



Eskişehir Osmangazi University
Faculty of Tourism
Gastronomy and Culinary Arts Course Information Form

TERM	Fall
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COURSE CODE	271215017	COURSE NAME	Food and Beverage Economy
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
V	2	0	0	2	3	CORE () ELECTIVE (X)	Turkish

COURSE CATEGORY

Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills
X				

ASSESSMENT CRITERIAS

	Activity	Number	Percentage (%)
	DURING TERM	I. Mid-Term	
II. Mid-Term			
Quiz			
Homework			
Project			
Report			
Other (.....)			
FINAL EXAM			60

PREREQUISITE(S) (IF ANY)	
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COURSE CONTENT	Introduction to general economic terms, the concepts of tourism demand and tourism supply, the relationship between economy and gastronomy
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COURSE OBJECTIVES	To improve students about making upper stage economic analyses To give information to the students about the basic economic issues and problems of food and beverage industry by analyzing the positive and negative effects of the industry on national and international economy.
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CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING	
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COURSE OUTCOMES	Will be able to evaluate food and beverage industry in terms of economy Will learn market types in tourism in terms of economy Will learn the contributions of the industry to the national and international economy Will be able to determine economic problems in the industry and create rational solutions
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TEXTBOOK(S)	Yağcı, Ö. (2003), Turizm Ekonomisi, Detay Yayınları, Ankara Bahar, O. ve Kozak M. (2006), Turizm Ekonomisi, Detay Yayınları, Ankara
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SUPPORTIVE RESOURCES	İçöz, O. ve Kozak M. (2002), Turizm Ekonomisi, Turhan Kitapevi, Ankara Gürbüz, A.K. (1998), Turizmin Ekonomik Analizi, Alem Basım, Yayım, Balıkesir
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EQUIPMENTS REQUIRED	Computer and projection equipment
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Introduction to the economic terms, the relationship between economy and gastronomy
2	Tourism demand, formation of demand , demand curve, elasticity of demand
3	Tourism supply, formation of supply, supply curve, the supply elasticity
4	Tourism market and the price formation in tourism market.
5	Consumer and company behaviors in the food and beverage industry
6	The production process in the industry
7	Food and beverage markets
8	In-term evaluation
9	The importance of food and beverage industry for the industry
10	Measuring the economic impact of food and beverage
11	Fiscal effects of the food and beverage industry
12	Real economic effects of the food and beverage industry
13	An overview of economic planning and policies in the food and beverage industry
14	An overview of economic planning and policies in the food and beverage industry
15,16	Final Exam

NO.	OUTCOMES	3	2	1
1	Knows and applies concepts, principles and theories in the field of gastronomy and culinary arts.			X
2	Have knowledge about nutrition principles and food science.			X
3	Demonstrates reading, comprehension, speaking and writing skills in a second foreign language at least at the European Language Portfolio B2 general level.			X
4	Communicates effectively in writing, verbally and non-verbally and demonstrates presentation skills.			X
5	Defines, analyzes, synthesizes and evaluates information and data in the field of tourism and gastronomy.			X
6	Knows and applies management theories and practices that can effectively manage a food and beverage business, and acquires entrepreneurial skills.			X
7	Knows social and professional ethical values, evaluates them from a critical perspective and develops appropriate behavior.			X
8	Uses both basic and field-related information and communication technologies and software at an advanced level.			X
9	Gain knowledge about the basic concepts, theories, principles and facts in the field of business and economics.		X	
10	Have knowledge about national and international cuisines and apply them.			X
11	Knows and applies food and beverage cost control, menu planning and pricing.			X
12	Knows all processes related to food and beverage production, from the purchasing stage to the presentation stage, and solves any problems that may arise during these processes.			X
13	Knows and applies national and international legal regulations, professional standards, occupational safety and worker health principles related to the field of work.			X
14	Knows and applies classical and modern production techniques in the field of food and beverage.			X
15	Evaluates food and dishes within the framework of history, geography, culture and nutritional sciences.			X
1: Never. 2: Few. 3: Many.				

Instructor Name: