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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. |