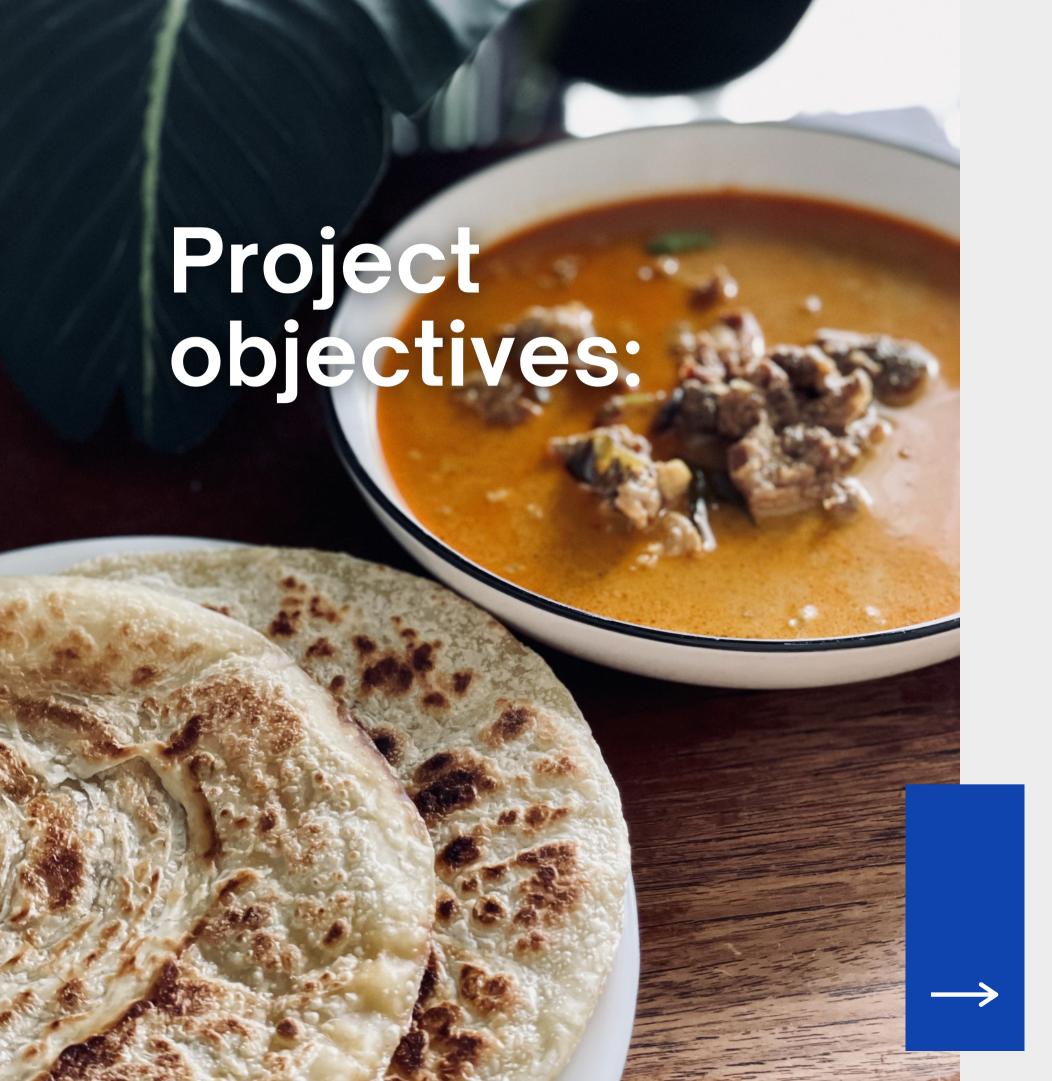# Intellectual Property and Gastronomic Tourism:

Promoting the Development of Gastronomic Tourism through Intellectual Property

Brief description:

The project seeks to promote intellectual property (IP) related to culinary traditions (food and beverages) for use in the tourism sector in Malaysia. The ultimate goal of the project is to stimulate economic activity in the tourism sector in Malaysia.

The project is implemented by the Intellectual Property Corporation of Malaysia (MyIPO) in partnership with the World Intellectual Property Organization (WIPO).

Project objectives:

→ **DISCOVERY PHASE**
Allow the mapping, development and sustainable use of culinary traditions in Malaysia;

→ **IDENTITY PHASE**
Strengthen the capacity of economic operators linked to the gastronomic tourism sector and national authorities, to use and take advantage of IP tools and strategies;

→ **EXECUTION PHASE**
Raise awareness of the advantages that the use of IP can bring to gastronomic tourism activities.

Stakeholders of the project:

○ The stakeholders are those actors of the gastronomy, tourism and intellectual property sector who will participate in the project in various forms, or who will directly benefit from the project.

○ Gastronomy industry stakeholders play a key role in providing high quality services to tourists by meeting their specific needs. Hence, they could greatly benefit from the strategic use of the IP system in their activities.

○ For instance, chefs could use trademarks, trade names and advertising slogans to market the products and services offered in their restaurants and could even own copyrights to the original wording of their menus. Suppliers (e.g. farmers) of the items used by chefs could also benefit from the IP system through the use of collective marks, certification marks, appellations of origin, plant varieties, and traditional knowledge and folklore, among other things.

Interested to participate?

Please contact us!

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