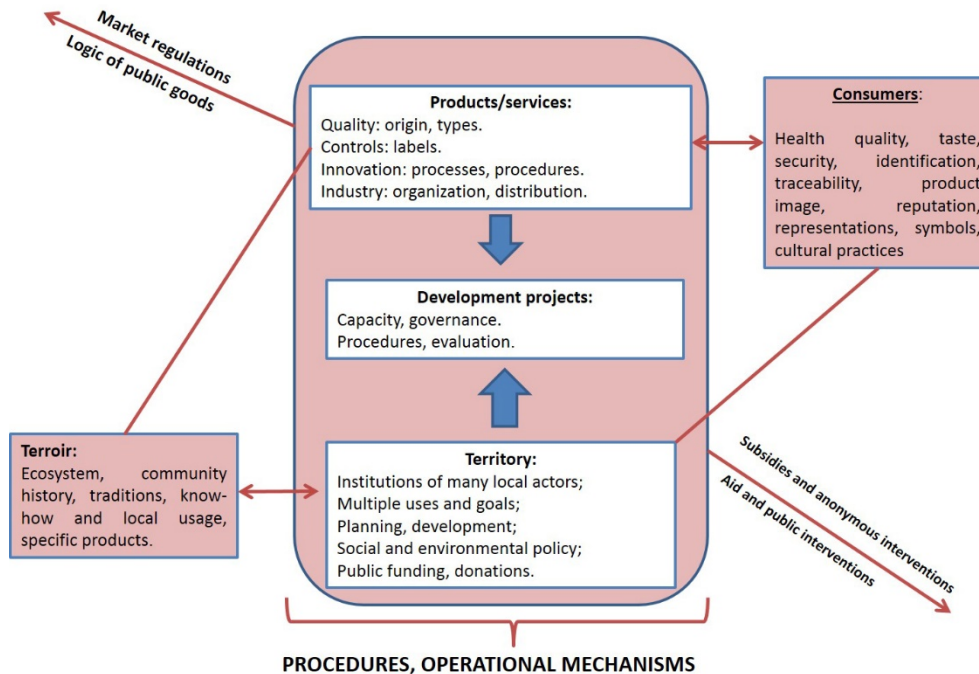
This, in turn, will contribute effectively to the development of an adequate image of the territory in which the product originates, favoring the protection of cultural heritage, as well as the adoption and valorisation of sustainability methods in production, marketing and even consumption (Glass & Castro, 2008, Krucken, 2009, Bowen & Zapata, 2009). In this context, consumers, when purchasing products and services, seek a guarantee of quality, highlighting the safety and health involved in the consumption, through mechanisms of identification (labeling) and traceability.

10

Therefore, the image of the product and its reputation are based on the symbolic representations closely linked to the cultural practices, which is based on allowing the consumer and the regional product to come together (Figure 03). This contact is close to territory level, since the consumption practices and soil productions are balanced (Brodhag, 2000).

However, when the consumer leaves the place where he or she consumed a particular product or service, he or she is not immersed in the culture of that territory, but involved in the exchange of informal information. It is necessary to establish a set of procedures and operational mechanisms, both institutional and rational, that show two new fields: political and institutional territory, as well as the space of products and services covered by economic, social and cultural mechanisms (Brodhag, 2000).

Figure 3: Problem: Product X Territory



Source: Designed by the authors (2017) based on Brodhag (2000).

In this way, Trigueiro (1999) reinforces the importance of the communication of the products and services offered by a certain locality, when it says that it plays a fundamental role as a mechanism of articulation between supply and demand, where the choice of a specific tourist destination, for example, is preceded by the analysis of the information available to tourists about the place they are going to visit and what it offers.

Consequently, it can be said that with globalization, one of the great challenges is to communicate the intrinsic qualities and values of local products to people who do not know them, especially their context of origin, in a way that they can assimilate and recognize them (Krucken, 2009). Therefore, we return to the concept of geographical indications that, as previously mentioned, seeks to protect and present products from a particular region.

In this context, we have Territorial Marketing, which Tadini Júnior (p. 40, 2007) characterizes as:

[...] the analysis, planning, execution and control of processes conceived by the actors of a territory, in a harmonious and institutionalized way, which tries, on the one hand, to respond to the needs and expectations of local citizens and entities and, on the other hand, to improve the quality and competitiveness of the city in its competitive environment.

In this context, D'Alexandria (2015) points out that territorial marketing, in its essence, seeks to enhance the characteristics of the territory as a market, in order to highlight the singularities that may be attractive to the market as a whole. In this way, this situation can be worked in the context of geographical indications, because when a certain sign is recognized and valued by the consumer, it acquires a differentiated value in the market. Such significance is primarily associated with the confidence that the consumer places in the producer of the product or service (Bruch & Areas, 2011).

Therefore, it is essential that there is effective communication regarding such tendency, starting from the public and governmental spheres because, according to Dias (2005), the dissemination and advertising of territories, as well as the regions considered as tourist, is one of the most important functions of public administration, due to its coordinating and unifying role of several activities, products and services offered, whether or not connected to tourism.

METHODOLOGICAL PROCEDURES

With regard to the research methodology employed in this study, bibliographical and documentary research was used as a basis. The latter had as its central focus on the analysis of the government sites belonging to municipalities, as well as those of state governments and tourism offices, where there is a gastronomic product awarded by the INPI with a Geographical Indication registry, be it an Indication of Origin or a Denomination of Origin.

The choice of analyzing whether GIs are advertised on the government websites (municipal, state, tourist offices) of each locality where the products are produced, is due to the fact that, in this way, it will be possible to observe if the territory has an interest in having the product and its geographical protection linked to its name, using this as a form of self-valorization and to increase the local tourist attractiveness (Lemos, Mamede, Nóbrega,

Pereira & Meirelles, 2004; Leal, 2006; Biz & Ceretta, 2008). In addition, it was also observed if the products had their own sites that advertise them, as well as pages in social networks. Following are the results found with the research and their analysis.

ANALYSIS AND ASSESSMENT OF RESULTS

As previously mentioned, the scenario related to the advertisement and use of Brazilian GIs (related to gastronomy) on their own websites and social network, as well as in public domains (municipal, state and tourist offices/institutes) is presented below.

Table 3: Results of Analysis

	Geographical Indication	Own Website	Mentions in Municipal/ State websites	Mentions in Tourist Offices/ Institutes websites	Social Network
Denomination of Origin	Rice - Litoral Norte Gaúcho	X			
	Shrimp – Costa Negra				
	Red Propolis – Manguezais de Alagoas				
	Wine – Vale dos Vinhedos	X		X	X
	Coffee – Região do Cerrado Mineiro	X			X
	Honey – Ortigueira	X	X		
	Green Propolis – Minas Gerais				
Indication of Origin	Wine – Vale dos Vinhedos	X		X	X
	Coffee – Região do Cerrado Mineiro	X			X
	Meat - Pampa Gaúcho	X			
	Cachaça – Paraty		X		
	Grapes and Mangoes – Vale do Submédio São Francisco				
	Wine – Pinto Bandeira	X			X
	Coffee - Serra da Mantiqueira	X			X
	Sweets – Pelotas	X			X
	Clay pots – Goiabeiras	X			X
	Cheese – Serro				
	Cocoa – Linhares		X		
	Cheese – Canastra				X
	Wine – Vales da Uva Goethe	X			X
	Cachaça – Salinas	X			
	Wine – Altos Montes	X			X
	Cookies – São Tiago				
	Coffee – Alta Mogiana	X			X
	Melom – Mossoró				
	Wine – Monte Belo	X	X		
	Cajuína – Piauí				
	Cachaça – Abaíra				
	Honey – Pantanal				
	Wine – Farroupilha	X	X		X
	Sausage – Maracaju				
	Saffron – Mara Rosa				
	Guava – Carlópolis	X			
Coffee – Pinhal					
Yam – São Bento de Urânia					
Coffee – Norte Pioneiro do PR					

Source: Designed by the authors (2017).

It was observed that about 42% of the geographical indications analyzed do not have any type of advertising. There are no mentions in public sites (municipalities, states), or in their own websites or social network. This is, in a way, counter to the effort of attaining a geographical indication, which takes place through a complex process, with a large collection of documentation and requiring considerable effort. In addition, as mentioned by Reis (2008), it starts a procedure to add value to certain products through GIs, thus suggesting a link of quality, reputation or other attributes of the product that can be specifically given to the producing region. This could be used as a powerful tool for local advertising, potentially becoming a differential, a way of valuing the territory and even a tourist product.

It should be noted that, in addition to the GI's not having any type of advertising, only 14% of these indications are mentioned in the websites of their respective municipalities and states, and 6% in their respective tourist offices and institutes. Although in some cases they have logos, websites and even pages in social networks, the GIs are usually not presented to those who access the public pages of the region or locality to which they belong.

Another interesting aspect verified during this analysis was that in approximately 70% of the cases, the GIs that have their own websites are also present in social networks, which demonstrates a great interest in getting closer to the consumers and taking their products to the market through a variety of means, usually praising the quality and the possibility of traceability of the products. Associations or cooperatives of the producers of the certified products generally manage these sites and pages in social networks.

In this way, we notice a certain lack of dialogue between the public authority and these cooperatives and producer associations, in order to work together, increasing the range of the advertising of the products and services with geographical indications. For, as mentioned earlier, it is essentially through the advertising and recognition of the qualities and values linked to local products (the inherent qualities of territory, inputs, knowledge used in their production, as well as their relevance to the producing community), that society will be able to know the history behind the product, granting visibility to its intrinsic cultural and social elements (Krucken, 2001, Krucken, 2009, Calliari et al, 2007; Velloso,

2008). Therefore, it will contribute concretely to the development of an appropriate image of the territory in which the product is generated, promoting the protection of cultural patrimony, adopting and valuing methods of sustainability in production, marketing and even consumption (Glass & Castro, 2008; Krucken, 2009; Bowen & Zapata, 2009).

An important observation about some specific GIs should be noted: they either are or have a connection with heritage listed by IPHAN - Instituto do Patrimônio Histórico e Artístico Nacional [Institute of National Historical and Artistic Heritage], namely, the clay pots from Goiabeiras, the cheese from Serra da Canastra and Cajuína from Piauí. In this regard, there was considerable advertising of these listings made by IPHAN in those pages, as opposed to the scarcity of information on the certifications obtained through the GIs. This brings to light a very interesting possibility, which would be to merge these two titles, both of listed heritage and of a product with an awarded geographical indication, to more effectively advertise the products and places in question. With globalization, one of the great challenges is to communicate the intrinsic qualities and values of local products to people who do not know them, especially their context of origin, in a way that can assimilate and recognize them (Krucken, 2009).

Finally, it should be noted that this study verified that there is a growing interest on the part of associations and cooperatives of producers to certify their products, guaranteeing the quality in their production and valorization of their territories, as well as doing their own advertising, creating websites and being present in social networks. However, we verified that this effort is not well noticed, recognized or disseminated by the public power neither in its municipal and state websites, nor in those belonging to its tourist offices and institutes. Therefore, we highlight the need for an effective communication between the two interested parties, gathering advantages and allowing for adequate development. For, as mentioned previously, the advertising and promotion of the territories and tourist regions is one of the most important roles of the public administration, due to its coordinating and unifying role of various activities, products and services offered, whether or not related to tourism (Dias, 2005).

FINAL CONSIDERATIONS

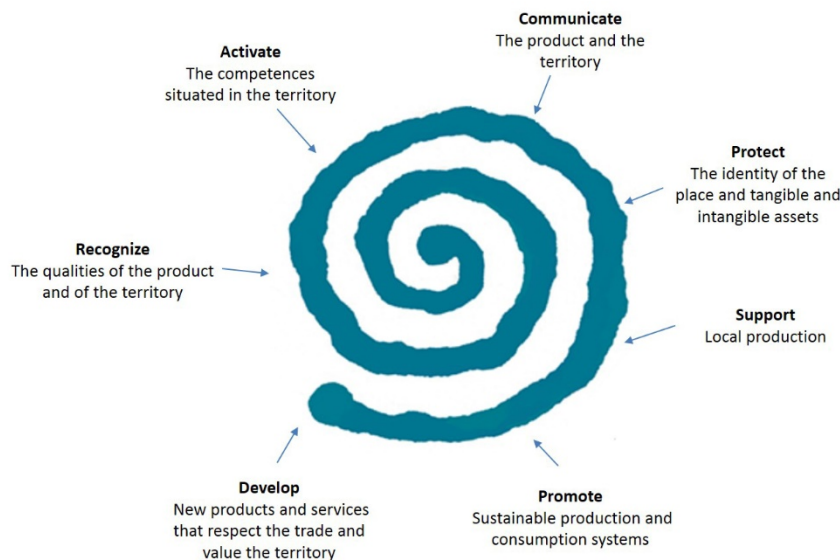
The verification of the Geographical Indications granted in Brazil, as well as the analysis of the way in which they are being used to strengthen the advertising of territories, has demonstrated that the discussion on GIs is advancing, but is still in a primitive stage of development in the country. It is still necessary for Brazilian producers, traders and consumers to recognize and value indications of origin, denoting the importance of the government's acting through its organs, ministries, offices and institutions, to spread the topic throughout the country, an action which is now incipient and flawed.

In this context, it is also observed that, although the number of GI registries in the country has increased significantly in the last years, the commitment and motivation of the local actors in the implementation of a GI is still an aspect that needs to be strengthened (Velloso, Bruch, Cadori & Locatelli, 2010). Thus, according to Krucken (2009), the local values and qualities present in the products need to be translated and communicated in accessible language to consumers living in other contexts. For this reason, investing in communication can reduce the opacity of the product in the eyes of consumers, making relationships more transparent.

In addition, the cultural dimension and the knowledge embedded in the manufacture of artifacts are often not explicitly communicated in the products, nor is it targeted by the advertising of the product or of the place that produces it. Informing consumers about a traditional way of making something is fundamental for the preservation and appreciation of the tradition and history of the products, distinguishing and praising the communities that produce them, as well as their regions of origin, which in turn, attracts more and more visitors and people interested in the local product or in the unique characteristics of the producing territories (Krucken, 2009). In some cases, this has been occurring in parallel due to the listings made by IPHAN, as previously mentioned. This could be better capitalized if there was a joint disclosure with the GIs, allowing a greater differentiation and consequent valorization of the products and the territory in which they are produced.

According to Krucken's (2009) suggestion, design is a very valuable tool to support actions at different levels, guiding innovation strategies that enhance economic and social development, respecting the culture and traditions of the products as well as valuing the territories, promoting and developing products and services with strong symbolic and emotional associations, using the conveniences that GI registries provide. Hence, the varied perceptions and points of view of the actors involved in the production and consumption can be an enriching source for renewal, through actions aimed at promoting products and territories, in a collective and distributed manner, actions which can be verified next.

Figure 4: Design Actions for the Communication of Local Products.



Source: Designed by the authors (2017) based on Krucken (2009).

From what has been exposed and from the actions discussed in Figure 4, it can be stated that the power of advertising and the media to construct an image should not be overlooked because many consumers can quickly grasp the idea of a specific space and determine whether this is the message conveyed by the advertisement (Barjolle ET AL., 1998). All the aspects discussed by Krucken (2009) in his figure should be taken into account, because with these actions, local products can be communicated in a significant way and the territories can be more appreciated.

Thus, the relevance of this research is based on the fact that territorial brands, geographical indications and all the correlation that exists between the territory and these concepts, which could function as a strategic tool for promoting the development of the territories, are being neglected, harming the potential to bring significant dimensions to these territories and the products that represent them. Therefore, more in-depth studies should be conducted on the use of GIs as an element of differentiation and valorization of products. Also, actions should be undertaken to create in the government and in the associations and entities related to GIs in Brazil the desire to advertise and value them, thus allowing a greater dissemination of this concept, in order to educate consumers and producers on their importance and the whole culture, knowledge, originality and complexity they represent.

REFERENCES

- Aurier P., Fort F. & Sirieix L. (2005). Exploring terroir product m earnings for the consumer. *Anthropology of food*, 2005.
- Barjolle, D., Boisseau, S. & Dufour, M. (1998). *Le Lien au Terroir: Bilan de Travaux de Recherche*. Institut d'Economie Rurale. Antenne Romande, Lausanne, Switzerland.
- Bérard L. & Marchenay P. (2004). *Les Produits de Terroir: Entre Cultures et Règlements*. CNRS Editions: Paris.
- _____. (2007). *Produits de Terroir: Comprendre et agir*. França: Centre National de la recherche scientifique.
- Bertozi, L. (1995). Designations of origin: quality and specification. *Food Quality and Preferences*. (06): 03, 143-147.
- Biz, A. A & Ceretta, F. (2008). Modelo de gerenciamento do fluxo de informação dos portais turísticos governamentais uma abordagem teórica. *Revista Turismo Visão e Ação*. (10): 03, 399 – 414.
- Bonnemaison, J. (2002) Viagem em torno do território. In: Correa, R. L. & Rosendahl, Z. *Geografia Cultural: um século*. Rio de Janeiro: EdUERJ.
- Bowen, S. & Zapata, A. V. (2009). Geographical indications, terroir, and socioeconomic and ecological sustainability: The Case of Tequila. *Journal of Rural Studies*. (25): 01,108-119.
- Brodhag, C. (2000) Agriculture durable, terroirs et pratiques alimentaires. *Courrier de l'environnement de l'INRA*. (40).
- Bruch, K. L. & Areas, P. (2011). Políticas Públicas em signos distintivos: a promoção do desenvolvimento como liberdade por meio das indicações geográficas e marcas coletivas aplicadas ao estudo de caso da Associação Catarinense dos Produtores de Vinhos Finos de Altitude ACAVITIS. In: Boff, S. O. & Pimentel, L. O. (Org.). *A proteção jurídica da inovação tecnológica. A proteção jurídica da inovação tecnológica*. Passo Fundo - RS: EdIMED, 129-146.
- Calliari, M. A. C.; Chamas, C. I.; Bainain, A. M.; Carvalho, S. P.; Salles-Filho, S. L. M. & Silveira, J. M. F. J. (2007). Proteção às Indicações Geográficas: A Experiência Brasileira. Seminário Latino-Iberoamericano de Gestion Tecnológica – ALTEC. *Anais...* XII. Buenos Aires, Argentina.
- Costa, E. R. C. (2014). As indicações geográficas (IGs) como elementos fortalecedores para a atividade turística. *Revista Turismo e Práticas*. (03): 01, 25-50.
- D'Alexandria, M. A. B. (2015). *O Marketing Territorial nas Indicações Geográficas: um estudo da denominação de origem Vale dos Vinhedos*. Dissertação (Mestrado em Geografia). Programa de Pós Graduação em Geografia, Universidade Federal da Bahia, Salvador, Bahia.
- Dekhili, S; Sirieix, L & Cohen, E. (2011). How consumers choose olive oil: The importance of origin cues. *Food Quality and Preference*. (22): 08, 757–762.
- Dias, R. (2005). *Introdução ao Turismo*. São Paulo: Atlas.
- Gehlen, I. & Riella, A. (2004). Dinâmicas territoriais e desenvolvimento sustentável. *Sociologias*. (06): 11, 20-26.

- Giesbrecht, H. O. (Coord.). (2011). *Guia de implementação de indicações geográficas: orientações para o desenvolvimento de projetos para o reconhecimento de uma indicação geográfica no INPI*. Brasília: SEBRAE, INPI.
- Glass, R. F. & Castro, A. M. G. (2008). As indicações geográficas como estratégia mercadológica no mercado de vinhos do Distrito Federal. *Organizações Rurais & Agroindustriais*. (10): 02, 189-202.
- Ilbery, B. & Maye, D. (2005). Alternative (shorter) food supply chains and specialist livestock products in the Scottish-English borders. *Environment and Planning*. 37: (05), 823- 844.
- INPI – Instituto Nacional De Propriedade Industrial. (2017). *Indicação Geográfica*. Disponível em: <<http://www.inpi.gov.br/menu-servicos/indicacao-geografica>> . Acesso em: 19 ago. 2017.
- Krucken, L. (2001). *O processo de valorização de produtos alimentícios através das denominações de origem e qualidade: uma abordagem de gestão do conhecimento*. Dissertação (Mestrado em Engenharia de Produção). Programa de Pós-graduação em Engenharia de Produção, Universidade Federal de Santa Catarina, Santa Catarina.
- _____. (2009). *Design e território: valorização de identidades e produtos locais*. São Paulo: Nobel.
- Leal, R. E. S. (2006). Visitando o nordeste na web: um estudo sobre a comunicação dos portais e sites turísticos governamentais. Dissertação (Mestrado em Comunicação). Programa de Pós Graduação em Comunicação, Universidade Federal de Pernambuco, Recife, Pernambuco.
- Lemos, A.; Mamede, J.; Nóbrega, R.; Pereira, S. & Meirelles, L. (2004). Cidade, tecnologia e interfaces: análise de interfaces de portais governamentais brasileiros. Uma proposta metodológica. *Revista Fronteiras - Estudos Midiáticos*. (06): 2, 117-136.
- Lovera, V. (2016). *Gastronomia, regionalidade e identidade na Serra Gaúcha*. Dissertação (Mestrado em Letras, Cultura e Regionalidade). Programa de Pós Graduação em Letras, Cultura e Regionalidade, Universidade de Caxias do Sul, Rio Grande do Sul.
- Manzini, E.; Meroni, A. & Krucken, L. (2006). Relação entre produto, território e consumidor. Visibilidade e comunicação entre local e global. Seminário Internacional Biodiversidade, cultura e desenvolvimento: crises de uma relação, novas oportunidades. *Anais...* Curitiba, Paraná.
- Nicolas, F. & Valceshini, E. (1993). Agro-alimentaire et qualite: questions aux sciences sociales. *Économie Rurale*. (217): 01, 5-11.
- Reis, L. L. M. (2008). *Indicação de procedência: uma nova dimensão da competitividade para o território da APAEB Valente*. Dissertação (Mestrado em Desenvolvimento Regional e Urbano). Programa de Pós-graduação em Desenvolvimento Regional e Urbano, Universidade Salvador, UNIFACS, Bahia.
- Rodeghero, C.; Müller, I. F. & Bruch, K. L. (2015). Políticas Públicas de incentivo às indicações geográficas como forma de promoção de desenvolvimento como liberdade. In: Vieira, A. C. P. & Bruch, K. L. *Indicação Geográfica, Signos Coletivos e o Desenvolvimento*. Editora IBPI Europa.
- Silveira, J. S. (2009). *A multidimensionalidade da valorização de produtos locais: implicações para políticas públicas, mercado, território e sustentabilidade na Amazônia*. Tese (Doutorado em Desenvolvimento Sustentável). Centro de Desenvolvimento Sustentável, Universidade de Brasília: Brasília.

- Tadini Junior, A. B. C. (2007). *Marketing Territorial como Instrumento do desenvolvimento local: Os casos de Bento Gonçalves (RS) e Tiradentes (MG)*. Dissertação (Mestrado). Pontifícia Universidade Católica do Paraná. Curitiba.
- Tibério, M. L.; Cristóvão, A. & Fragata, A. (2001). Produtos tradicionais e construção da qualidade: o caso das designações protegidas Salpicão de Vinhais (IGP) e Linguiça de Vinhais (IGP). Colóquio Hispano-Português de Estudios Rurales: La Multifuncionalidad de los Espacios Rurales de la Península Ibérica. *Anais... IV*; Santiago de Compostela.
- Trigueiro, C. M. (1999). *Marketing & Turismo: como planejar e administrar o marketing turístico para uma localidade*. Rio de Janeiro: Qualitymark.
- Valente, M. E. R.; Perez, R.; Ramos, A. M. & Chaves, J. B. P. (2012). Indicação geográfica de alimentos e bebidas no Brasil e na União Europeia. *Ciência Rural*. (42): 03, 551-558.
- Vargas, I. C. S. (2008). *Indicações geográficas do Brasil: possibilidades para os produtores inseridos na área de proteção ambiental do Ibirapuitã- RS*. Dissertação (Mestrado em Extensão Rural). Centro de Ciências Rurais, Universidade Federal de Santa Maria, Rio Grande do Sul.
- Velloso, C. Q. (2008). *Indicação geográfica e desenvolvimento territorial sustentável: a atuação dos atores sociais nas dinâmicas de desenvolvimento territorial a partir da ligação do produto ao território (um estudo de caso em Urussanga, SC)*. Dissertação (Mestrado em Agroecossistemas). Centro de Ciências Agrárias, Universidade Federal de Santa Catarina, Santa Catarina.
- Velloso, C. Q. V.; Bruch, K. L.; Cadori, A. A. & Locatelli, L. (2010). Identificação dos produtos potenciais e organização dos produtores. In: Cerdan, C. M. *et al.* (Org.). Curso de propriedade intelectual & inovação no agronegócio: Módulo II, indicação geográfica. 2. Ed. Brasília: MAPA, Florianópolis: SEAD/UFSC/FAPEU, 94-129.
- Von Dentz, B. G. Z. (2017). A produção artesanal de comida tradicional como patrimônio imaterial: perspectivas e possibilidades. *Revista RIVAR*. (04): 11, 92-116.