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The Topic Not Included in Geography Curriculum in Turkey: Geographical Indications

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Abstract

Almost all countries periodically review and discuss their educational systems and their content due to the growing importance attached to educational activities. The goal here is to allow the use of innovative and different methodologies and to reflect scientific advances and social developments and innovations on school life which is one of the main dynamics of society. However, there are some topics that are never included in teaching curriculums although their content is directly related to the other topics in the curriculum. One of these topics is *Geographical Indications (GI)*. Literature shows the fact that one of the most crucial parts of country and regional development both in scientific and political areas is rural development as emphasized in all platforms. The simplest way to ensure rural development is to make use and market the goods and values produced in rural environments. Based on this, it can be claimed that protecting the goods via GI, which aims to ensure the protection of goods which possess a certain reputation, is actually protecting the producer. Providing value for the product in markets will satisfy the producer in economic terms and the area will develop since the producer will not leave the present location. Therefore, the economy of the country will also benefit. Since GI does not only aim to protect the producer but also the consumer; the producer, consumers and all people in a nation will benefit from this protection. Although it is a rather well established process historically, such a significant program which has come to the fore in the past 30 years in our country is not directly or indirectly included in geography curriculums in Turkey. This study which utilized document review, a qualitative research method, addresses the topic of GI and presents suggestions as to how GI can be included in Secondary School Geography Curriculum for 11th and 12th grades and what learning outcomes it can entail.

Keywords

Geography Curriculum; Geography Teaching; Geographical Indications; Sustainable Rural Development

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Geographical Indications

Almost all parts of the world are affected from the development process of international trade and increased competition albeit with varying degrees. Both the issues of fair trade and “protecting the different” in terms of similar goods have recently become topics of interest. Based on this, the concept of “Geographical Indications” was born to protect not only the names of products but also their aromas, colors and qualities to transfer local and traditional goods to next generations in order to ensure rural development.

The concept of Geographical Indications was first defined in Article 22 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) in 1995 as an industrial property right. According to this definition; “geographical indications are indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin” (TPTO-Turkish Patent and Trademark Office, 2015).

In Turkish Legislation, the main regulation is provided with the Decree-Law No. 555 on the protection of Geographical Indications. In article 3 of this Decree Law, geographical indication is defined as the “indication that points to the origin of a product that possesses a specific quality, reputation or other characteristics attributable to that place, area, region or country of origin”. According to this definition, the product should originate in a place, area or region, or in exceptional cases a country, the geographical boundaries of which have been defined, the quality or characteristics of the product should be essentially or exclusively due to the inherent natural and human factors of the place, area or region and the production, processing and preparation of the product should take place within the defined boundaries of the place, area or region. According to Article 1 of Decree-Law No. 555, natural, agricultural, mining and industrial products and handicrafts under geographical indications are the subject geographical indication provisions (TPTO, 2015).

While all world economies are striving to become significant parts of globalized trade during the last two centuries, the range of traditional goods has become scantier and local/exclusive products have started to turn into global common goods. This fact has created negative conditions for countries which strive to strengthen local economies and develop rural areas. Various local-traditional products possessed by Turkey which has been able to reflect the richness of her physical geography to human and cultural geography are also subjected to extreme losses in this unjust and wrongful global competition (Gökovalı, 2007; Çalışkan & Koç, 2013).

There are strong ties between local products -significant parts of local culture- and the region in which they are produced. Legal arrangements have been undertaken in local and global scales by many countries to protect these products from counterfeits and to eliminate unfair competition. “Geographical indications”, one of these legal arrangements, have been included in our lives only in the last 30 years. Actually, this

concept aims to contribute to the protection of the “local” among well-known global goods.

While geographical indication is regarded as a new concept, laws of protection for brand names in global scale have been extensively used since the industrial revolution. The first important step that established the foundation for geographical indication was the Paris Convention dated March 20, 1883. In 1958, Lisbon Agreement that included 17 European countries focused only on “protection of appellations of origin and their international registration”. In this context, 170 products were registered and announced in the first stage. Documents by World Trade Organization dated 1994 related to commercial aspects of rural property rights” included “geographical indication” and reported that geographical indication is a specific and separate property right recognized by 149 countries and used communally (Dünyagıda, 2017).

Paris Convention was completed by an Interpretative Protocol in 1891. The convention was revised at Brussels in 1900, at Washington in 1911, at The Hague in 1925, at London in 1943, at Lisbon in 1958 and at Stockholm in 1967. Some provisions of Paris Convention are specifically related to indications of origin and appellations of origins/trademarks. The second paragraph of Article 1 in the Convention cites “indications of origin” and “appellations of origin” among the elements of industrial property. Article 10 includes provisions about protecting origin indications. Article 9 includes sanctions for unlawful use of indications of origin directly and indirectly. (Agreement on Trade-Related Aspects of Intellectual Property Rights, p.319-351).

World Intellectual Property Organization (WIPO) has divided geographical indications to two as “indications of origin” and “appellations of origin”: the term “indication of origin” was used in Paris Convention and in Madrid Agreement for the Repression of False or Deceptive Indications of origin on Goods dated 1981. Neither agreement includes the definition for “indications of origin”. However, the first paragraph of Article 1 in Madrid Agreement states the following “All goods bearing a false or deceptive indication by which one of the countries to which this Agreement applies, or a place situated therein, is directly or indirectly indicated as being the country or place of origin shall be seized on importation into any of the said countries”.

Based on this article, indication of origin can be defined as the indication that refers to the source/origin country of a product or to the location that includes a country. The important thing here is that origin of indication provides the *geographical source*. Indication of origin does not provide source related to the producer firm. In addition, this definition does not necessitate that the product in question possess some specific features and quality that can be obtained in relation to the geographical source. Examples of indication of origin include information on the product, the name of the country or expressions such as “made in...”

The term “appellations of origin” was used in Lisbon Agreement on for the Protection of Appellations of Origin and their International Registration dated 1958. Article 2 of Lisbon Agreement provides the following definition: “In this Agreement, "appellation of origin" means the geographical denomination of a country, region, or

locality, which serves to designate a product originating therein, the quality or characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors”. Based on this definition, it can be argued that appellations of origin are a type of indications of origin cited in Paris Convention and Madrid Agreement. The basic difference here is the necessity for product quality and features of appellations of origin to be associated with the geographical environment. “Bordeaux” for wines, “Noix de Grenoble” for nuts, “Tequila” for hard drinks and “Jaffa” for oranges can be given as examples for appellations of origin under protection (Lackert, 1998).

All of these examples are samples of registered appellations of origin in the framework of Lisbon Agreement. The main function of these appellations is to refer to different locations, regions and countries of the world. But, when these appellations are heard, the first thing that comes to mind is not the geographical locations but the products that are associated with these locations. In this respect, there is a connection interwoven between the reputation of the product and the reputation of the geographical space. This connection introduces us to “geographical indication” term.

In relation to the term of geographical indication addressed in the framework of product-space relationship; Robert L. Stoll answers the question of “what is a geographical indication?” in the following manner: “...First of all, geographical indications are “origins of identity”. It means that they are used to define products that belong to a specific land or a region or an area on that land. Geographical indications are also “indicators of quality”. They help consumers to know that quality, reputation or other characteristics of a product from a specific region are mainly based on its geographical origin. Additionally, geographical indications represent “commercial interests” of a region. Hence, geographical indications exist to support the products of a specific geographical area (Stoll, 1999).

Geographical indications is defined a term that expresses the connection between “product-space” (Lackert, 1998). This definition can be interpreted as a comprehensive term that encompasses various explanations associated with the geographical origin of a specific product. While Lackert (1998) supports the view that “...Florida oranges and New Zealand oysters are not as well-known as Champagne sparkling wine, they should be included in geographical indication category since they refer to a specific geographical area”, he provides examples to promote this comprehensive framework.

WIPO’s distinction between indication of origin and appellation of origin is regarded to be under the umbrella term of “geographical indication” and provides the main components of this term. In short, WIPO’s definition suggests a wide range protection for the appellations and signs that describe both the quality of the product and the fact that the product is produced in a specific location. The reason why this definition includes the symbols is to ensure the definition of products with the help of some symbols without feeling the need to use the name of the region that the products belong. Examples for this include “Eiffel Tower” for Paris, “Tower Bridge” for London and “Bosphorus Bridge” for Istanbul (TSPO-Turkish State Planning Organization, 2000).

TRIPS Agreement (1995) is probably the first international agreement to define the actual meaning of the term “geographical indication”. It is observed that the terms of geographical indication and origin are utilized in Council Regulation (EEC) No. 2081/92. However, internationally, “geographical indication” term was first used in global scale with TRIPS Agreement. In the first paragraph of Article 22 of TRIPS Agreement, geographical indications are defined as indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. This definition is based on the definition of appellations of origin included in Article 2 of Lisbon Agreement. However, it is different from this definition in some other aspects. While Lisbon Agreement does not take the appellations of origin created by indications other than geographical appellations into consideration (for instance a name or an emblem that is not geographical), these indications are included in the definition of geographical indication according to TRIPS Agreement (Agreement on Trade-Related Aspects of Intellectual Property Rights, p. 319-351).

Hence, according to TRIPS Agreement, an indication does not have to carry a geographical appellation in order to be regarded as a “geographical indication”. Additionally, while Lisbon Agreement requires that the quality and characteristics of a product should fully and virtually originate from the geographical area via human and natural factors, the geographical indication definition included in TRIPS Agreement includes products that can be attributed to geographical origin based on their reputation, quality and other characteristics (TSPO, 2000).

Examination of Paris Convention and Madrid, Lisbon and TRIPS Agreements to compare the definitions for indication of origin, appellation of origin and geographical indication terms will show that the most comprehensive term is *indication of origin*. Indication of origin includes both geographical indication and appellation of origin. Since geographical indication has a much narrower definition than that of appellation of origin, it can be argued that all indications of origin are not geographical indication. The relationship between geographical indication and appellation of origin can be explained in the following manner: “all appellations of origin are also geographical indications but all geographical indications are not always appellations of origin”.

As a result, indication of origin is a comprehensive term that includes various expressions associated with the geographical origin of a product. Geographical indication and appellation of origin are terms that are used to associate the reputation, quality and characteristics of a product with its geographical origin (WIPO, 2017).

In addition to appellation of origin and indication of origin, there is also another status called “**traditional specialty guaranteed**”. In order for a product to be deemed traditional, it has to provide at least one of the items cited below (TSPO, 2000):

- ✓ Proving that the product name used to describe the product not included under the framework of appellation of origin or indication of origin has been used at least 30 years in related markets,

- ✓ Proving that the product has been generated with traditional production or cultivation methods or with traditional combinations,
- ✓ Proving that the product has been created from traditional staples or materials,

Examples for traditional specialties are baklava, lokum (Turkish delight), hoşmerim (a sweet made of unsalted cheese), pastırma (cured spiced beef) etc.

Registration of geographical indication and traditional specialties protects everyone that produces and markets goods based on the conditions included in the document of registration. Registration is general to locality, region and country and the right it bestows is not specific to individuals or groups (TSPO, 2000).

Geographical Indication in Turkey

Although not directly related to geographical indications, the first legislation regarding brands/trademarks in Turkey was the “Regulation on Private Brands Specific to Commercial Goods Manufactured in Factories” dated September 20, 1871. The term *private brand* in this regulation meant *distinctive sign*. The concept of geographical indication found its actual and present meaning in Turkey via Decree Law no. 555. Turkish Patent Institute was assigned to implement the provisions of this law. Therefore, the products previously protected via general provisions or provisions on unfair competition were given an effective and specific protection with the help of geographical indication concept (Gürsu, 2008).

Although practice of geographical indication started in Turkey in 1995, there were only 37 registered geographical indications in 2000 (Figure 1). This figure is very low considering the physical and human geography elements of Turkey. According to Coşkun (2001), there were some questions regarding the low figures in those years: Is Turkey a weak country in terms of geographical indication potential? Does the difficulty lie with finding products that can be included in geographical indication category or is the difficulty related to lack of awareness of in relevant sectors of the public? Undoubtedly, Turkey possesses a cultural heritage that dates back to ancient times and a spatial expanse. It may not be accurate to claim that Turkey is poor in geographical indications that are attributed to national values since abundance of natural resources shaped by the geographical location of the country is reflected to the variety of products found in Turkey. The reason for the difference between the number of protected geographical indications and potential geographical values can be explained with the help of many combined factors (Coşkun, 2001).

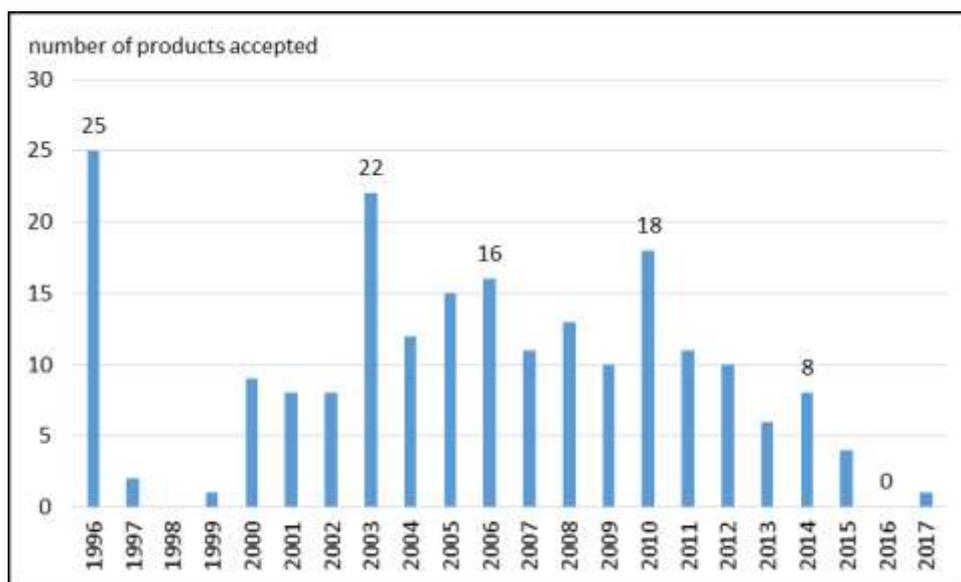


Figure 1. Registration of Geographical Indications in Turkey (1996-2017)

Source: Turkish Patent and Trademark Office

The most significant of these factors is the lack of awareness in public and local institutions regarding the protection of geographical indications. This lack of awareness results from the fact that protection for geographical indications does not provide exclusive rights. While people are audacious about individual rights provided only to them, they tend to stand back about collective rights. This may be related to lack of understanding regarding the welfare that will be obtained when the common benefits of geographical indications are distributed to individuals.

The main goal of registering geographical indications is to protect the products with specific reputations. In this sense, protecting the products protects the producer. Ensuring that the products are valued in markets will economically satisfy producers who will not move away due to economic reasons and therefore contribute to regional development. Hence, the economy of the country will also benefit. Not only producers, but also consumers will benefit from repression of unfair use of geographical indications. Producers, consumers and the whole nation will share the benefits of this common protection (Coşkun, 2001).

The process for registering a geographical indication for a product should not end when the geographical indication is registered. Multi-dimensional benefits should be sought by assessing the dimensions of products with geography indication on rural development. One of the points it should be remembered here is this: registering geographical indication is not sufficient for rural development; it is a process that should be assessed (Kan, Gülçubuk, 2008).

The number of products registered with geographical indications in Turkey is 209 by August, 2017. However, applications for more registrations are under way (Figure 2). However, applications without accurate research for origin and without presenting the different and distinctive aspects of products are lost during the process. The fact that

only 15 of a total of 140 applications to Turkish Patent and Trademark Office were awarded geographical indication in 2004 is most striking example for this (Figure 1.). It is known that lack of information on concepts such as indication of origin, appellation of origin traditional specialty guaranteed generates such outcomes.

But meticulous preparation during application process will eliminate or minimize this confusion. There are 373 other products that are in the process of application by August, 2017. Based on previous experience, it is difficult to predict how many of these will be accepted or rejected at the end of 2017 (TPTO, 2017a).

Geography teaching, one of whose goals is to train students who can raise awareness, aims to educate students that can bring common and traditional values of society to the forefront. Hence, the concept of geographical indication should be directly or indirectly included in the teaching curriculum.

While registered geographical indications are only valid in the country, applications submitted to European Commission can obtain special status outside country borders. In this context, only 3 of the 13 applications submitted to EU Commission from Turkey until August 2017 were approved and registered: Gaziantep Baklava (2013), Aydın Fig (2016) and Malatya Apricot (2017) (EU Commission, 2017).

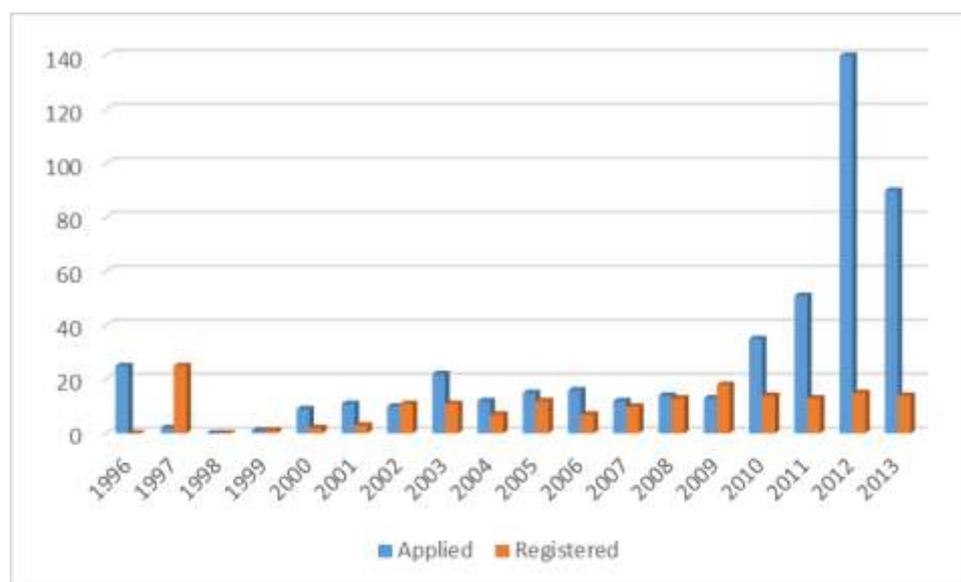


Figure 2. Applications and Registrations of Geographical Indications in Turkey
Source: Turkish Patent and Trademark Office

Significance of Geographical Indication in Terms of Human and Economic Geography

Registration of geographical indication and traditional specialties protects everyone that produces and markets goods based on the conditions stipulated in the document of registration. Registration is general to locality, region and country and the right it bestows is not specific to individuals or groups. The goal of geographical indication and traditional specialty is to protect products with distinctive reputation based on some

general features such as production and source (Turkish Patent and Trademark Office, 2015).

Today, the consumers have become more experienced, informed, selective and tasteful. A new type of tourism focusing on hand crafts and local food among cities and even countries encourages individuals to travel based on ethical consumption, sensitivity to environment and respect to authentic values (Demir and Çevirmen, 2006).

In their work, Arfini, F., Albisu, L.M. and Giocomi, C. (2011) examined the relationship between job opportunities and geographical indications in terms of regional development and found that the job opportunities in the area where Roquefort cheese is produced with the protection of geographical indication increased by 50%. Similarly, Kesici (2012) reported that demands on rural tourism increased based on local food and drink culture. Based on this finding, it is crucial that local products with opportunities to increase rural and local development enterprises should be awarded geographical indication.

For instance, in Turkey, “Balıkesir Höşmerim Tatlısı” (a sweet made of unsalted cheese) for höşmerim, “Kütahya Ceramics” for ceramics and “Adana Kebab” for kebab indicate specific quality for these products. Consumers may prefer the products sold with local names due to trust for the relevant region. Hence, protecting the localities that point to a specific quality and sense of belonging via geographical indication or traditional specialties is crucial to protect the benefits of the local people (Turkish Culture Portal).

Geographical indications will allow local people to penetrate global markets which will lead to regional development (Bowen, 2010). Especially in countries like Turkey which has distinctive qualities in very close distances, each locality has specific products but people in rural areas cannot transform this rich variety into economic gain. However, some of these products can now be found in the shelves of markets. Some of these products that have gained immense reputation as a result of global markets are sold with no contact to the actual region they originated from (Coşkun, 2001; Josling, 2006).

Methodology

The study utilized document review method which is a qualitative research method. Document review method includes the analysis of written materials that provide information on the concept or events targeted in the framework of the study (Yıldırım and Şimşek, 2016). Since the study required detailed examination of Secondary Education Geography Curriculum (Turkey), document review method was preferred as a suitable method.

Content analysis, aims to arrive at concepts and relationships that can explain the obtained data. Data that are summarized and interpreted in descriptive analysis are processed in more depth in content analysis and the themes and concepts that are not found via descriptive approach can be discovered with this analysis. For this purpose, it

is necessary first to conceptualize the data, arrange them in a logical manner and identify the themes that explain the data (Yıldırım and Şimşek, 2016).

The study was based on Geography Curriculum implemented for high schools in Turkey. Learning domains, acquisitions, activities, skills, values and assessment and evaluation techniques in the curriculum related to geographical indications were identified based on the goals of the study.

The researcher utilized the steps provided below:

- First of all, the program was examined in terms of acquisitions and it was ensured that the identified acquisitions were directly related to geographical indications and products with geographical indications. At this stage, it was ensured that indirect connections were not overlooked.
- Distribution of identified acquisitions (one is 10th grade, 3 are 11th grade and 5 are 12th grade) was determined according to class levels, learning domains and geographical skills.
- The activities associated with the identified acquisitions were examined. Distribution of identified activities was determined according to class levels and learning domains.
- Semantic analysis table was used to present the associations between the identified acquisitions and assessment-evaluation techniques.

Findings

The Relationship between Geographical Indications and Acquisitions in Geography Curriculum

The expression included among the general goals of Geography Curriculum that “geography develops awareness to stake out a claim to one’s country and spatial values of the world starting with the immediate environment” aims that geography students learn about many spatial characteristics (MoNE, directorate General for Secondary Education, 2017). Since geographical indications express social and national values, they may be regarded to have a direct relationship to the goal of “assimilating the significance of acquiring awareness for one’s homeland”.

Analysis of the figures that represent acquisitions (For instance: 10.1.17): the first figure (10) points to the class in which the acquisition is taught. The second figure (1) points to unit number. The third figure (17) is the number of acquisition.

When the suitability of content is examined in terms of acquisitions;

- 10.1.17. The activity presented in relation to the acquisition “*Analyses the distribution of plant communities in Turkey based on habitats*” focuses on *the significance of distribution, importance and need for protection for endemic and relict plants*. In the same vein;
- 11.1.1. The activity provided under the acquisition of “*Explains the factors that affect the formation of and decrease in biodiversity*” focuses on *collecting*

information on the work to protect biodiversity and prepare a public service ad individually or in groups to raise awareness in public in relation to the protection of biodiversity.

- 11.2.16. Activities related to the *distribution of main agricultural products of Turkey and the significance of competence for countries in agricultural production* are included under the acquisition of “*explains the importance of agriculture in Turkish economy*”.

Some of the geographical conditions that generate the local products which are the main sources of products with geographical indication are the physical conditions such as climate, soil, topography, hydrography and bio-geography. Other conditions are related to social and cultural conditions (human conditions) and they are human skills based on traditions and customs transmitted from the depths of history that are transferred from generation to generation (Soykan, Efe, Sönmez and Cürebal, 2015).

In terms of these activities, plants that are used to obtain the products with geographical indication registration such as Aydın Fig, Bodrum Mandarin, Gemlik Olive, Aydın Chestnut, Bayramiç Apple, Çağlayanerit Wanut, Çay District Sour Cherry, Çelikhan Tobacco, Çimin Grape, Diyarbakır Watermelon, Ege Fig, Finike Orange, İpsala Rice, Isparta Rose, Malatya Apricot, Maraş Pepper, Mut Apricot, Siirt Pistachio, Taşköprü Garlic can be used in in-class activities and in textbooks and students can be asked to identify similar products in their own regions (TPTO, 2017b). Hence, both creating awareness and developing the spirit of entrepreneurship in students can be aimed.

While the geographical skills provided in relation to these acquisitions are observation and map skills, values such as responsibility, self-control, love of nature and patriotism suggested in the curriculum can be directly associated with geographical indications.

- 12.2.1. Activity of *including the effects of economic activities such as agriculture, industry and service on social and cultural life* provided under the acquisition of “*Analyses the dominant economic activity type in a region in terms of its effects on social and cultural life*” can be explained by using Afyon, a city with geographical indication, as an example and by doing activities that include the factors behind registering the heavy cream, sausage, pastrami and the marble of the city for geographical indication. Similarly, the relationship between having geographical indication registration for baklava, beyran (a specialty soup specific to the city), pistachio and yuvarlama (soup made with chickpeas and small mince dumplings) and the cultural structure of the city can be examined.
- Similarly, the relationship with the Mardin Stone with geographical indication and the construction, culture and tourism value of Mardin City can be examined.
- 12.2.11. The activity related to *commercial practices and the significance of cyber security in e-commerce* provided under the acquisition of “*Explains the impact of trade centers on commercial products and their direction of flow*” can be done by

focusing not only on cyber security but also on the ethical dimensions in the retail of local goods. Therefore, the awareness that local goods are valuable only with local producers will be instilled in students.

- Also the activity may include information about the facts that unique aromas and flavors of foodstuff are lost and they even become health risks due to mass production in the form of fabrication and plantation, extensive use of chemicals and fertilizers and the changes made to genetic structure especially in developed industrial societies in the last half century. Hence, developed societies are gravitating towards agricultural products titled “natural, ecologic or organic” products grown under natural conditions (Soykan, Efe, Sönmez, & Cürebal, 2015). That’s the path to geographical indication for local products. Geography students are expected to have awareness related to this issue.
- 12.2.13. The acquisition “*Analyses foreign trade of Turkey and the position of the country in world markets in terms of commercial products*” aims higher order learning and requires activities centered on analysis. Hence, the activity related to *emphasizing the significance of commercial products and commerce on Turkish economy* was added to this acquisition. It is necessary to identify registered products in national and international markets during this activity.

The value that accompanies this acquisition is the value of *honesty*. Here, the students may be asked to make use of proofs and utilize geographical observations skills in their research on goods acclaimed in international markets such as baklava, lavash (thin bread), coffee and döner kebab for which other countries lay claims to from time to time in media.

- 12.2.14. The two activities that accompany the acquisition “*Explains the relationship between the natural and cultural symbols of Turkey with spaces*” are related to *the impact of natural and cultural symbols on the sense and perception of space and the natural and cultural values that symbolize natural entities and cities of Turkey included in the world heritage list*.

When these are examined carefully, it is seen that not only the products in the natural and cultural heritage list, but also the ones with geographical indications are used to represent space. For instance, in addition to Safranbolu houses, Saffron flower with geographical indication is used in the symbol of Safranbolu town. Again, the logo of Isparta province includes roses with geographical indication and the logo of Uşak province includes carpet (Figure 3).

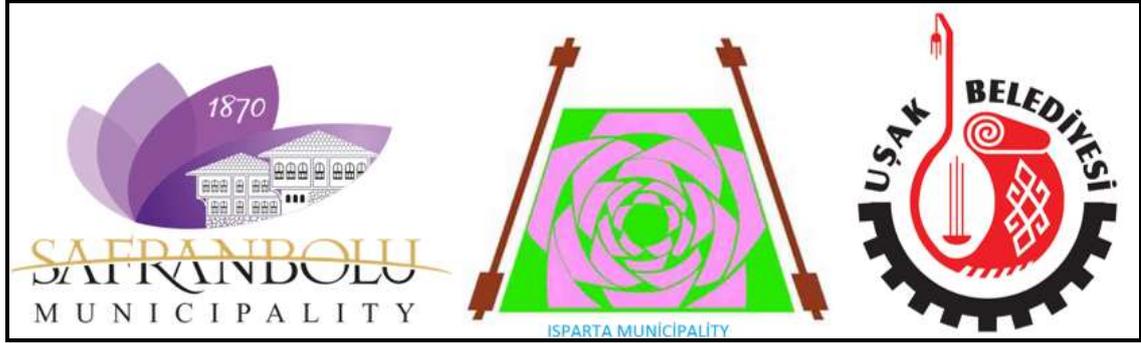


Figure 3. Safranbolu, Isparta and Uşak Provinces Logos

Sources: Official web pages of municipalities

- 11.2.18. The activities included with the acquisition “Assesses effective use of mining and energy sources in Turkey in terms of their contribution to economy” may include the information that Afyon Marble, Denizli Travertine, Eskişehir Sepiolite, Oltu Stone and Mardin Stone have geographical indication and students may be asked to write compositions regarding the effects of these products on local and country economy. Also, students may be asked to utilize geographical questioning skills to do research on the other resources that can generate similar values (Figure 4, 5).



Figure 4. Mardin Stone and Historic Mardin Houses

Sources: seanationalheritage.com



Figure 5. Sepiolite (Eskişehir) and Oltu Stone (Erzurum)

Sources: Yeni Şafak, tesbihane.com

- 12.4.4. The activity related to *showing sensitivity towards the threats to common natural and cultural heritage* provided in relation to the acquisition “*Explains the threats towards common natural and cultural heritage*” should give students awareness on products with geographical indication and products that have the potential to receive geographical indication since they will transmit the local to the big picture and they have economic and social value as well as cultural value for Turkey.

Conclusions and Recommendations

Geography Curriculum which aims to equip students with geographical knowledge and skills that can be effectively used in their future lives has incorporated many innovative topics as a result of updates and revisions.

One of the most striking of these is the acquisition 11.2.6. which reads “Differentiates the Turkish cities based on their functions” because this acquisition includes the activity on “Slow Cities” with examples from Turkey. Slow City practices have been in our lives since 1999 but were not included in teaching programs before. It is imperative to include current issues in curriculums and the lateness regarding the inclusion of this topic should be criticized.

It is an important shortcoming that Geography Curriculum revised in 2017 does not include the topic of Geographical Indications since they are used in the last 30 years in our country and they have a significant place worldwide. As a matter of fact, geographical indications and traditional specialties are not only local cultural values but they also mediate rural development and contribute to the economy of the country as a collective right by adding the power of marketing to the product and protecting the real producers (Rangnekar, 2004; Kan, Gülçubuk, 2008; Gökovalı, 2007; Bowen, 2010). Also, this protection ensures repression of counterfeit productions and prevents potential losses in the gains of real producers.

One of the goals and advantages of protecting geographical indication and traditional specialties by registration is to prevent the use of registration expressions on counterfeit products without these qualities and protect the consumers. Hence, the reputation of the registered product cannot be used unlawfully and the consumers are better protected.

Also, geographical indication and transitional specialties are crucial to protect the culture as well. They aim to protect productions that are specific to regions and prevent extinction. While National Geographical Indications Strategy Paper and Action Plan include “emphasis on education to raise awareness for the significance of geographical indication at all levels”, this topic is still not included in geography curriculums and textbooks although the real addressee here in terms of education is geography curriculums.

Although the topic of geographical indications is not included in geography curriculums in Turkey, geography teachers should teach students the significance and value of geographical indications indirectly at a socio-economic scale utilizing the acquisitions related to the topic.

Teachers should emphasize the significance of geographical indications while teaching sustainable development themes included especially in 11th grade topics (Demirbaş, 2011). Geography teachers may assign students relevant research about geographical indications in order to create awareness for local values in close vicinity.

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