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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ABU_KKK_01-15.jpg | | | | | **ECTS Course Description Form** | | | | | | | | | | | | | | |
| **PART I ( Senate Approval)** | | | | | | | | | | | | | | | | | | | |
| **Offering School** | *Tourism Faculty* | | | | | | | | | | | | | | | | | | |
| **Offering Department** | *Gastronomy and Culinary Arts* | | | | | | | | | | | | | | | | | | |
| **Program(s) Offered to** | *Gastronomy and Culinary Arts* | | | | | | | | | | | | | *Elective* | | | | | |
|  | | | | | | | | | | | | |  | | | | | |
|  | | | | | | | | | | | | |  | | | | | |
| **Course Code** | *GAST 437* | | | | | | | | | | | | | | | | | | |
| **Course Name** | *Gastronomy Tourism* | | | | | | | | | | | | | | | | | | |
| **Language of Instruction** | *English* | | | | | | | | | | | | | | | | | | |
| **Type of Course** | *Lecture* | | | | | | | | | | | | | | | | | | |
| **Level of Course** | *Undergraduate* | | | | | | | | | | | | | | | | | | |
| **Hours per Week** | **Lecture: 3** | | | | | **Laboratory:** | | | | **Recitation:** | | **Practical:** | | | **Studio:** | | **Other:** | | |
| **ECTS Credit** | *4* | | | | | | | | | | | | | | | | | | |
| **Grading Mode** | *Letter Grade* | | | | | | | | | | | | | | | | | | |
| **Pre-requisites** | *N/A* | | | | | | | | | | | | | | | | | | |
| **Co-requisites** | *N/A* | | | | | | | | | | | | | | | | | | |
| **Registration Restriction** | *N/A* | | | | | | | | | | | | | | | | | | |
| **Educational Objective** | *Scope of the course is: students to get information about gastronomy tourism, the linkage between tourism and gastronomy, and gastronomy as a niche market in tourism sector. Destination marketing through gastronomic values of a particular destination in the market.* | | | | | | | | | | | | | | | | | | |
| **Course Description** | *The linkage between gastronomy and tourism, creating destination brand via gastronomic values, destination marketing, local food, local food related special days and events, gastro-tour planning* | | | | | | | | | | | | | | | | | | |
| **Learning Outcomes** | **LO1** | | | *Recognize relation between gastronomy and tourism* | | | | | | | | | | | | | | | |
| **LO2** | | | *Interpret the effect of globalization on gastronomy* | | | | | | | | | | | | | | | |
| **LO3** | | | *Compare authenticity problem in gastronomy* | | | | | | | | | | | | | | | |
| **LO4** | | | *Infer a general aspect from gastro-tourist’s demands* | | | | | | | | | | | | | | | |
| **LO5** | | | *Produce different gastronomical marketing strategies* | | | | | | | | | | | | | | | |
| **LO6** | | | *Plan a special concept in the framework of gastronomy tourism* | | | | | | | | | | | | | | | |
| **LO7** | | |  | | | | | | | | | | | | | | | |
| **PART II ( Faculty Board Approval)** | | | | | | | | | | | | | | | | | | | |
| **Basic Outcomes (University-wide)** | | **No.** | **Program Outcomes** | | | | | | | | | | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** | **LO7** |
| **PO1** | **Ability** to communicate effectively and write and present a report in Turkish and English. | | | | | | | | | | *X* |  |  |  |  |  |  |
| **PO2** | **Ability** to work individually, and in intra-disciplinary and multi-disciplinary teams. | | | | | | | | | |  |  |  | *X* |  |  |  |
| **PO3** | **Recognition** of the need for life-long learning and **ability** to access information , follow developments in science and technology, and continually reinvent oneself. | | | | | | | | | |  |  |  |  |  | *X* |  |
| **PO4** | **Knowledge** of project management, risk management, innovation and change management, entrepreneurship, and sustainable development. | | | | | | | | | |  |  |  |  | *X* | *X* |  |
| **PO5** | **Awareness** of sectors and **ability** to prepare a business plan. | | | | | | | | | |  |  |  | *X* |  |  |  |
| **PO6** | **Understanding** of professional and ethical responsibility and **demonstrating** ethical behavior. | | | | | | | | | |  |  | *X* | *X* |  |  |  |
| **Faculty Specific Outcomes** | | **PO7** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO8** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO9** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO10** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO11** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO12** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **Discipline Specific Outcomes (program)** | | **PO13** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO14** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO15** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO16** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO17** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PO18** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **Specialization Specific Outcomes** | | **PO N….** |  | | | | | | | | | |  |  |  |  |  |  |  |
| **PART III ( Department Board Approval)** | | | | | | | | | | | | | | | | | | | |
| **Course Subjects, Contribution of Course Subjects to Learning Outcomes, and Methods for Assessing Learning of Course Subjects** | | **Subjects** | **Week** | | | |  | | | | | | **LO1** | **LO2** | **LO3** | **LO4** | **LO5** | **LO6** | **LO7** |
| **S1** | 1 | | | | *Introduction to gastronomy tourism* | | | | | | A1, A4 |  |  |  |  |  |  |
| **S2** | 2 | | | | *Linkage between tourism and gastronomy* | | | | | | A1, A4 |  |  | A1, A4 |  |  |  |
| **S3** | 3 | | | | *History of the concept of gastronomy tourism and the discussions* | | | | | |  |  |  |  |  |  |  |
| **S4** | 4 | | | | *Destination and gastronomic values* | | | | | |  |  |  | A1, A4 |  |  |  |
| **S5** | 5 | | | | *The concept of gastro-tourist and consumer behaviours and demands* | | | | | |  |  |  |  |  |  |  |
| **S6** | 6 | | | | *Field survey* | | | | | |  |  |  |  |  |  |  |
| **S7** | 7 | | | | *Globalization and gastro tourism* | | | | | |  | A1, A4 |  |  |  |  |  |
| **S8** | 8 | | | | *Regional identity and gastronomic values* | | | | | |  |  |  |  |  |  |  |
| **S9** | 9 | | | | *Midterm* | | | | | |  |  |  |  |  |  |  |
| **S10** | 10 | | | | *The problem of authenticity* | | | | | |  |  | A1, A4 |  |  |  |  |
| **S11** | 11 | | | | *Gastro-tour planning* | | | | | |  |  |  | A1, A4 | A1, A4 | A1, A4 |  |
| **S12** | 12 | | | | *Gastronomy tourism and marketing* | | | | | |  |  |  | A1, A4 |  |  |  |
| **S13** | 13 | | | | *Projects* | | | | | |  |  |  |  |  | A1, A4 |  |
| **S14** | 14 | | | | *Final Exam* | | | | | |  |  |  |  |  |  |  |
| **Assessment Methods, Weight in Course Grade, Implementation and Make-Up Rules** | | **No.** | **Type** | | | | | | **Weight** | | **Implementation Rule** | | | **Make-Up Rule** | | | | | |
| **A1** | **Exam** | | | | | | *25%*  *35%* | | *Midterm*  *Final* | | | - | | | | | |
| **A2** | **Quiz** | | | | | |  | | - | | | - | | | | | |
| **A3** | **Homework** | | | | | |  | | - | | | - | | | | | |
| **A4** | **Project** | | | | | | *40%* | | - | | | - | | | | | |
| **A5** | **Report** | | | | | |  | | - | | | - | | | | | |
| **A6** | **Presentation** | | | | | |  | | - | | | - | | | | | |
| **A7** | **Attendance/ Interaction** | | | | | |  | | - | | | - | | | | | |
| **A8** | **Class/Lab./**  **Field Work** | | | | | |  | | - | | | - | | | | | |
| **A9** | **Other** | | | | | | - | | - | | | - | | | | | |
| **TOTAL** | | | | | | | **100%** | | | | | | | | | | |
| **Evidence of Achievement of Learning Outcomes** | | Via discussions throughout the lectures (students’ ability to develop an argument and use evidence to support it), exams, student presentations, student term paper | | | | | | | | | | | | | | | | | |
| **Method for Determining Letter Grade** | | |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Total Points | 100 | 100-90 | 89-87 | 86.-84 | 83-80 | 79-77 | 76-74 | 73-70 | 69.-67 | 66.-64 | 63-60 | 59-0 | | Letter Grade | A+ | A | A- | B+ | B | B- | C+ | C | C- | D+ | D | F | | Value | 4.00 | 4.00 | 3.70 | 3.30 | 3.00 | 2.70 | 2.30 | 2.00 | 1.70 | 1.30 | 1.00 | 0.00 | | | | | | | | | | | | | | | | | | |
| **Teaching Methods, Student Work Load** | | **No** | **Method** | | | | | **Explanation** | | | | | | | | | **Hours** | | |
| ***Time applied by instructor*** | | | | | | | | | | | | | | | | | |
| **1** | **Lecture** | | | | | Preparation for the lecture notes, slides etc. | | | | | | | | | 12x3=36 | | |
| **2** | **Interactive Lecture** | | | | | Delivering presentations for the lectures | | | | | | | | | 2x3=6 | | |
| **3** | **Recitation** | | | | | - | | | | | | | | | - | | |
| **4** | **Laboratory** | | | | | - | | | | | | | | | - | | |
| **5** | **Practical** | | | | | Practical lesson will be processed two hours in a week | | | | | | | | | *14 x 3 = 42* | | |
| **6** | **Field Work** | | | | | - | | | | | | | | | - | | |
| ***Time expected to be allocated by student*** | | | | | | | | | | | | | | | | | |
| **7** | **Project** | | | | | Preparation of term paper and presentation | | | | | | | | | *2 x 10 = 20* | | |
| **8** | **Homework** | | | | |  | | | | | | | | |  | | |
| **9** | **Pre-class Learning of Course Material** | | | | | - | | | | | | | | | *-* | | |
| **10** | **Review of Course Material** | | | | | Students should read the relevant book sections and academic publications after the class | | | | | | | | | 14x2=28 | | |
| **11** | **Studio** | | | | | - | | | | | | | | |  | | |
| **12** | **Office Hour** | | | | | - | | | | | | | | | - | | |
| **TOTAL** | | | | | | *132* | | | | | | | | | | | |
| **IV. PART** | | | | | | | | | | | | | | | | | | | |
| **Instructor** | | **Name** | | | | | |  | | | | | | | | | | | |
| **E-mail** | | | | | |  | | | | | | | | | | | |
| **Phone Number** | | | | | |  | | | | | | | | | | | |
| **Office Number** | | | | | |  | | | | | | | | | | | |
| **Office Hours** | | | | | |  | | | | | | | | | | | |
| **Course Materials** | | **Mandatory** | | | | | |  | | | | | | | | | | | |
| **Recommended** | | | | | |  | | | | | | | | | | | |
| **Other** | | **Scholastic Honesty** | | | | | | Any form of academic dishonesty, cheating, copying or plagiarizing, is prohibited. | | | | | | | | | | | |
| **Students with Disabilities** | | | | | |  | | | | | | | | | | | |
| **Safety Issues** | | | | | |  | | | | | | | | | | | |
| **Flexibility** | | | | | | The lecturer reserves the right to make changes to the course in line with the needs of the class. | | | | | | | | | | | |