Course Syllabus

Code - Course Title	**GMS526 - Local Product Experience and Destination Image**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**6.0**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ BEYZA UYANIK

Mode of Delivery	The mode of delivery of this course is face-to-face
Place of Delivery	On Campus
Used Educational Platforms	Face-to-face
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	-
Recommended Resources	Askegaard, S., & Kjeldgaard, D. (2007). Here, there, and everywhere: place branding and gastronomical globalization in a macromarketing perspective. Journal of Macromarketing, 27(2), 138-147.Gordin, V., Trabskaya, J., & Zelenskaya, E. (2016). The role of hotel restaurants in gastronomic place branding. International Journal of Culture, Tourism and Hospitality Research, 10(1), 81-90.Gulisova, B. (2022). Place branding for and through gastronomy. Gastronomy and Tourism, 6(3), 154-169.Kırbaç, K., & Bucak, T. (2022). Yerel gıda ürünlerinin sürdürülebilirliğinde gastronomi müzelerinin önemi: Kars Zavot ekomüze örneği. Güncel Turizm Araştırmaları Dergisi, 6(2), 581-603.O. Emir ve B. Çıvak (Ed.) (2022). Destinasyon geliştirme ve örnek uygulamalar. Detay Yayıncılık.Pamukçu, H., Saraç, Ö., Aytuğar, S., & Sandıkçı, M. (2021). The effects of local food and local products with geographical indication on the development of tourism gastronomy. Sustainability, 13(12), 6692.Pearson, D., & Pearson, T. (2017). Branding food culture: UNESCO creative cities of gastronomy. Journal of Food Products Marketing, 23(3), 342-355.Süzer, Ö., & Doğdubay, M. (2022). Sürdürülebilir Turizm Hareketliliğinde Yerel Gidalarin Önemi ve Rekabet Avantaji (Kavramsal Bir Analiz). Safran Kültür ve Turizm Araştırmaları Dergisi, 5(2), 255-269.Yenipinar, U., Köşker, H., & Karacaoğlu, S. (2014). Turizmde yerel yiyeceklerin önemi ve coğrafi işaretleme: Van otlu peyniri. Journal of Tourism & Gastronomy Studies, 2(2), 13-23.
Work Placement	-
Aims of the Course	The aim of this course is to examine the cultural, economic, and symbolic value creation processes of local gastronomic products and to develop students' analytical and critical evaluation skills within the context of identity construction, product development strategies, and gastronomic experience design related to local products.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Concept of Local Products and Gastronomic Identity	
Week - 2		Terroir, Geographical Indication, and Authenticity	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 3		Product Development Strategies for Local Products	
Week - 4		Menu Positioning of Local Products	
Week - 5		Transformation of Local Products into Tourism Products	
Week - 6		Place Branding (City Branding) and Urban Gastronomy	
Week - 7		Michelin and Local Product Strategies	
Week - 8		Storytelling and Gastronomic Narrative	
Week - 9		Experience Design with Local Products	
Week - 10		Digital Branding	
Week - 11		Crisis and Authenticity Management	
Week - 12		Student Presentations	
Week - 13		Student Presentations	
Week - 14		Final Exam Week	

Learning Outcomes

#	Learning Outcome
1	Analyze local gastronomic products within the context of gastronomic identity, cultural heritage, and tourism.
2	Evaluate the concepts of terroir, geographical indications, and authenticity in relation to value creation of local products.
3	Interpret product development, menu positioning, and destination branding strategies related to local products.
4	Discuss storytelling, experience design, and digital branding approaches in the context of gastronomic value creation.
5	Develop and present a strategic branding or experience design proposal for local gastronomic products.

Sustainable Development Goals

✓ Sustainable Cities and Communities

Course Theme

✓ Agriculture, Food and Livestock

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	3.00	10	30
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0.00	0	0
Ödevler	15.00	3	45
Proje - Rapor - Sunum Hazırlama	40.00	1	40
Ara Sınav Hazırlığı (sınav süresi dahil)	20.00	1	20
Final Sınavı Hazırlığı (sınav süresi dahil)	15.00	1	15
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0.00	0	0
Staj Uygulaması	0.00	0	0
		Calculated ECTS	**6.0**

Assessment Method and Passing Requirements

✓ Performance Assessment (Individual/Panel-Based) ✓ Project ✓ Presentation