



**FOREIGN LANGUAGE TEACHING
MATERIAL DEVELOPMENT PROJECT FOR TOURISM
EDUCATION PROGRAMS IN THE CAPPADOCIA
REGION FOCUSING ON ITS
NATURAL AND CULTURAL HERITAGE**

CAPPADOCIA
TOURISM LEXICON IN CONTEXT



Project Leader
Assoc. Prof. İhsan ÜNALDI

This study is conducted within the scope of the
EP23-1 Specialization Project.



01.06.2023 - 31.01.2025

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THE AIM OF THE PROJECT

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The ultimate goal of this project is to develop foreign language education materials entirely focused on the natural and cultural heritage of the Cappadocia region, to be used in associate and undergraduate programs in institutions offering tourism education. The materials will be produced in German, French, and English. At the end of the project, a first step will be taken towards reducing dependency on external resources in foreign language education materials used in tourism education programs. The educational material to be produced at the conclusion of this project will focus solely on developing foreign language reading and vocabulary skills. While these two skills may appear limited when considering the full range of language competencies, it is certain that the experience and vision anticipated to emerge during the project will lay the groundwork for the development of domestic and national foreign language education materials in the future. In the short term, the project will produce a modular foreign language teaching material. In the long term, however, it is expected to lead to the creation of a professional foreign language education set, which can not only be utilized in higher education institutions but also, in its adapted versions, in tourism schools affiliated with the Ministry of National Education.

CAPPADOCIA

TURKEY

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**THE SIGNIFICANCE
OF THE PROJECT**

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The majority of foreign language education materials used in tourism education programs at higher education institutions are of foreign origin. This clearly highlights a significant gap in the development of domestically produced foreign language education materials. The main hypothesis of this project is that integrating regional natural and cultural heritage into domestically produced foreign language education resources can make a substantial contribution to the foreign language education processes in tourism programs at higher education institutions. Through this project, awareness will be raised regarding the lack of foreign language education materials in institutions providing tourism education. Additionally, upon the completion of this project, the groundwork for future follow-up projects connected to this initiative will also be established.



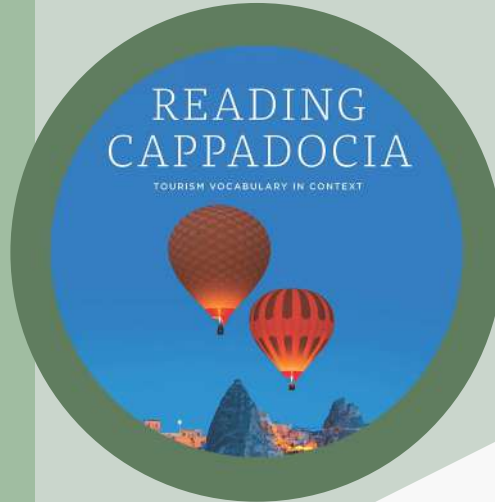
“ THE IMPACT OF THE ” PROJECT ON REGIONAL DEVELOPMENT

If this project is successfully completed, a course material that can be used in foreign language education courses offered at Tourism Faculties in the Cappadocia region will be developed. Both students and instructors teaching these courses will benefit from this material. Additionally, this course material will be contributed to Nevşehir Hacı Bektaş Veli University. These materials have high potential to generate economic benefits for the university.

When the objectives of this project are achieved, it will open up a discussion on whether domestically produced foreign language education materials, based on local and national resources, can match the quality of foreign-origin materials currently used in foreign language education nationwide. In the initial phase, a limited-scope prototype will be developed, and the production stages of this prototype will form part of a roadmap that can be drawn for future stages at the national level.

Another important aspect of this project is its academic dimension. In the context of Turkey, activities such as designing, developing, or producing course books or materials are not included among the criteria for academic promotion. In fact, the documents published by the Council of Higher Education, which list academic criteria, specifically emphasize the phrase "excluding course books" in explanations regarding academic publications. Developing original materials for foreign language education is a demanding and labor-intensive task. As a result, academics often avoid working on producing course books or materials. Particularly in the context of foreign language education, the production of engaging, aesthetically sufficient, and student-attracting course materials has largely been left to private companies with weak academic foundations. This project, albeit on a limited scale, will create a platform for discussions on this issue and contribute to national gains.

From an academic perspective, the master's student involved in the project team is working on material development in German Language Education, and this project will contribute to their academic studies, thereby increasing the project's broader impact. Furthermore, there is potential for an international conference presentation and a book chapter to emerge from this project academically.



“ PROJECT TEAM ”

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