



As part of the European Union's Erasmus+ strategic partnership program (development of innovation), Université Gustave Eiffel represented by IFIS is a partner in the Smart Destination Management - SMARTDEMA project for the period 2020-2022.

Led by Dokuz Eylül University (DEU) (lead applicant and coordinator) in Izmir, Turkey, this project brings together several actors, in particular: Foça İlçe Milli Eğitim Müdürlüğü in Izmir (FOCA MEM), National Gallery of Slovenia (NGS), Necmettin Erbakan University (NEU) in Konya, and Stichting for education on Agility Liberating Structures (SEALS) in the Netherlands. This project was deemed worthy of support by entering 19 accepted applications out of 141 submitted.

The objective of this project is to encourage citizens to share local values related to tourism through gamification using mobile applications. There is a need, at the local level, to implement new mobile experiences and, therefore, to learn how to manage destinations virtually through mobile applications and small data analysis.

This two years project is based on the principle that the different forms of cultural tourism in Europe and Turkey are essential drivers of growth, employment and economic development in urban areas. They also contribute to the understanding of other people's identities and values by promoting intercultural understanding and social development in Europe and Turkey through the discovery of various types of tourism experiences.

Major operators in the tourism market have already identified it, for example, booking.com and airbnb.com; they sell experiences co-created by citizens at the local level, based on a gamified experience mindset based on the principle of equal opportunity. They sell experiences co-created by citizens at the local level and built on a mindset of experience gamification based on user insights that generate trust from new visitors. They use game

elements (points, scarcity, feedback) in a non-gaming context to sell these services. Izmir and Ljubljana lack this kind of citizen-generated services. The project focuses directly on improving this situation by creating a new gamified experience, in which universities, education departments, citizens and partners participate.

The level of tourism development between specific stakeholders, including academic training, actual market needs, service design and citizen contributions to enhancing good local tourism experiences is still unbalanced. There is also a significant lack of knowledge in terms of quantitative and qualitative data on the phenomenon of cultural heritage in Izmir and Ljubljana and on the understanding of its contribution to cultural, economic and social development in Europe and Turkey.

Mobile applications change the consumption model, the way information is generated, retrieved and used by the visitor. All actors in the tourism ecosystem (universities, ICT service providers, citizens) must be involved in the implementation of these applications.

In the "current" ecosystem, they are not. The ecosystem operates in silos.

Facebook page: <https://www.facebook.com/smartdemaproject>

Web site : <http://smartdemaproject.org/>

