

Needs Analysis for ESP Courses in Gastronomy Programs

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Abstract

The gastronomy and culinary arts industry is a testament to the fusion of culture, creativity and culinary mastery on a global scale. In this versatile field, effective communication serves as the cornerstone of success; it facilitates collaboration, innovation and customer satisfaction. Amidst this complex tapestry of tastes and traditions, English proficiency emerges as an important factor and offers individuals unique opportunities for professional advancement and intercultural interaction. English language proficiency is important in many aspects in this sector. It overcomes language barriers, allowing gastronomy professionals to interact with customers from around the world, thus expanding global market reach. The aim of this study was to carry out a needs analysis that was developed based on the opinions and suggestions of students and faculty members at Anadolu University Faculty of Tourism, Department of Gastronomy and Culinary Arts and the employers in tourism sector. In this regard, the knowledge and skills required by students for ESP purposes were determined by the needs analysis method. In this study the findings will be presented to give a deep insight for the educators and employers in the same field.

Keywords: English for Specific Purposes, Tourism, Gastronomy and Culinary Arts, Needs analysis, Teaching English