



TWO-DAY NATIONAL CONFERENCE ON
GEOGRAPHICAL INDICATIONS

From
HERITAGE
TO
HOSPITALITY

GEOGRAPHICAL INDICATIONS,
TOURISM & DESTINATION IDENTITY

WHERE GEOGRAPHICAL IDENTITY MEETS LEGAL PROTECTION,
COMMUNITY VALUE & DESTINATION EXPERIENCE



17TH – 18TH
SEPTEMBER 2026



DEPARTMENT OF
TOURISM, HOSPITALITY & LEISURE STUDIES
UNIVERSITY OF KASHMIR



**PROPERTY
PRO LEGAL**

SECURING IDEAS, STRENGTHENING ASSETS

IN ASSOCIATION WITH



HASTIN
RESEARCH

POSSIBLE
.education

FROM HERITAGE TO HOSPITALITY

ABOUT THE CONFERENCE

“Where provenance becomes a place to visit.”

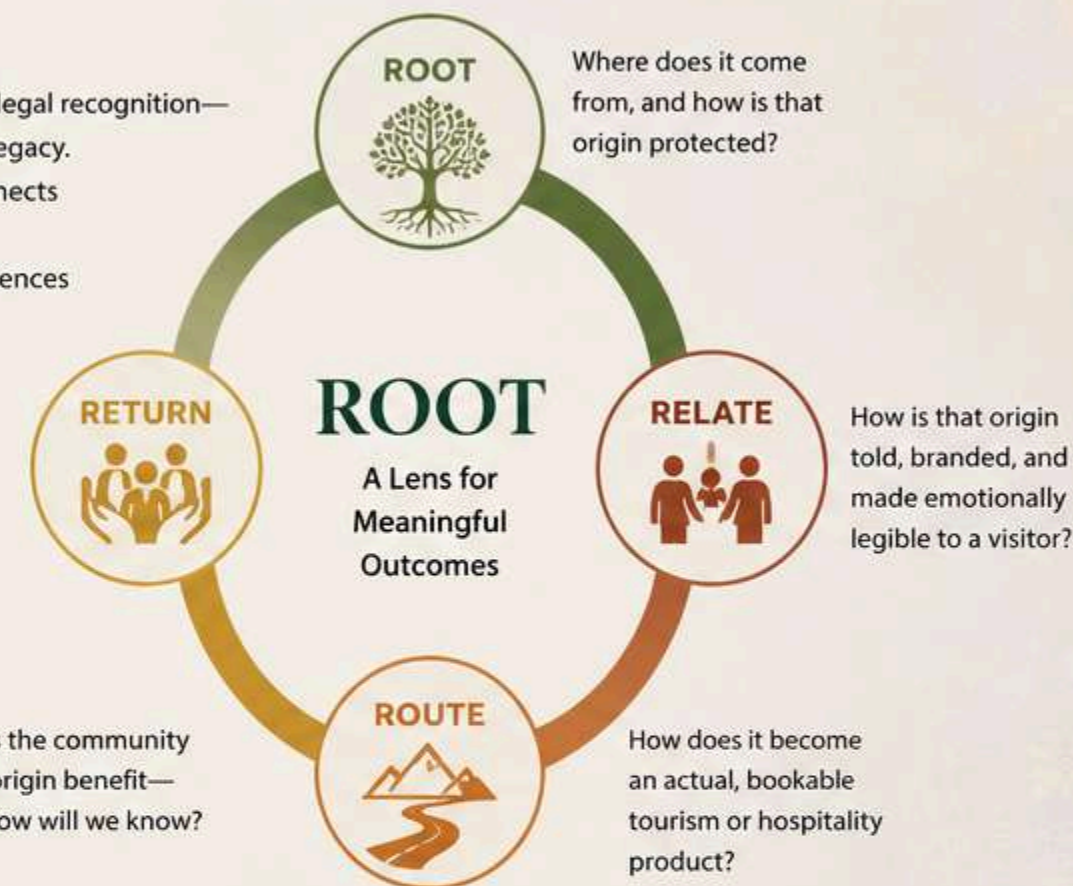
This two-day national conference brings together scholars, policymakers, industry leaders, tourism professionals, and GI stakeholders to explore how Geographical Indications (GIs) can shape destination identity and drive sustainable tourism and hospitality.

THE IDEA

A Geographical Indication (GI) is more than a legal recognition—it is the story of a place, its people, and their legacy. This conference treats GI as a bridge that connects heritage with hospitality, transforming local distinctiveness into memorable visitor experiences and meaningful livelihoods.

OUR APPROACH

We use the ROOT framework to ensure every discussion leads to actionable outcomes for communities, destinations, and policymakers.



KEY DIMENSIONS



HERITAGE

Preserving traditions, stories, and cultural landscapes.



IDENTITY

Building strong brands rooted in authenticity.



TOURISM

Designing experiences that connect visitors with local values.



SUSTAINABILITY

Ensuring economic benefit and cultural continuity.

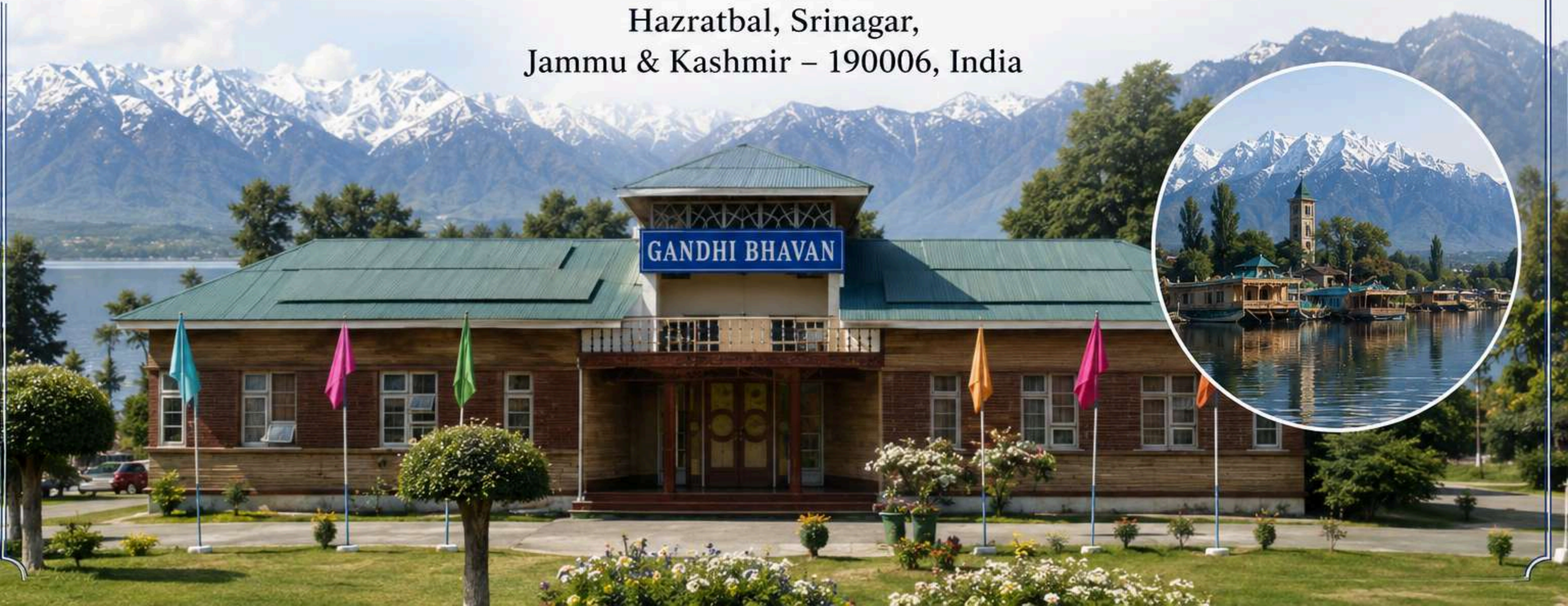
Together, we explore how provenance becomes a place to visit, and how heritage becomes hospitality.



CONFERENCE VENUE

Gandhi Bhavan, University of Kashmir, Srinagar

Hazratbal, Srinagar,
Jammu & Kashmir – 190006, India



CONFERENCE SCHEDULE

DAY 01

TIME	SEGMENT & FORMAT	
09:30 – 10:00		REGISTRATION walk-through and welcome kit
10:00 – 10:30		INAUGURAL SESSION Welcome, VC's address, keynote, felicitation of mentors
10:30 – 11:00		TEA BREAK AND NETWORKING
11:00 – 11:30		SESSION From Heritage to Hospitality: A Global Overview of Heritage, Tourism and Destination Identity
11:30 – 13:00		PANEL How Heritage Can Add to Destination Identity Perspectives, Opportunities and Way Forward
13:00 – 14:00		LUNCH BREAK
14:00 – 15:30		PRODUCER DIALOGUE Moderated dialogue with heritage custodians, industry experts and stakeholders on economic, social, legal and tourism implications
15:30 – 16:00		TEA BREAK
16:00 – 17:30		TECHNICAL SESSION — PAPER PRESENTATIONS
17:30 – 17:45		DAY 1 CLOSE

MODERATED BY:

Dr. Reyaz A. Qureshi
Head
Department of Tourism,
Hospitality & Leisure Studies
University of Kashmir Srinagar

&

Mr. Sanjay Bafna
Director
Hastin Research



17TH – 18TH SEPTEMBER 2026
UNIVERSITY OF KASHMIR, SRINAGAR

GI CONFERENCE

DAY TWO

FIELD VISIT TRACKS

01

PAMPORE
SAFFRON FIELDS



02

KANIHAMA VILLAGE
KANI SHAWL HERITAGE



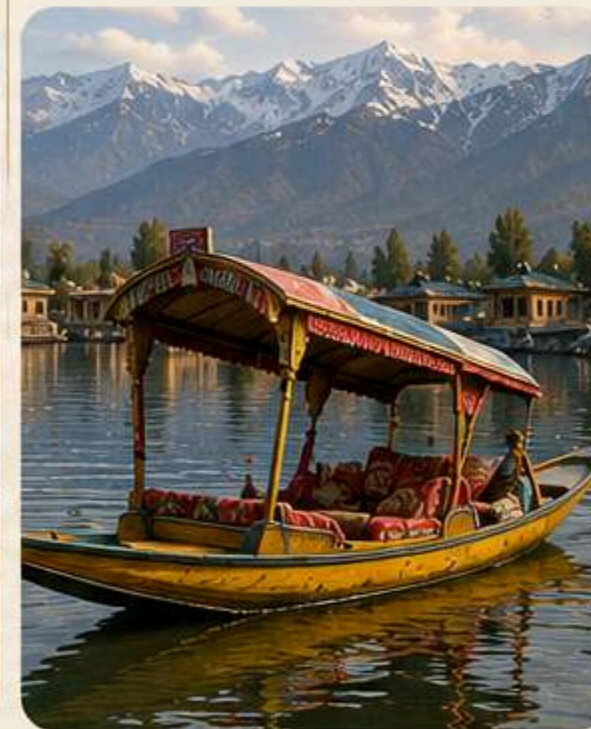
03

DOWNTOWN
CRAFT HERITAGE TRAIL



04

DAL LAKE
SHIKARA EXPERIENCE



PAPER PRESENTATION TRACKS

Scholarly insights. Meaningful dialogue. Lasting impact.

TRACK 1

GI AND CULTURAL HERITAGE

Exploring the role of Geographical Indications in preserving and promoting cultural heritage, traditional knowledge, and heritage landscapes.

TRACK 2

GIS AND RURAL DEVELOPMENT

Examining how GIs contribute to inclusive rural development, livelihood generation, and local economies.

TRACK 3

TOURISM, HOSPITALITY AND DESTINATION IDENTITY

Investigating the link between GIs and destination branding, tourism experiences, and regional identity.

TRACK 4

LEGAL FRAMEWORKS AND POLICY PERSPECTIVES

Analysing legal protection, policy frameworks, and institutional mechanisms for GI registration, enforcement, and governance.

TRACK 5

GI, TRADITIONAL KNOWLEDGE AND BIODIVERSITY

Understanding the relationship between GIs, biodiversity conservation, traditional knowledge systems, and sustainable use.

TRACK 6

MARKETING, BRANDING AND VALUE CHAIN

Exploring marketing strategies, branding approaches, and value chain development for GI products and services.

TRACK 7

EMERGING ISSUES AND FUTURE PERSPECTIVES

Addressing contemporary challenges, digital innovation, climate change impacts, and future pathways for GI sustainability.

ABSTRACT SUBMISSION GUIDELINES

SUBMISSION GUIDELINES

- Abstract must be original, unpublished and not under review elsewhere.
- Only one abstract per author as presenting author.
- Co-authorship is allowed (maximum 03 authors per paper).
- The abstract should clearly indicate the research problem, objectives, methodology, key findings/arguments and significance.
- Abstracts not conforming to the guidelines may be rejected.

FORMAT REQUIREMENTS

 Length: 250 – 300 words

 Format: MS Word

Aa Font: Times New Roman

Tt Font Size: 12 pt

 Line Spacing: 1.5

 Title: Clear and concise

 Author Name(s): Full name(s)

 Affiliation: Institution/Organization

 Email ID: Corresponding author

 Keywords: Maximum 5

SUBMISSION DETAILS

 Abstract Submission Last Date: **30th August 2026**

 Notification of Acceptance: **5th September 2026**

 Full Paper Submission: **10th September 2026**

 Conference Dates: **17th – 18th September 2026**

 Submission Email: **propertyprolegal@gmail.com**

IMPORTANT NOTE

Selected abstracts will be invited for full paper submission.
All accepted papers will be considered for presentation in the conference.

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From Heritage to Hospitality

Geographical Indications, Tourism & Destination Identity

17th–18th September 2026

Department of Tourism, Hospitality & Leisure Studies, University of Kashmir

In association with Property Pro Legals and Hastin Research

REGISTRATION CATEGORIES	FEE (INR)
Student / Scholar	₹3,000
Working Professional	₹3,500
Online Participation	₹1,000

ADD ON (OPTIONAL)	FEE (INR)
Paper Presentation	₹500
Accommodation (Sharing Basis - All meals)	₹5,000

SCAN OR CODE
FOR REGISTRATION



LAST DATE OF CONFERENCE REGISTRATION

10th September 2026

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Organised by
**DEPARTMENT OF TOURISM, HOSPITALITY AND LEISURE STUDIES,
UNIVERSITY OF KASHMIR**

in Collaboration with
PROPERTY PRO LEGAL & HASTIN RESEARCH

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Honourable Vice Chancellor, University of Kashmir

CO-PATRON

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Dean Academics Affairs,
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Dean Research,
University of Kashmir

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Dean, School of Business Studies,
University of Kashmir

Prof. Naseer Iqbal
Registrar,
University of Kashmir

ORGANISING COMMITTEE

CONFERENCE CONVENOR

Dr. Reyaz A Qureshi

CO-CONVENOR

Dr. Shahnawaz A. Dar
Dr. Aijaz A. Khaki

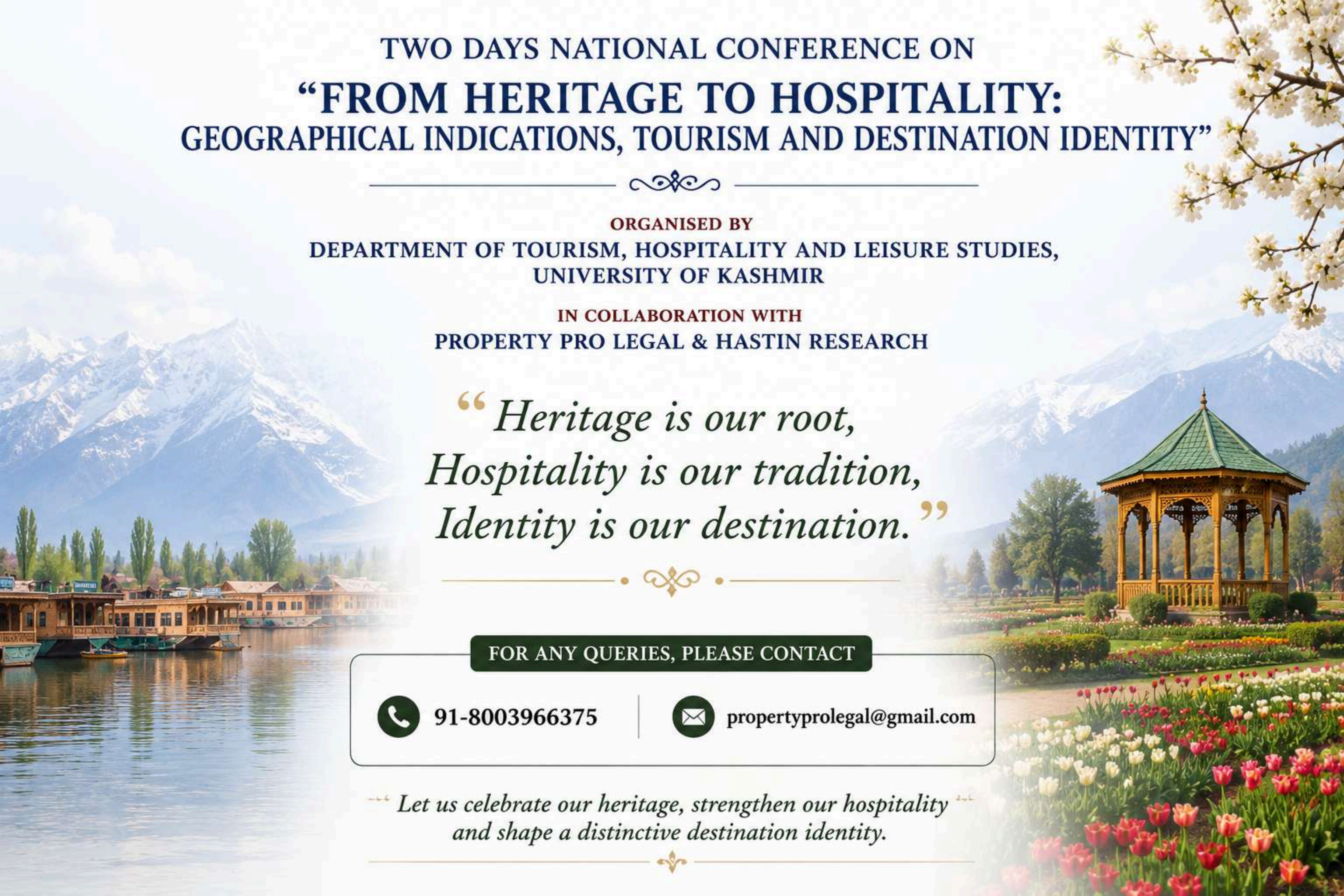
MEMBERS

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Dr. Mudasir A. Mir
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Mr. Gaurav Jain
International IP Expert,
Founder Hastin Research,
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Mr. Sanjay Bafna
Director Property Pro Legal,
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Adv. Jyothi Sharma
Associate- IPR,
Hastin Research



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*“Heritage is our root,
Hospitality is our tradition,
Identity is our destination.”*

FOR ANY QUERIES, PLEASE CONTACT



91-8003966375



propertyprolegal@gmail.com

*Let us celebrate our heritage, strengthen our hospitality
and shape a distinctive destination identity.*