



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

TERM	Spring
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COURSE CODE	271216020	COURSE NAME	Gastronomy and Media
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	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

DURING TERM	Activity	Number	Percentage (%)
	I. Mid-Term	1	40
	II. Mid-Term		
	Quiz		
	Homework		
	Project		
	Report		
	Other (.....)		
FINAL EXAM		1	60

PREREQUISITE(S) (IF ANY)

COURSE CONTENT

Examining the bases of media and electronic communication in tourism

COURSE OBJECTIVES

Examination of current articles investigating media and tourism relation in literature
A certain level of understanding of the use and perception of the media in the tourism sector

CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING

COURSE OUTCOMES

Know the media and new media concept
Comment on the development process of the media and what features it has.
Know the current e-tourism applications, technologies and successful implementations
Recognize the importance of media in tourism
Has an idea about the trends of new consumers and media use.

TEXTBOOK(S)

Sigala & Gretzel (2017) New Directions in Tourism Analysis-Advances In Social Media for Travel, Tourism and Hospitality-New Perspectives, Practices and Cases.

SUPPORTIVE RESOURCES

Marchiori, E. & Cantoni, L. (2012). The Online Reputation Construct: Does it Matter for the Tourism Domain? A Literature Review on Destinations' Online Reputation, Journal of information technology & tourism, 13/3, pp. 139-159.
Kim & Fesenmaier (2017). Sharing Tourism Experiences: The Posttrip Experience, Journal of Travel Research 2017, Vol. 56(1) 28-40
Williams vd. (2017). Destination eWOM: A macro and meso network approach? Annals of Tourism Research, 64, pp. 87-101.
When Tourists Become Data: Consumption, Surveillance, and Commerce. Current Issues in Tourism, 11(1), 1-23

EQUIPMENTS REQUIRED	
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COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Media and New Media Concepts
2	New Media Concept as an element of Marketing Communication
3	Transformation of Web: From Traditional Media to New Media
4	New Media and Features
5	Role of New Media in Tourism Activities
6	New Media Tools and the Benefits of Using These Tools in the Tourism Sector
7	Examples of Successful Shares of New Media from Tourism Companies
9	Network and Relationship Management in Marketing Communication in Tourism
10	Brand Identity and Strategies in the New Media
11	Digital Content Management: Case Shares
12	Understanding Digital Consumers in Tourism
13	New Media Creating New Consumers?
14	New Media and Experience Sharing
15	New Media Usage and Future Trends
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: