

**INCREASING THE AWARENESS, THAT
GEOGRAPHICAL INDICATIONS ARE
CONSIDERED TO BE AN ESSENTIAL
COMMODITY AS WELL AS AN INTEGRAL PART
OF SOCIAL AND CULTURAL HERITAGE**

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10th EUSAIR Forum

Georgioupolis, Crete

6-7 May 2025






What does the Geographical Indications of a products represent in terms of cultural heritage, as well as from sociological, economic, and tourism perspectives?

CONTEXT – CURENT SITUATION ON THE TOURISM MARKET:

- Digital Transformation
- Rising Middle-Class Travelers
- Sustainable and Experiential Tourism
- Culinary and Food Tourism
- Health and Wellness Tourism
- Sustainable Development Goals 2030 (SDG)
- EU Strategy for the Adriatic and Ionian Region Action Plan
- Over tourism, seasonality, lack of working force...



What does the Geographical Indications of a products represent in terms of cultural heritage, as well as from sociological, economic, and tourism perspectives?

Indications of geographical origin are the common title for two types of products: appellation of origin and geographical indication, which determine the natural products (water, stone, etc.), agricultural products (cabbage, onions, raspberry, etc.), food products (cheese, sausage, olive oil, etc.), industrial products (beer, etc.), products of home craft (kilim, embroidery, etc.) and services (Čigota, and similar).

Certain products represent part of the tradition and national identity, the thing that makes one nation or state recognizable in the world (French wines and cheeses, Belgium beer and chocolates, Swiss watches, Italian shoes and Parmigiano-Reggiano cheese..., Kalamata Olive, Feta cheese and other products from Greek.

Serbia has 67 products with GI (Homolje honey, Leskovac homemade ajvar, Plum brandy-Šljivovica, Sirogojno sweaters, Pirot kilim and Pirot flattened sausage, Zlakusa pottery, Arilje raspberry, Oblačina cherry.....

What do the Geographical Indications of a products represent in terms of cultural heritage, as well as from sociological, economic, and tourism perspectives?

- Cultural approach of GI - are essential for protecting traditional knowledge and ensuring the authenticity of regional products. These products are carriers of tradition, identity, history and culture of remembrance of specific communities.
- Sociological approach of GI - strengthen community cohesion, fostering a sense of pride and identity among local populations, personal satisfaction of the producer: „I am valuable“, „I work and I am part of the association, the project“...“My work is appreciated“
- Economy approach of GI - a positive impact on local development and rural development as they allow for the valorization of intangible elements of territorial development, increase of sales value and export of those products, serve as flagships for the traditional culinary heritage of regions and as economic drivers for the national agro-food sector
- Tourism approach of GI - Tourists often seek authentic experiences, and visiting regions known for their specific products can provide just that, local TO organize workshops for tourists, events, local gastronomic routes (paths), degustation and interactive activities - preparing preserves).



How is awareness raised within the local community about the importance of products with Geographical Indications?

- Training and workshops for producers
- Development of a GI strategy with specific recommendations based on product diversification and sales, aimed at supporting local tourism development and contributing to the growth of tourism in the region
- Regional and transnational networking focused on GI products
- Export opportunities and participation in cross-border projects – challenges and prospects

Promotion of products with Geographical Indications in tourism – examples in Serbia-Pirot kilim



Kilim Fest

Promotion of products with Geographical Indications in tourism – examples in Serbia-Pirot Flattened Sausages Fair



Promotion of products with Geographical Indications in tourism – examples in Serbia-Leskovac ajvar, Event “Meet Me at the Jar:Ajvar Showdown”



Promotion of products with Geographical Indications in tourism – examples in Serbia- Plum brandy-Šljivovica, Arilje raspberry...



43
zaštićena srpska
proizvoda na listi
zavoda za intelektualnu
svojину

3
naša brenda
dobila međunarodnu
oznaku kvaliteta
- HOMOLJSKI MED
- VINO „BERMET“
- LESKOVAČKI AJVAR

Na listi zaštićenih
pored ostalih
na našem tržištu su :

- UŽIČKI PRŠUT
- SREMSKI KULEN
- VALJEVSKI DUVAN-ČVARCI
- SJENIČKI SIR
- FUTOŠKI KUPUS
- ARILJSKA MALINA

Kontrolna markica izdajaju svoje proizvode od ostalih





Conclusion

- **Develop a national-level Business strategy to protect GI products and producers, focusing on sustainable development, management, monitoring, control, and evaluation.**
- **Create and implement an effective Branding strategy based on GI products.**
- **Ensure a fair pricing policy for GI products.**
- **Adhere to international standards and criteria related to sustainable development and the use of cultural and natural heritage in relation to GI products.**
- **Support GI producers through national and European funds as a protective measure for GI products and producers.**
- **Foster networking and collaboration at both national and international levels.**
- **Develop a common regional product based on GI products.**

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Thank you