SMARTDEMA
STORIES THAT MOVE YOU

Presentation at

IFITT TURKEY SUMMER SCHOOL & SUMMIT 2022

Dissemination Activity of SmartDEMA Erasmus+ Project

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İzQ Innovation Centre

Co-funded by the Erasmus+ Programme of the European Union

National Gallery of Slovenia

The EU Erasmus+ Project: SMARTDEMA (Smart Destination Management)
KA203 - Strategic Partnerships for higher education

makes a DIFFERENCE in tourism
turizmde FARK yaratır

Co-funded by the Erasmus+ Programme of the European Union

National Gallery of Slovenia

SMART Tourism Destination increasing citizen's sentiment of sharing local tourism related values through gamification using emerging mobile apps and small data analysis-SMARTDEMA

Co-funded by the Erasmus+ Programme of the European Union

National Gallery of Slovenia

BRIEF INFORMATION & DESCRIPTION OF THE SMARTDEMA PROJECT

Why emotions are so critical?

- an emotion-based app. by a destination (SmartDEMA)

SMART Tourism Destination increasing **citizen's sentiment** of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis

Not the ones speaking the same language, but the ones sharing the same feeling understand each other.

Get more on RelicsWorld.com

- Rumi

Revisit our (research) question!

Why emotions?

The use of an emotion-based application by a destination:

Emotion at the heart of the tourist experience

- We developed and tested the use of an emotion-based app. by a destination (SmartDema).
- Indeed, it is rare for apps. to associate emotions, life moments and values carried by residents with places through geolocation.
- We explore the boundary between experience and emotion.

- **Co-Creation:** The inhabitants co-create and co-value the destination through a digital dialogue with visitors. (Tourism itself is a co-creation process!)
- Our Strong Proposition/Argument: Emotion is at the heart of the tourism experience (Aho 2001, Bastiaansen & al. 2019, Knobloch & al. 2017, Tussyadiah 2014)
- Emotions should be an element of destination management programs.

Emotions and Tourism

- Evidence suggests that
  - **Experience** is a process (Aho, 2001)
  - **Experience** is an element of experiential marketing (Knobloch et al.,2017)
  - **Experience** is composite: awareness and mindfulness, attention, memory, **feelings, emotions,** and a cognitive pattern with experience (Skavronskaya et al., 2017)

- **Emotion** is associated in the (tourism) literature with various tourist practices: festivals, shopping, leisure parks, heritage, and adventure (Hosany et al., 2020).

- Emotion has an aesthetic, artistic, literary, musical, spiritual, or cultural origin.

- Emotions shape tourism experiences (Kim & Fesenmeier, 2015; Volo, 2016).

- We consider that **emotion** gives the **experience** its memorable character and, as such, is at the **heart** of the new tourism experience.

- Emotions contribute to creating a lasting memory, thus influencing future behaviour and travel choices.

What is emotion?

- From an etymological perspective, emotion derives from the Latin *motio* 'to move' and 'to emote.'
    - The motto of our Project: 'Stories that move you'

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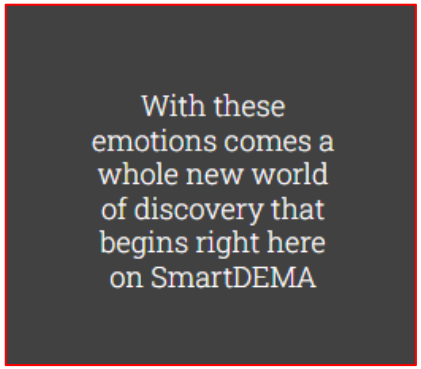
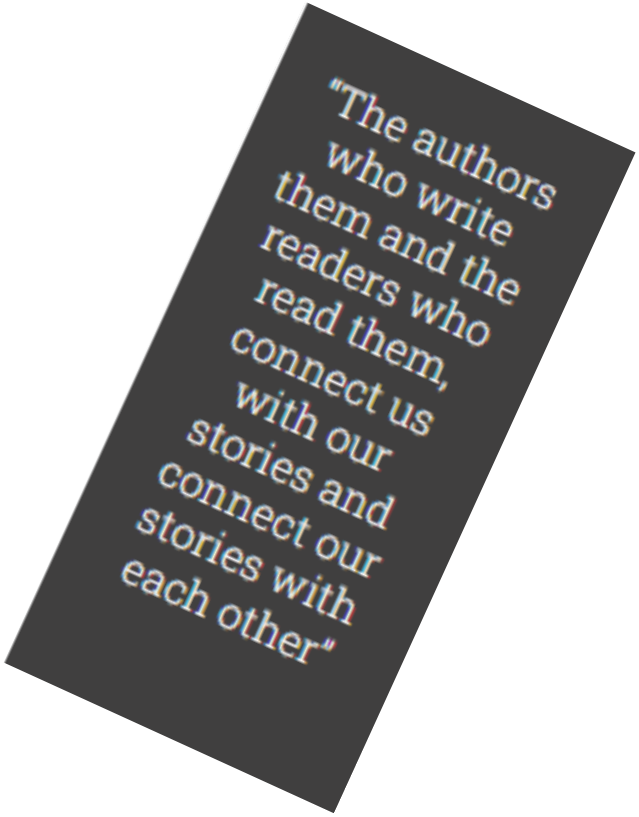
- **Emotion:** is a complex reaction of the individual to a state of the environment or an event (Gauducheau 2008, p. 390).
- An emotion is experienced, felt, and generates sensations and feelings.

Emotions through stories/storytelling

- Emotions are shared with others through storytelling, becoming powerful motivators of future behaviour for self and others.





Place Attachment

- **Places:** are sources of identification and affiliation that give meaning and purpose to life (Gustafson 2001; Williams & Vaske 2003).

- People develop relationships with places, also known as ***place attachment.***

- **Place attachment :** emotional connection between an individual and a particular spatial setting (Williams & al. 1992; Gustafson 2001; Williams & Vaske 2003).

> Place attachment *"involves an interplay of affect and emotions, knowledge and beliefs, and behaviors and actions in reference to a place"*
> Altman & Low (1992: 5)

- People's relationships with place can represent a range of positive **emotions** from love to contentment (Manzo 2005; Hidalgo & Hernandez, 2001).

How to Capture and communicate emotion???

Observing emotion with emoticons

- Emotion manifests the mental state of the visitor. Today they are expressed on social networks (Facebook, Instagram, Twitter, …).

- These emoticons can be positive, negative, or relational.

- We need to capture the emotions :
  - **1.** Search in the tone of posts, photos, and messages, the nature of the emotions of what is perceived and experienced by the visitor by analyzing verbal and non-verbal corpus.
  - **2. Focus on emoticons** to express emotions, a state of mind, or a feeling in the digital age.

ASCII: American Standardized Code for Information Interchange. For exemple :) refers to the smiley 🙂.

The library is managed by a consortium of major Internet players (Amazon, Apple, Facebook, Google, Huawei, Microsoft, Netflix, Oracle, SAP, etc.) who decide after a long study process if the proposed emoticon can be included in the catalog (https://home.unicode.org)

Emoticons in the service sector

Capturing the emotion of visitors via emoticons

- Emotion is complex and composite.
- Emotion reflects several categories of mental dispositions, including the six fundamental facial emotions identified by Eckmann (2002).
- These are joy, anger, fear, sadness, surprise, and disgust. These emotions serve as the basis for the development of other derived emotions. They have a universal character.

Table 1 - Emoticon palette to capture visitors' emotions

Emotions	*Emoticons*	*Natures*	*Manifestations*	*Expresses*
Joy	🙂	Satisfaction, Success, Passion	Happiness, Good mood, Contentment, Interest	A positive emotion
Anger	😠	Frustration, Annoyance	Closure, Nervousness	A negative emotion
Fear	😱	Worry, Concern	Apprehension, Mistrust, Fear	A negative emotion
Sadness	😕	Loss, Disappointment	Unsatisfaction, Affliction	A negative emotion
Surprise	😯	Unexpected, Revelation, Astonishment	Enthusiasm, Wonder, Inspiration	A positive emotion
Disgust	🤮	Aversion, Reject	Contempt, Irritation	A negative emotion

Source : according to https://www.unicode.org/charts/PDF/U1F600.pdf

The place of emotions in the tourism experience managed by destinations

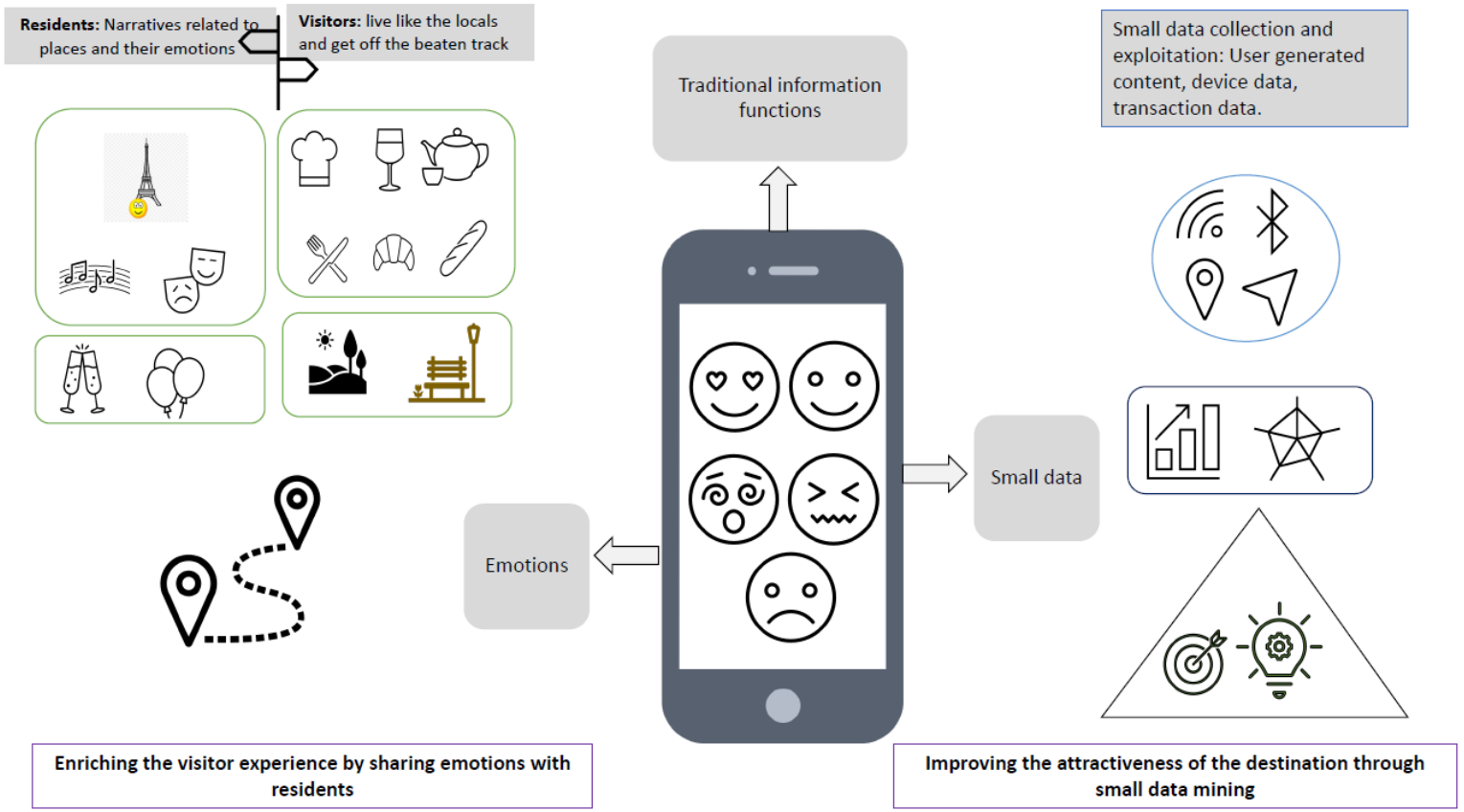
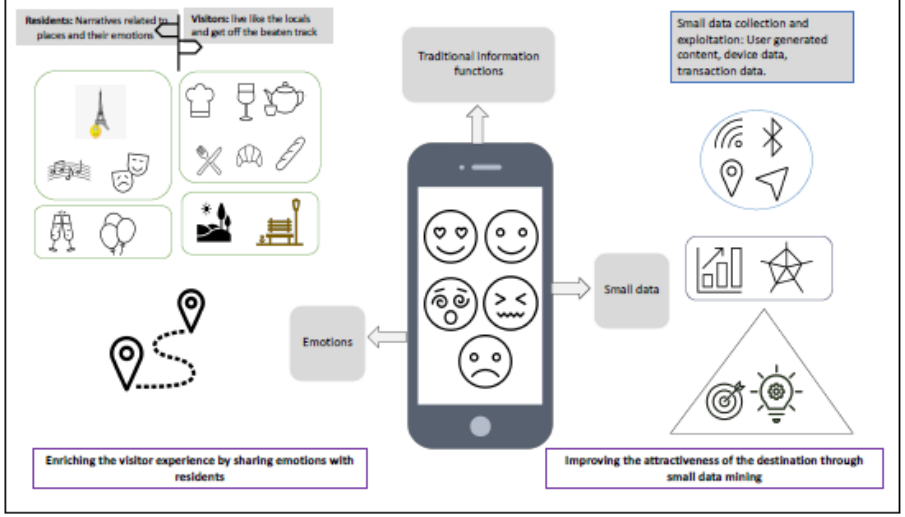


Figure 1 - The place of emotions in the tourism experience managed by destinations

Nature of the information	*Category*	*Example of content (not exhaustive)*
Information for visitors produced by the territory's stakeholders and distributed by the tourist offices	Points of interest	Museums, archaeological sites, monuments, churches, Parks and gardens
	Ticketing and activities	Theaters, Exhibitions Guiding, visits, concierge service, Leisure Shopping, ...
	Local information	Local time Weather, Temperature Tourist office, ...
	Mobility to destination	Schedules and Lines Mobility solutions (walking, cycling, bus, streetcar, metro, etc.) Route calculation, ...
	Food and Lodging	Hotels Restaurants Bars Caterers, ...
Information for visitors produced by residents	*Storytelling* by residents about their attachment to the place in relation to their experiences, uses and practices.	Customization of tours and itineraries based on time at destination, budget, and selected individual stories.



What can we do with this data?

- By proposing to visitors to express their emotion(s) by selecting from a panel of emoticons, it then becomes possible to capture moments of satisfaction (positive emotion) and moments of disappointment (negative emotions).
- The use of location data will make it possible to associate a place/point of interest with the emotions expressed.
- Thanks to the app., we can capture the sense of emotion expressed by visitors/users
- The data generated by the app. promote an understanding of visitors' needs and behaviour to improve and individualise the tourism offer.
- Ways for destinations to stand out and differentiate themselves.
- It would be possible to respond to the following questions:
  - how can a destination be enhanced through emotion?
  - how a destination can explore visitors' emotions during and after their journey
  - how to make their visits enriching experiences.

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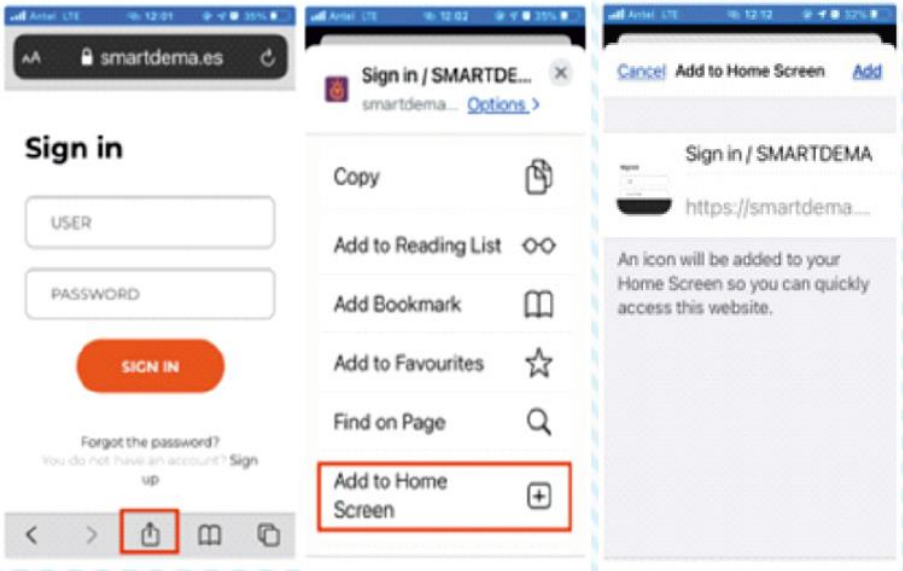
STEP BY STEP USE OF THE WEB APP

How to make an icon of the Web App for IOs Phones?

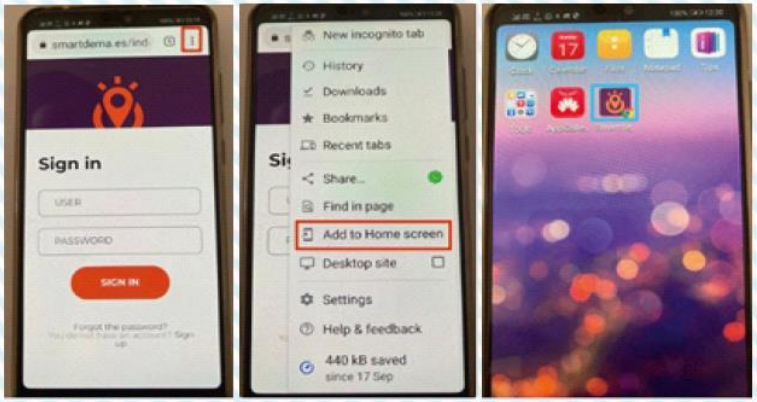
- Open SAFARI browser
- Type the web address smartdema.es
- Click on the red icon, and a new window will open
- Logged in once and you stayed logged
- 7Scroll down and click on Add to home screen

  Name the App SMARTDEMA.



How to create the icon App for Android?

- Type on the browser smartdema.es.
- The screen below will appear click on the three dots and new window will display.
- Tap on the Add to Home Screen.



HOW TO POST A STORY?

The stories are geolocated. Your post and stories will appear by clicking on the MAP icon.

The MAP icon takes you to your last position when you used the App. If you were in Paris, it takes you to Paris. To locate you at the point you are now. The MAP has a tool on the rights ide just below the satellita layer. If you are still in Paris, no problem, keep the position.

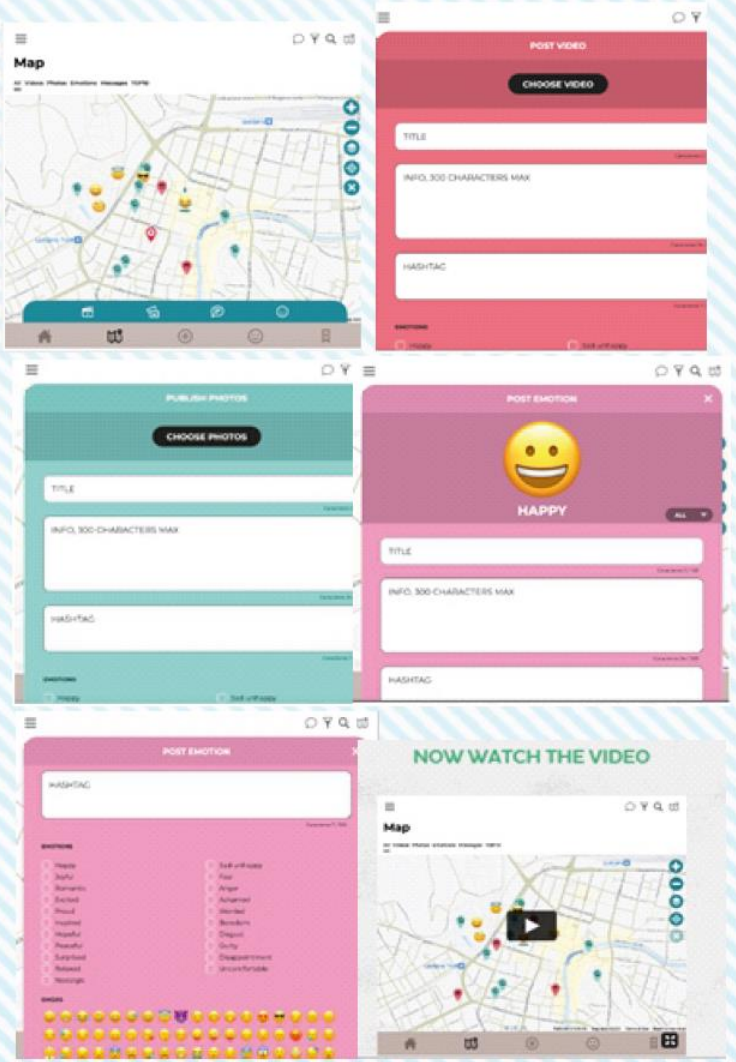
To post the Story, you click on the map where the Story is happening or happened.

The App puts a red PIN and opens a dialogue tab. In this dialogue tab, you can see a video, photos, text, emojis, and icons graphic interface.

Each icon has a different colour. Once the red PIN is on the MAP, you choose the kind of media you want to upload. It can be simple 300 character text, a photo, a video or just emojis. Story text must exist in all formats.

On the MAP, you will see your Story but other people's stories as well. Each Story has a different Media.

Media refers to video, photo, emoji...



Go to

- www.smartdema.es

- www.smartdema.org

2020-1-TR01-KA203-092920

1 Scan the QR code

2 Please Register (check your email or the spam box).

*Avoid these characters in the registration (ı,ü,ç,ğ,ş,ö)

3 Ready to create your stories or interact with the ones around you.

https://www.instagram.com/smart_dema

https://www.facebook.com/smartdemaproject

Wants to know more about the project go to

http://smartdemaproject.org

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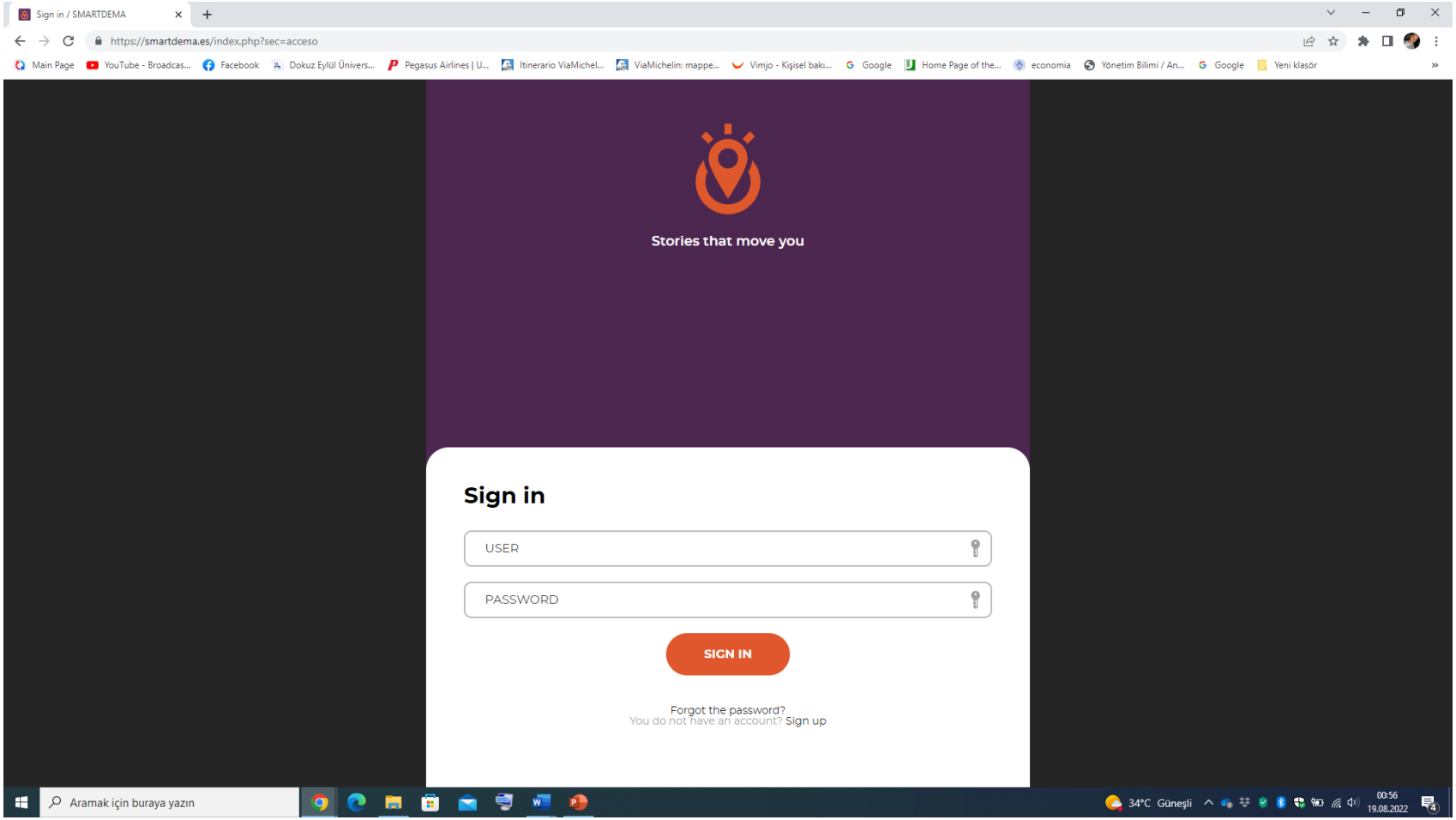
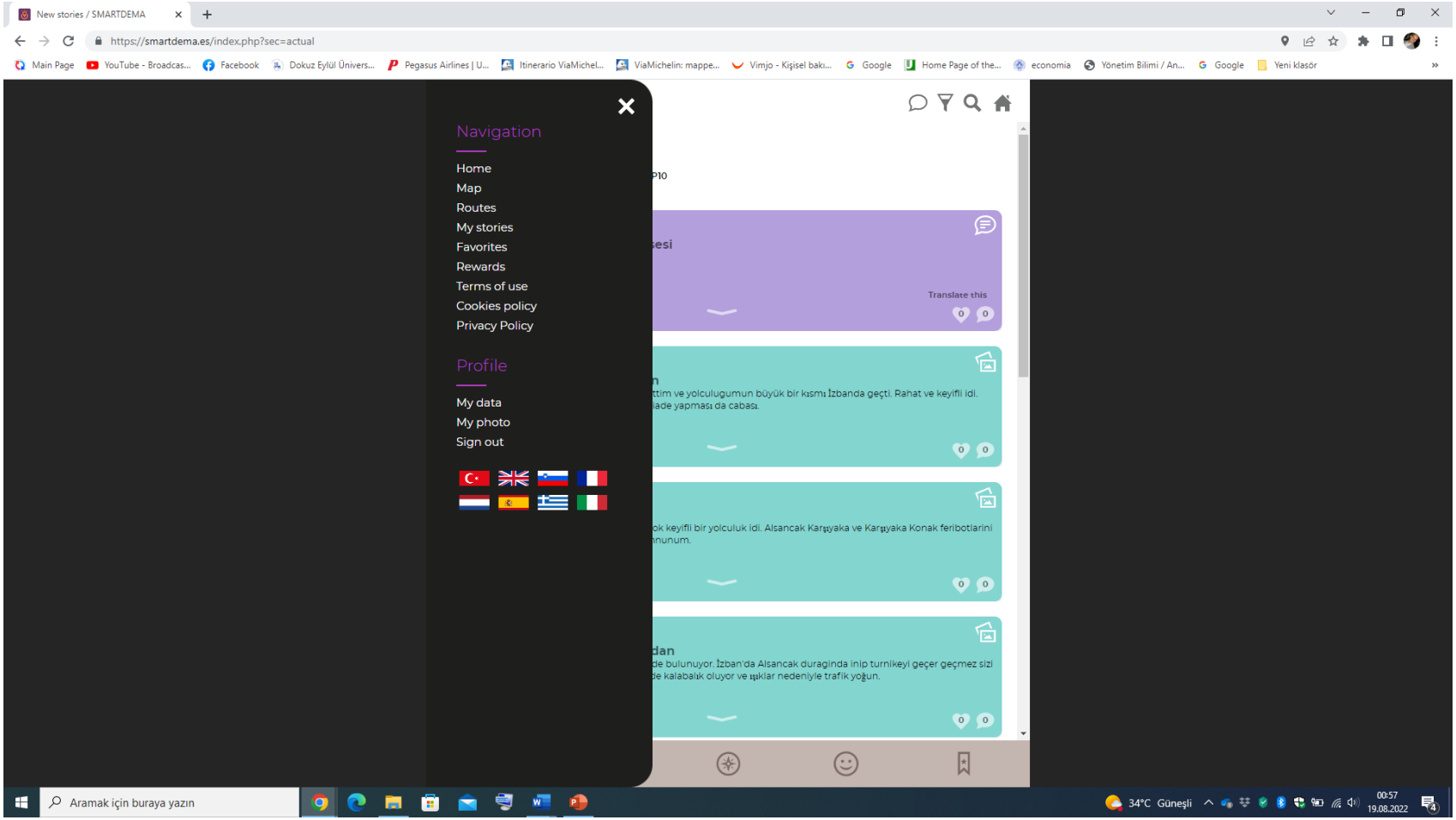
"Funded by the Erasmus+ Program of the European Union. However, European Commission and Turkish National Agency cannot be held responsible for any use which may be made of the information contained therein".

Register first!




New stories / SMARTDEMA
https://smartdema.es/index.php?sec=actual
Navigation
Home
Map
Routes
My stories
Favorites
Rewards
Terms of use
Cookies policy
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Profile
My data
My photo
Sign out
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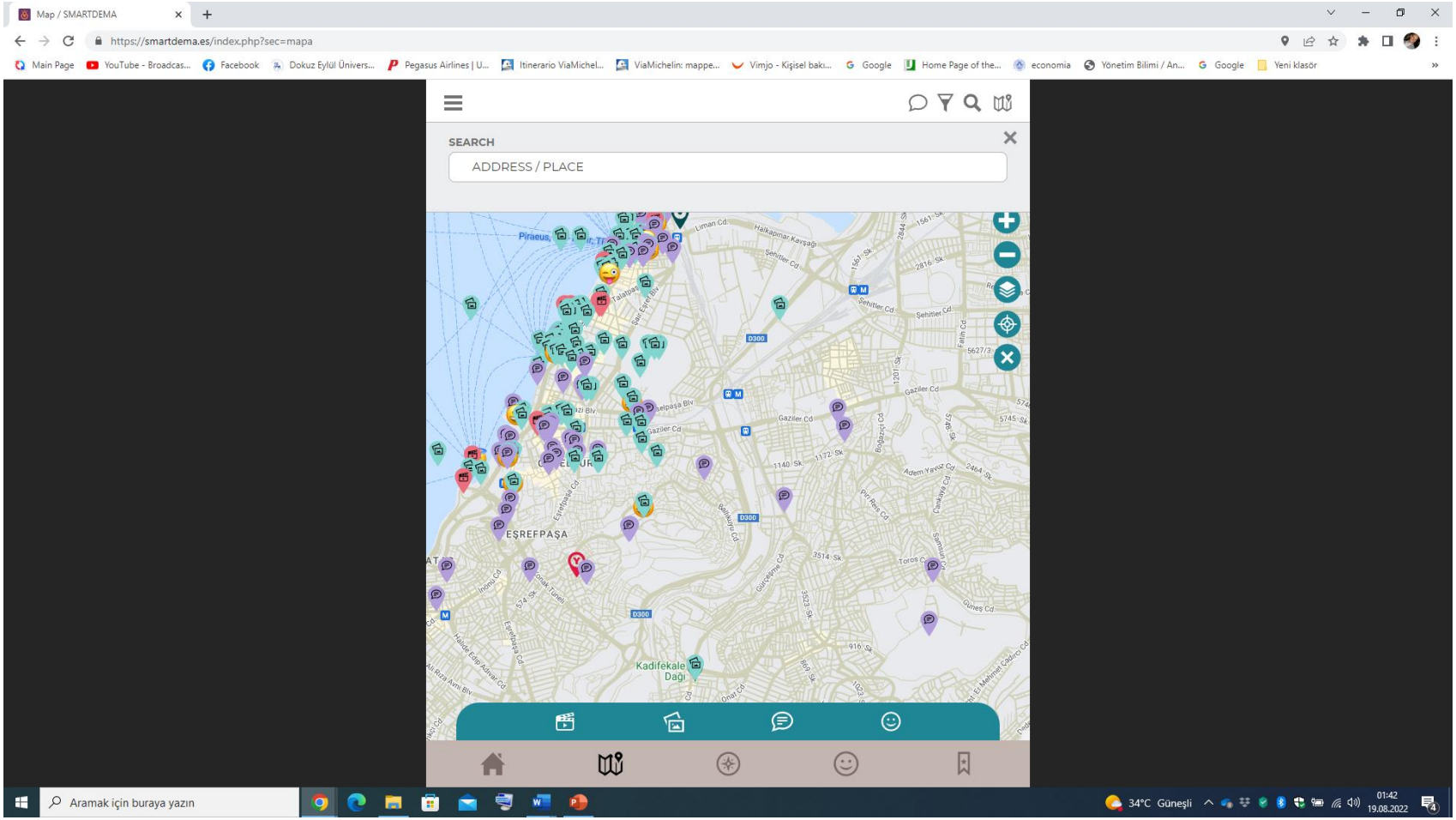
Map / SMARTDEMA
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ADDRESS / PLACE
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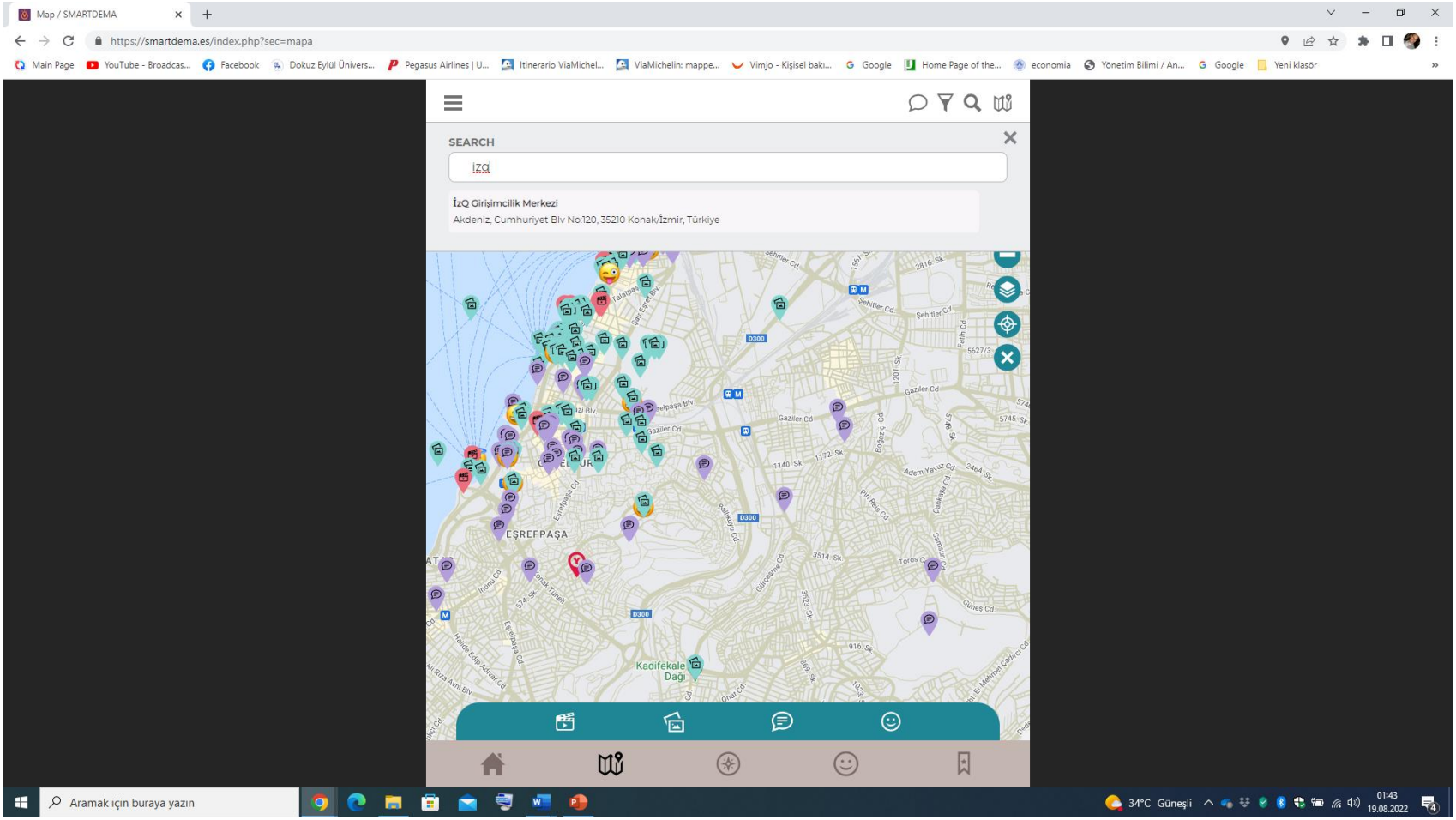
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Akdeniz, Cumhuriyet Blv No:120, 35210 Konak/İzmir, Türkiye
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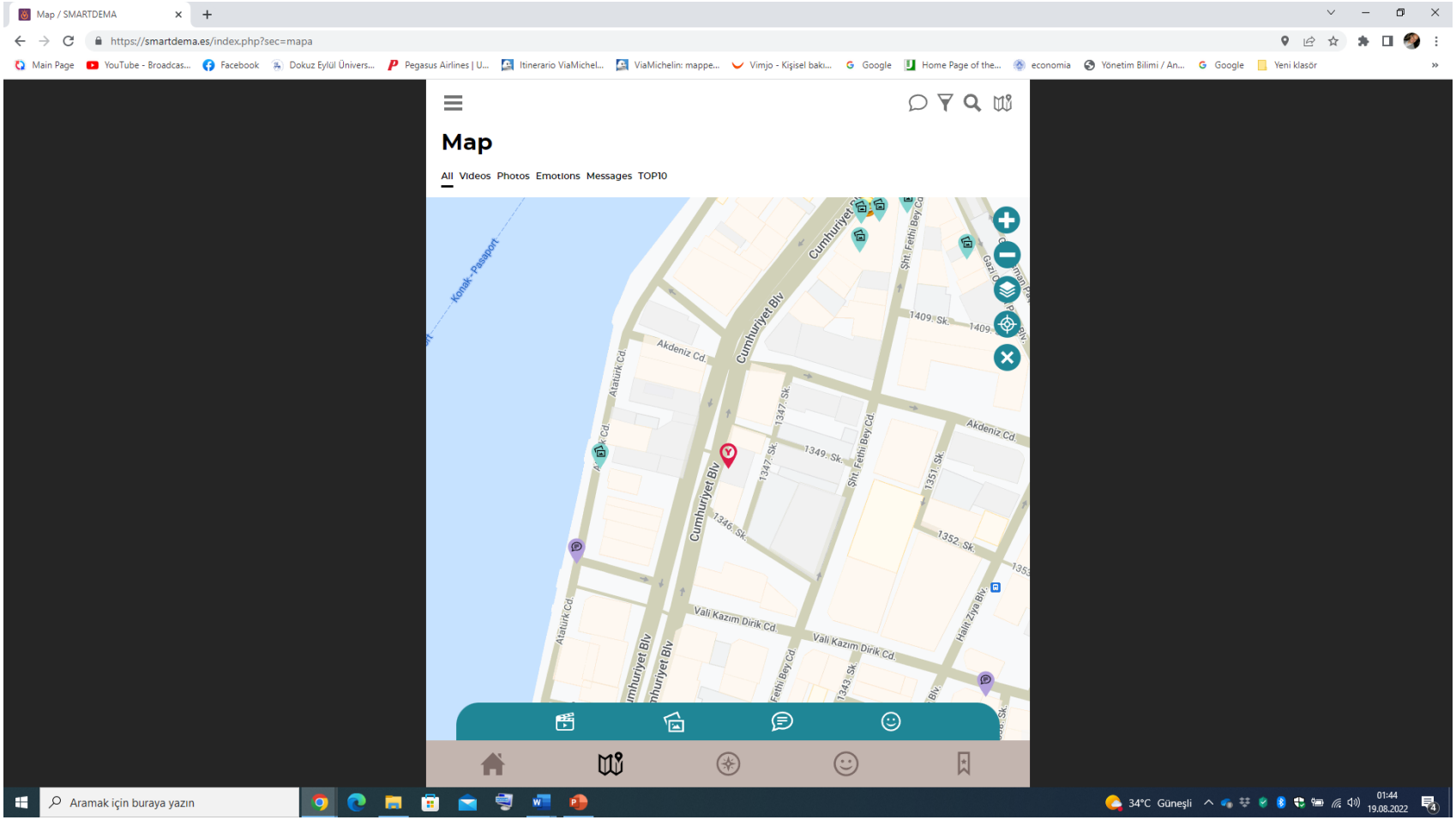
Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Main Page
YouTube - Broadcas...
Facebook
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Pegasus Airlines | U...
Itinerario ViaMichel...
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Atatürk Cd.
1347. Sk.
1349. Sk.
Şht. Fethi Bey Cd.
1351. Sk.
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1346. Sk.
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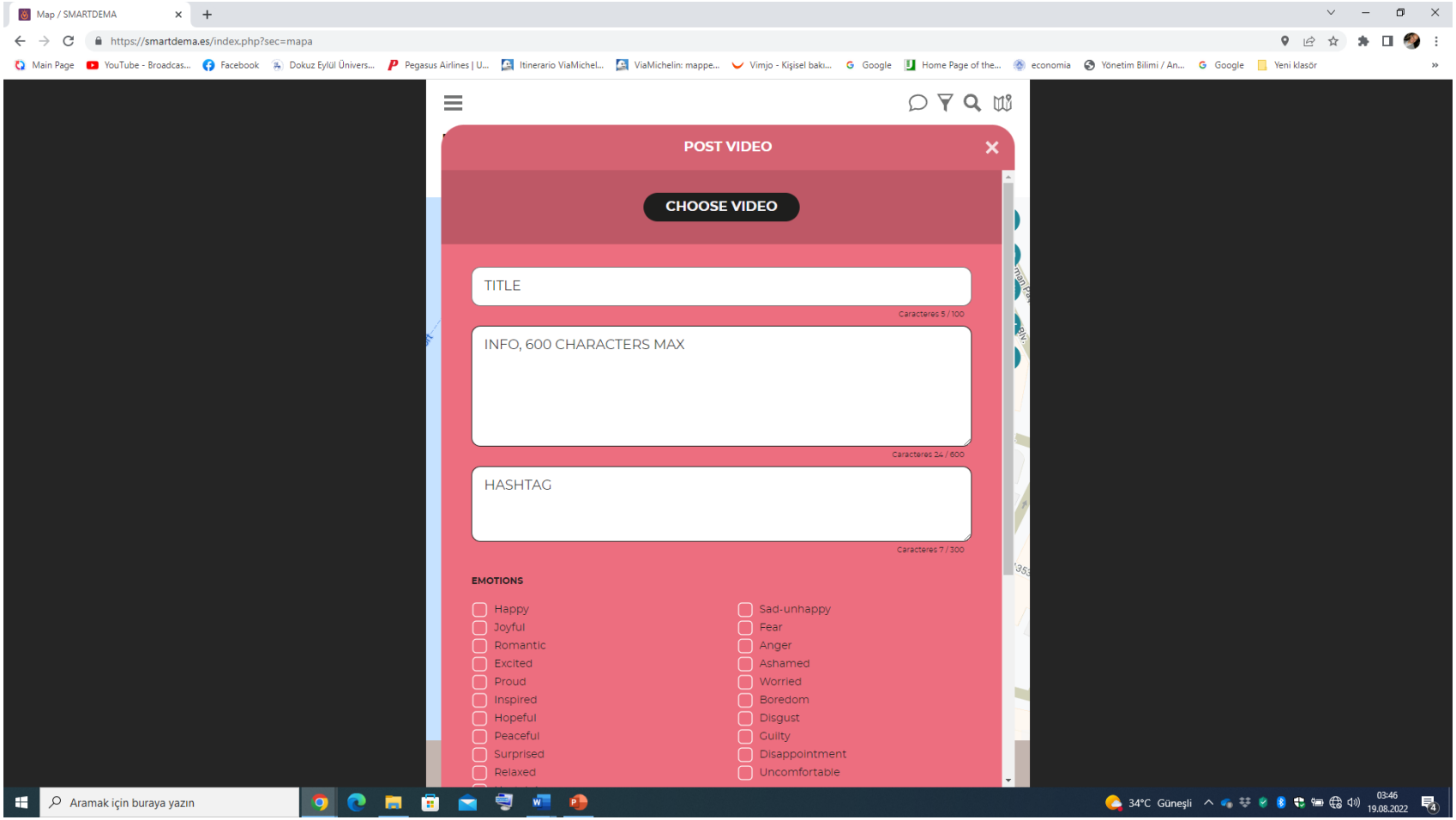
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Caracteres 7 / 300
EMOTIONS
Happy
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Excited
Proud
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Hopeful
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Surprised
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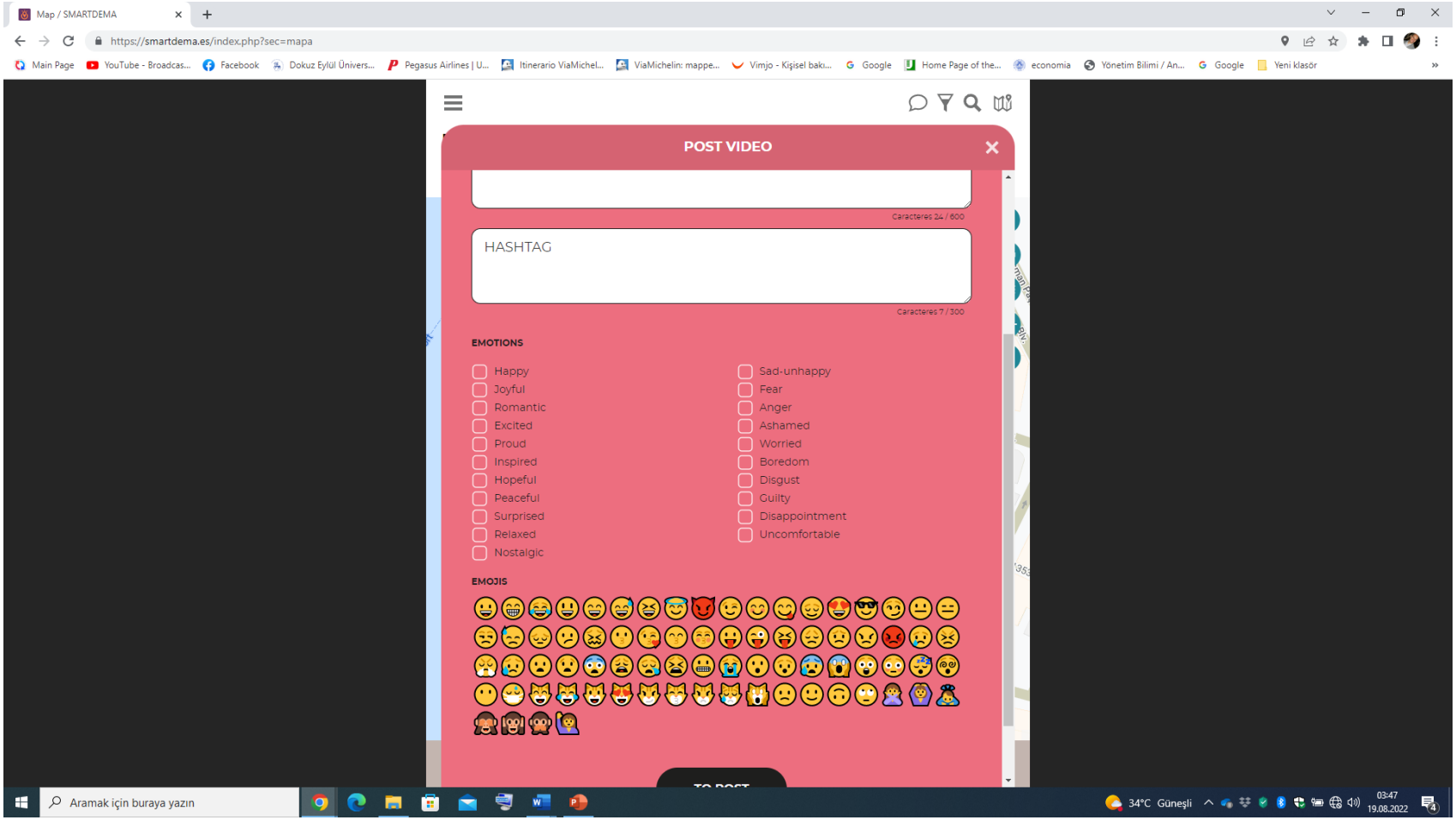
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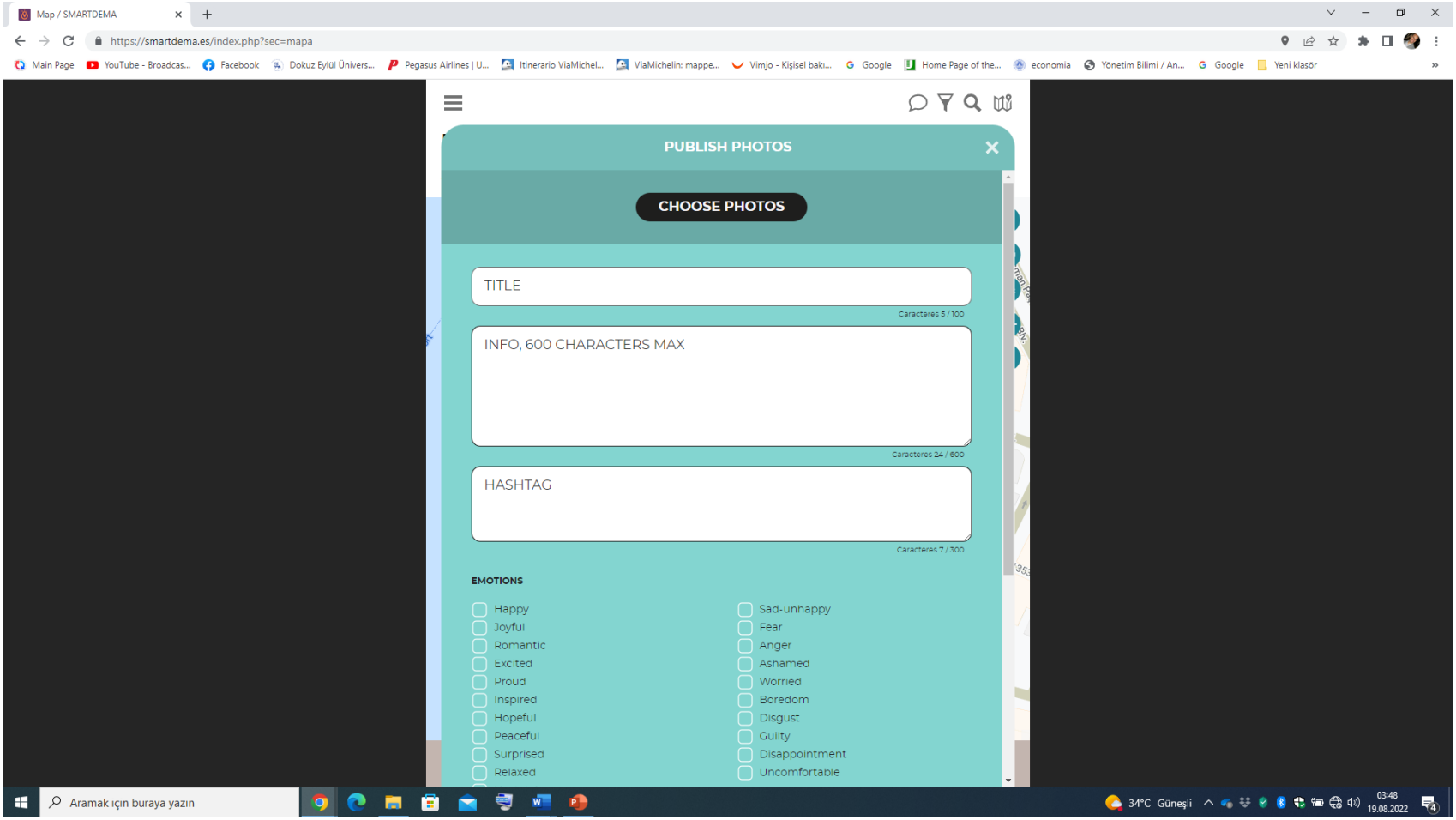
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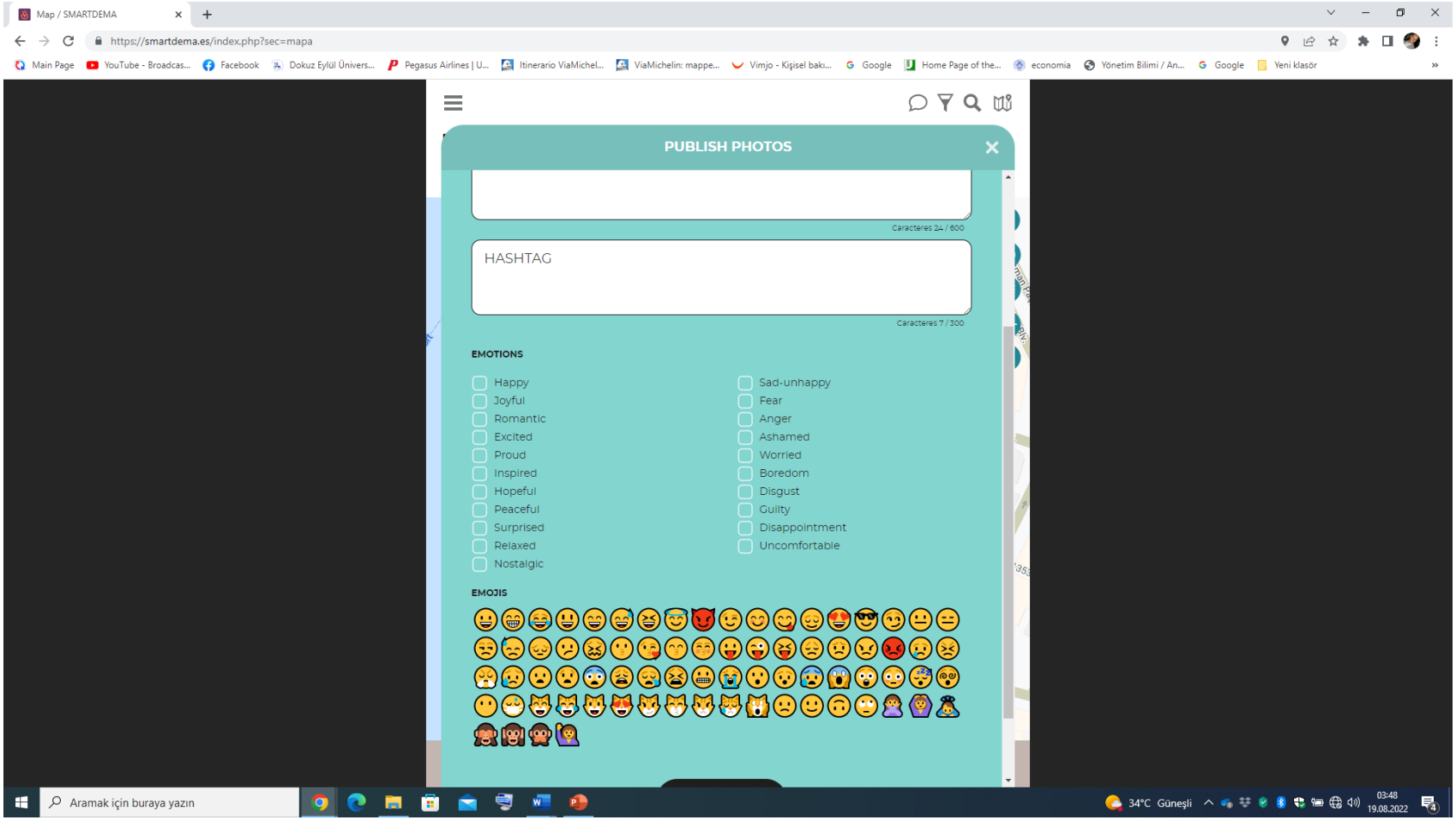
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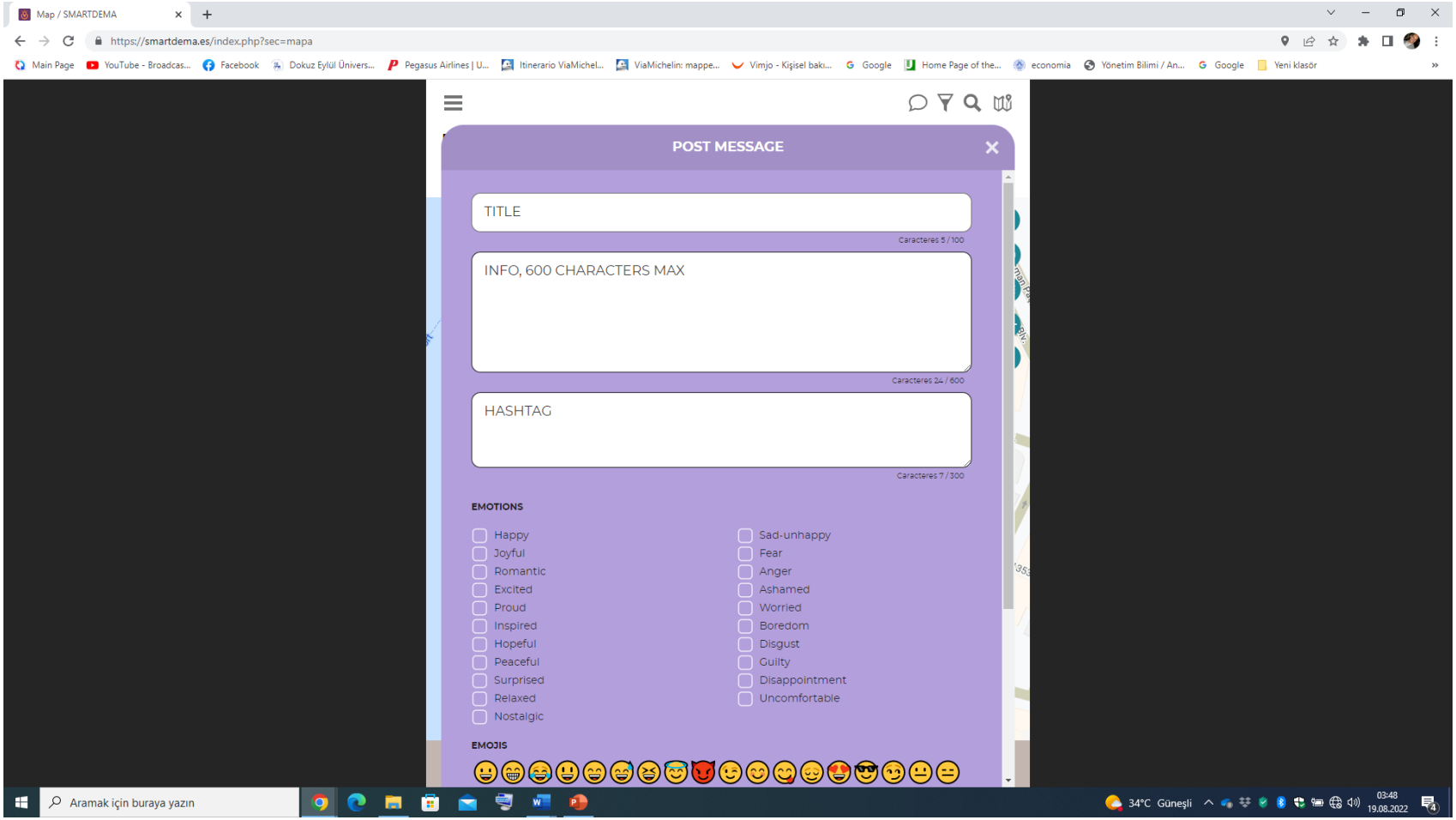
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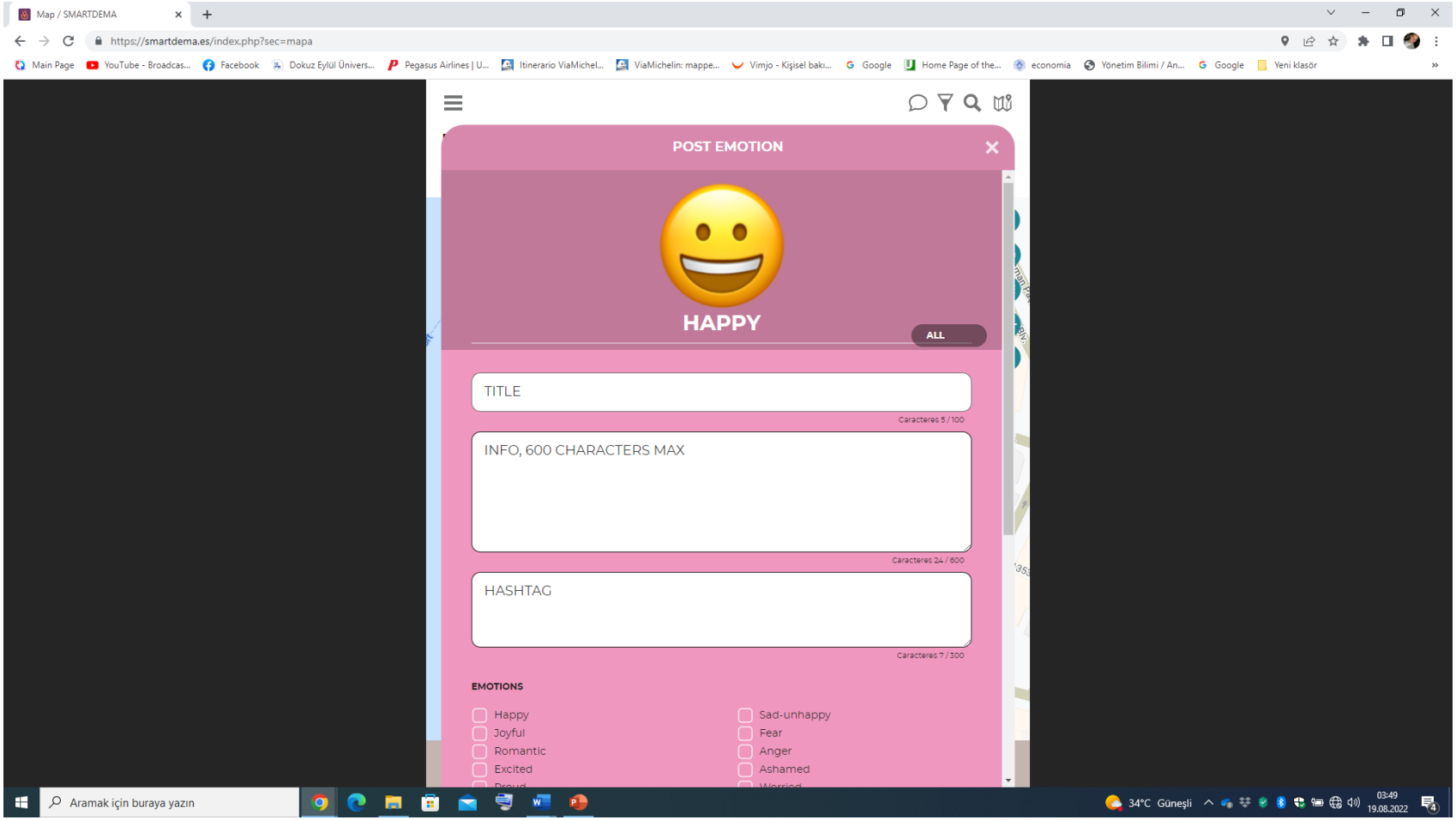
Map / SMARTDEMA
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EMOTIONS
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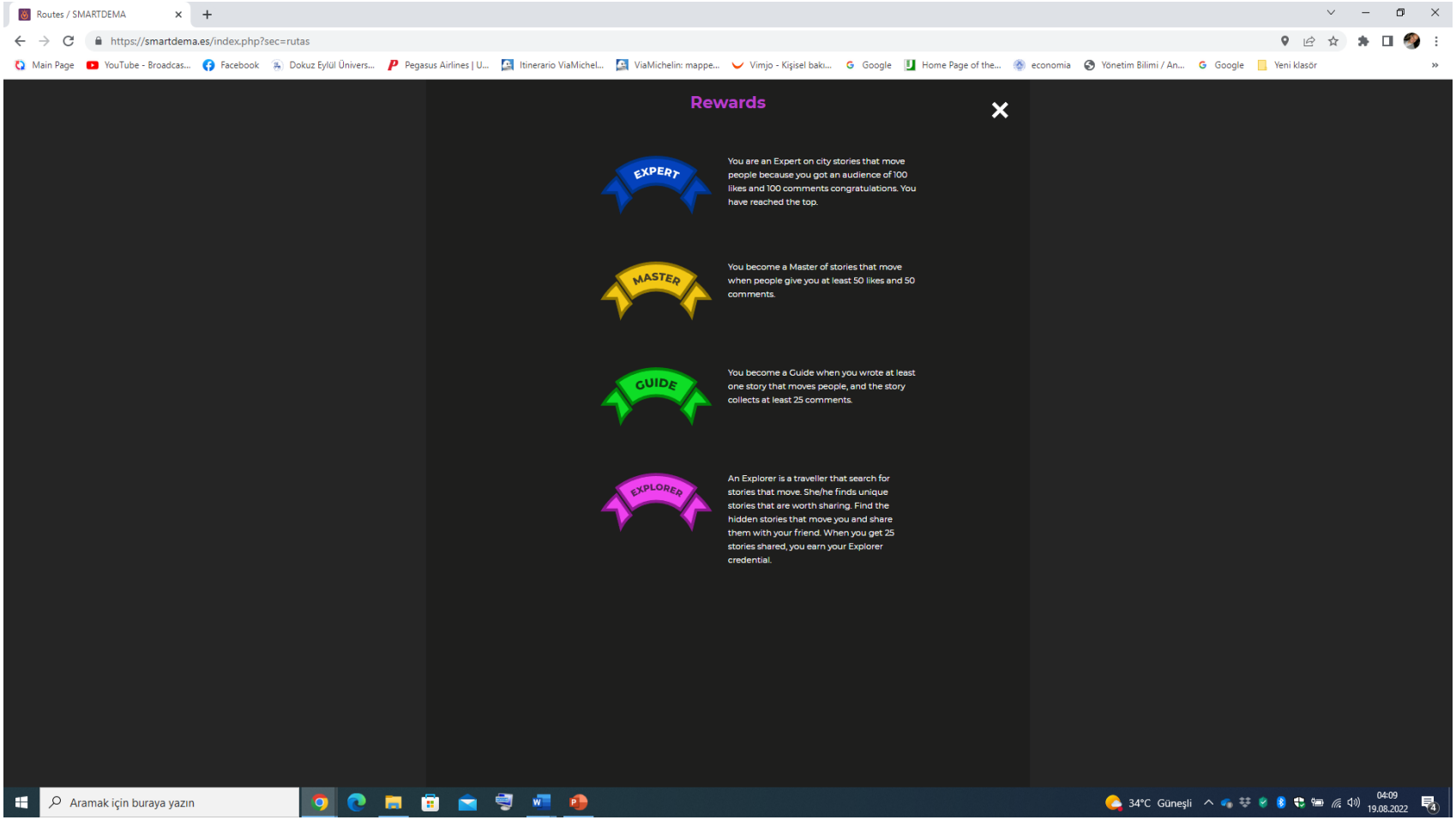
Routes / SMARTDEMA
https://smartdema.es/index.php?sec=rutas
Rewards
EXPERT
You are an Expert on city stories that move people because you got an audience of 100 likes and 100 comments congratulations. You have reached the top.
MASTER
You become a Master of stories that move when people give you at least 50 likes and 50 comments.
GUIDE
You become a Guide when you wrote at least one story that moves people, and the story collects at least 25 comments.
EXPLORER
An Explorer is a traveller that search for stories that move. She/he finds unique stories that are worth sharing. Find the hidden stories that move you and share them with your friend. When you get 25 stories shared, you earn your Explorer credential.
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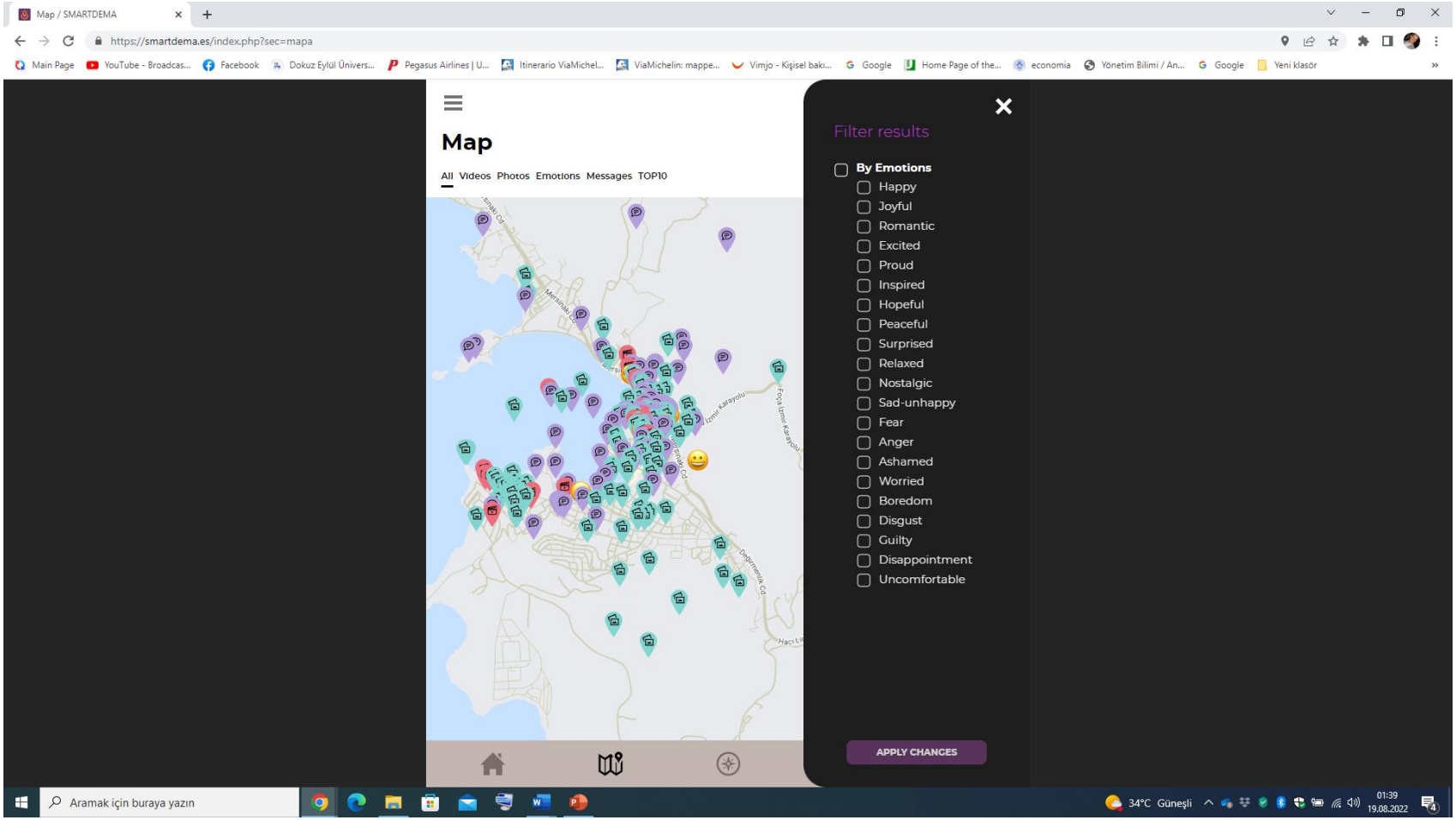
Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Map
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Filter results
By Emotions
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Excited
Proud
Inspired
Hopeful
Peaceful
Surprised
Relaxed
Nostalgic
Sad-unhappy
Fear
Anger
Ashamed
Worried
Boredom
Disgust
Guilty
Disappointment
Uncomfortable
APPLY CHANCES
Aramak için buraya yazın
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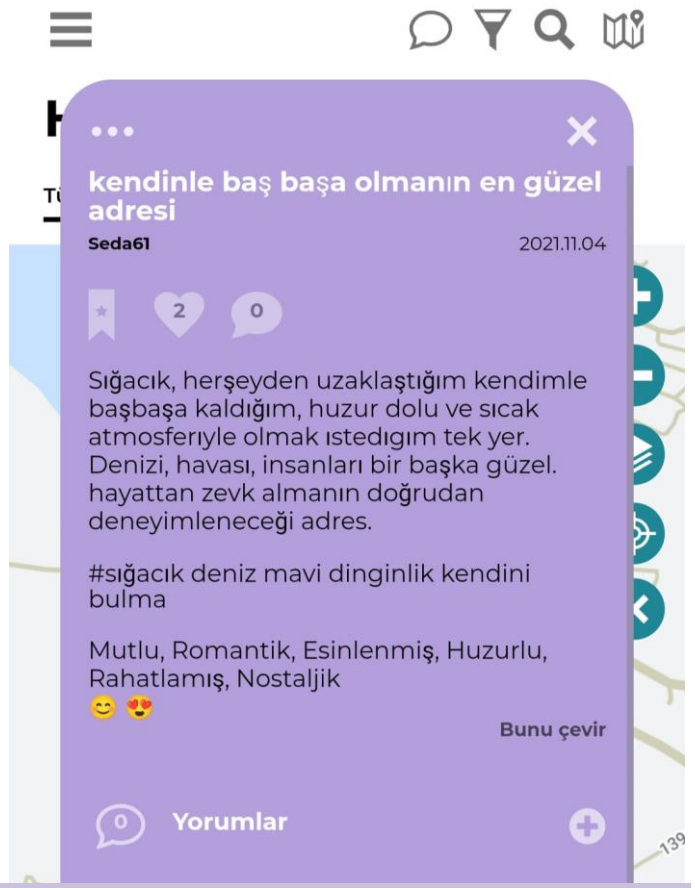
19.08.2022

Routes and Stories

STORIES

- The stories reflect the real sentiment of citizens/people concerning the city and destination of Izmir.



THE BEST ADDRESS TO BE ALONE WITH YOURSELF

Sığacık is the only place where I want to be away from everything, where I can be alone with myself, with its restful and warm atmosphere.
Its sea, air, and people are very beautiful. The only address where you can experience enjoying life.

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– The users until now have shared **stories & routes** about lesser-known, hidden, undiscovered destination spots that are worth seeing in Ljubljana, Izmir and its districts.

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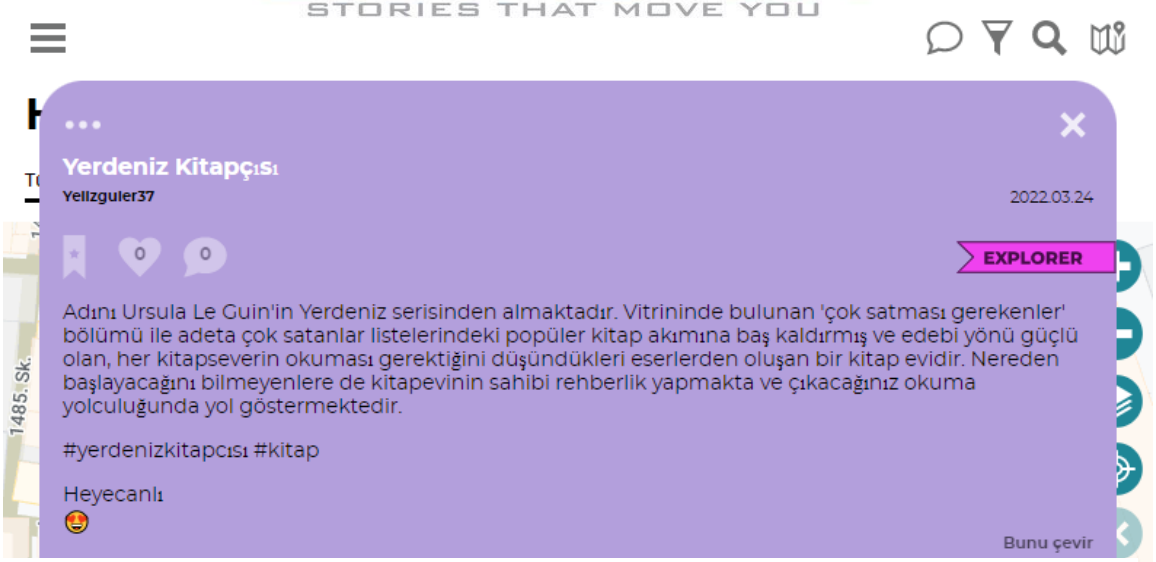
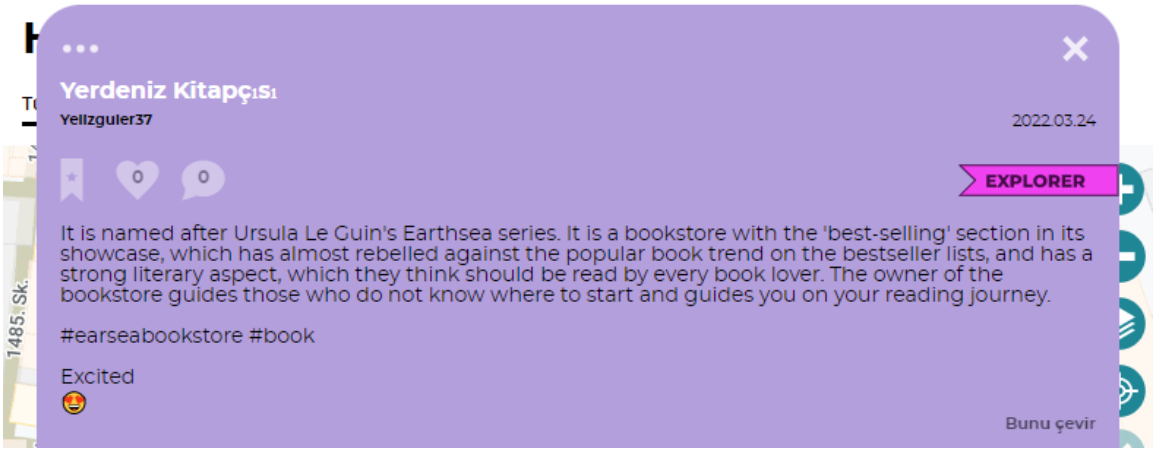
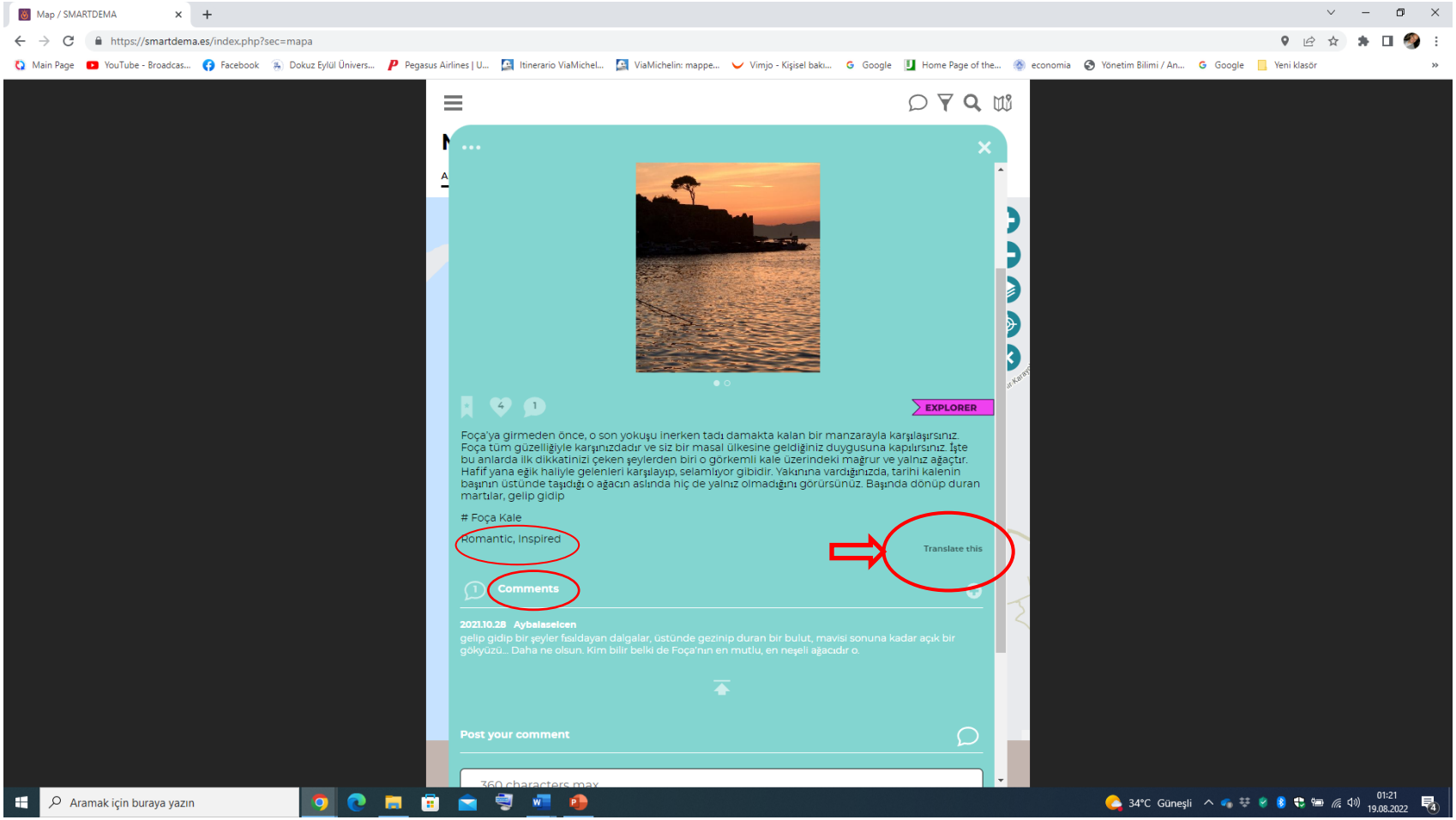
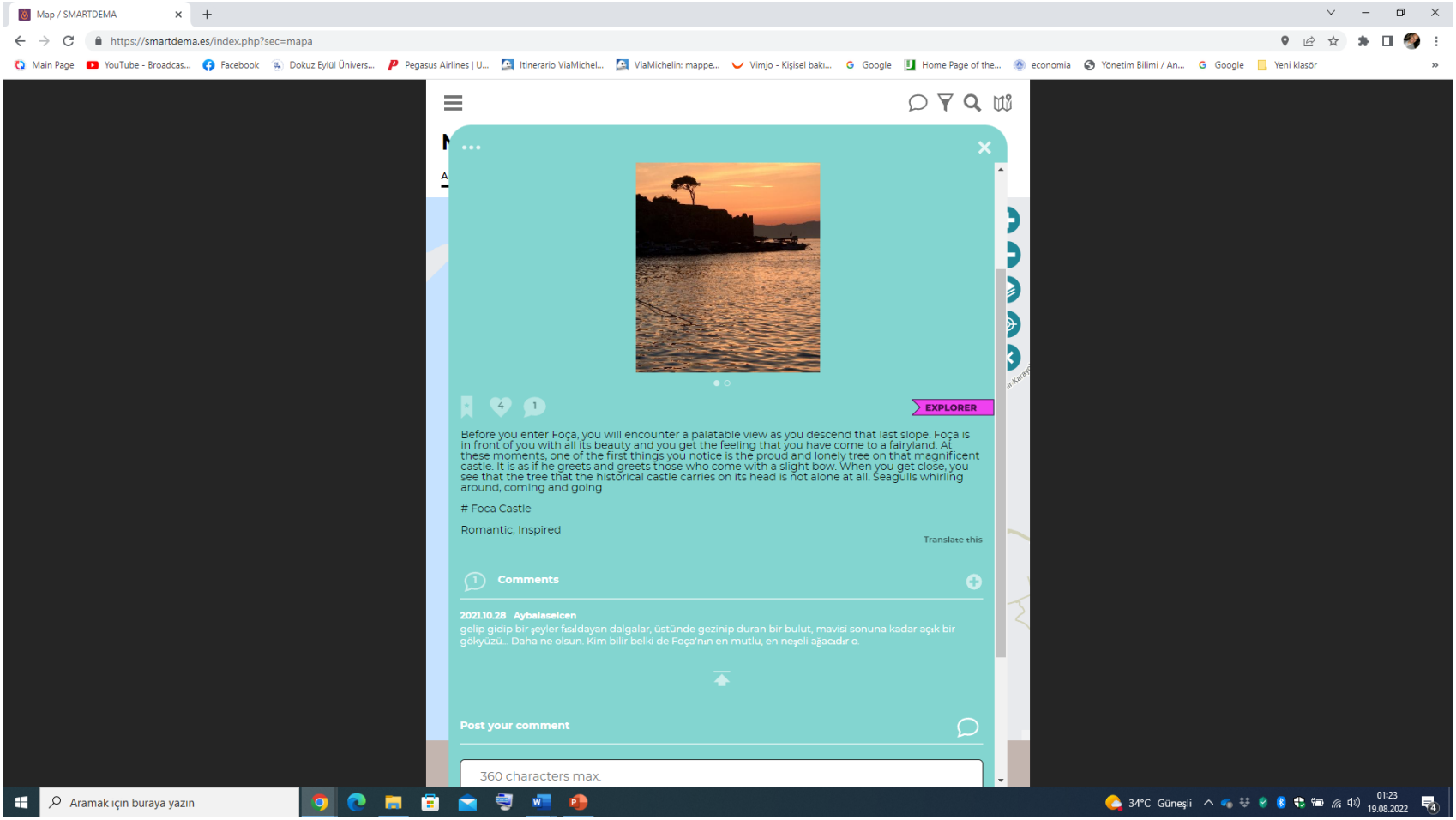
SMARTDEMA

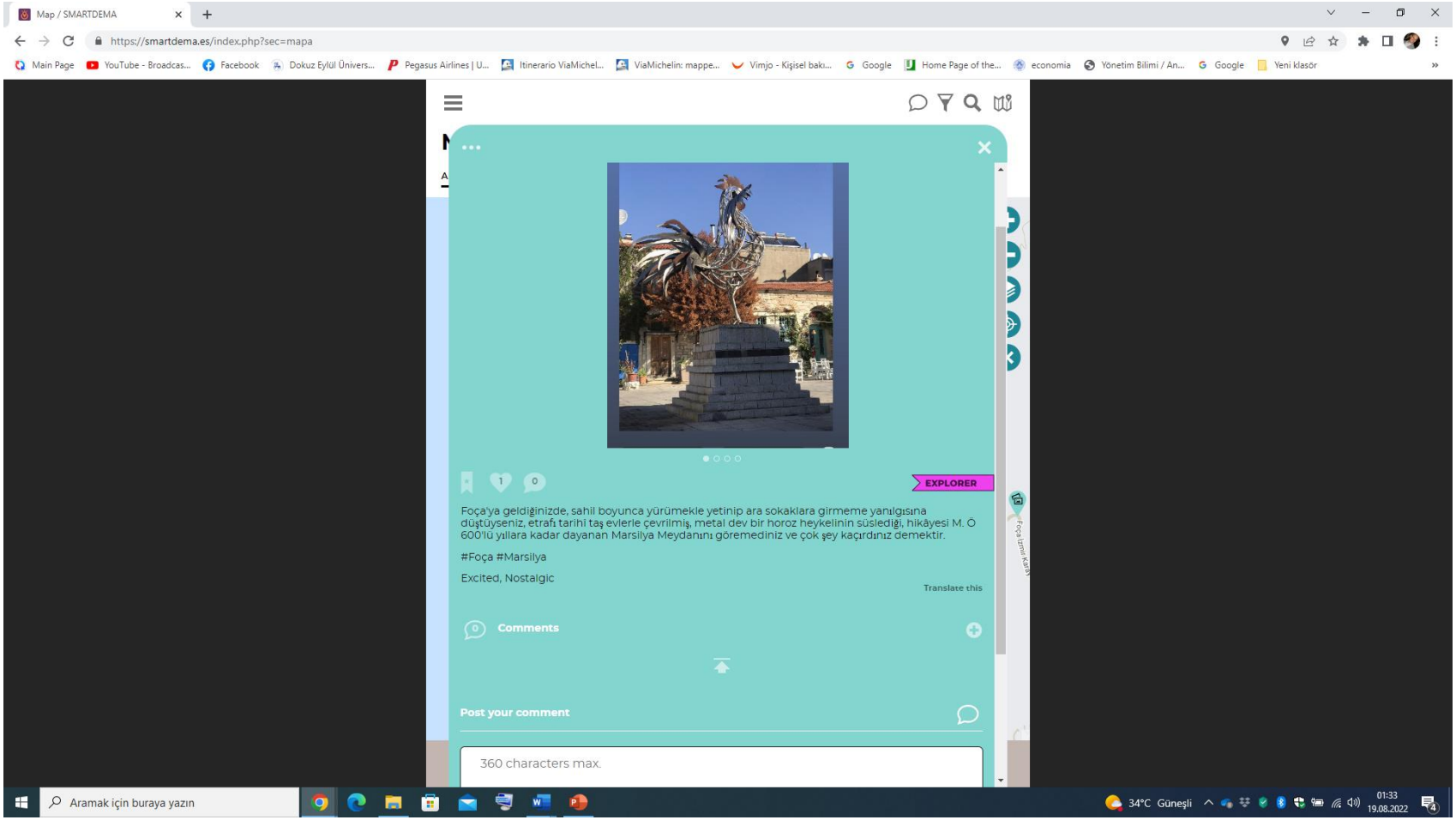
STORIES THAT MOVE YOU

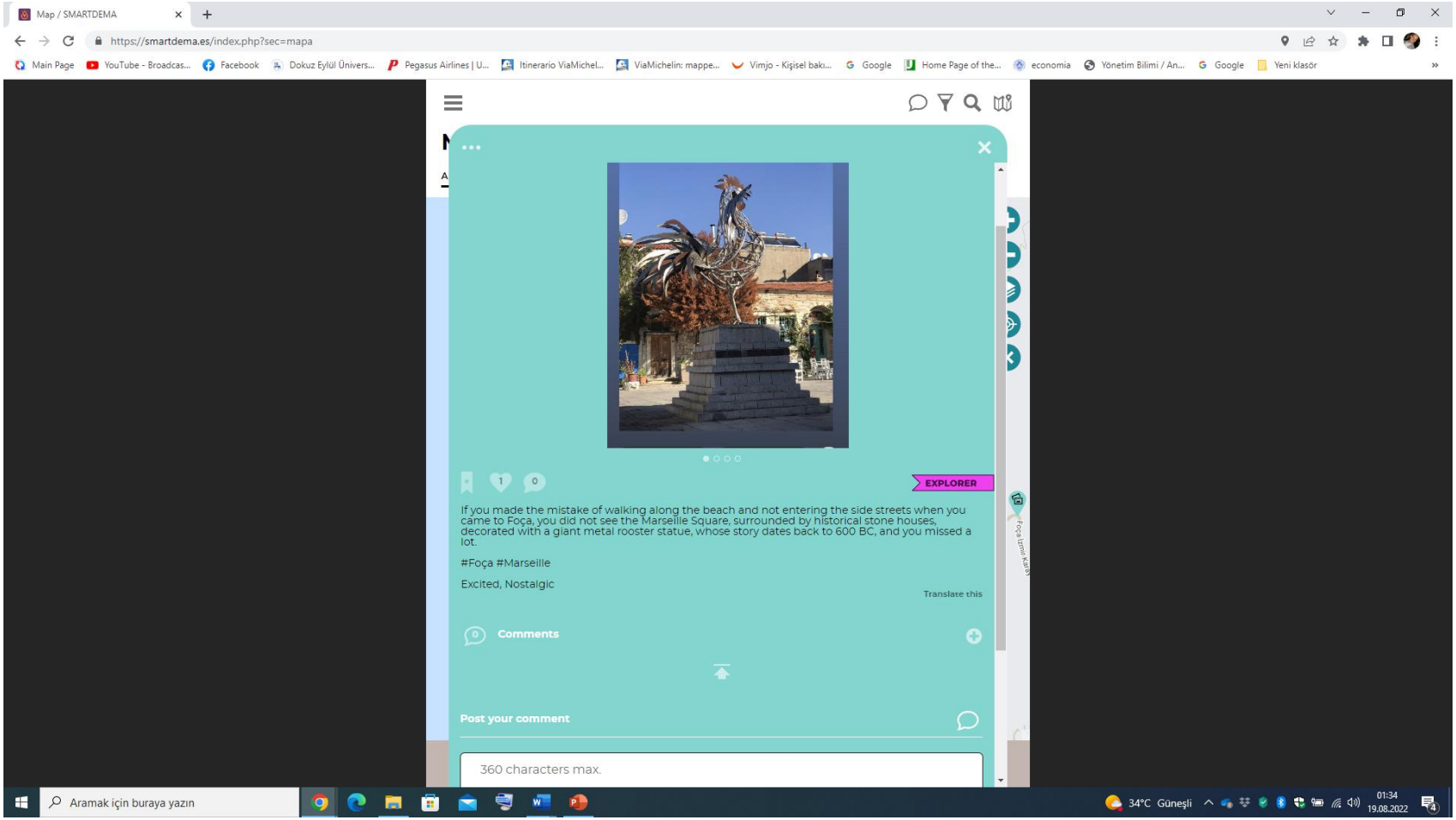


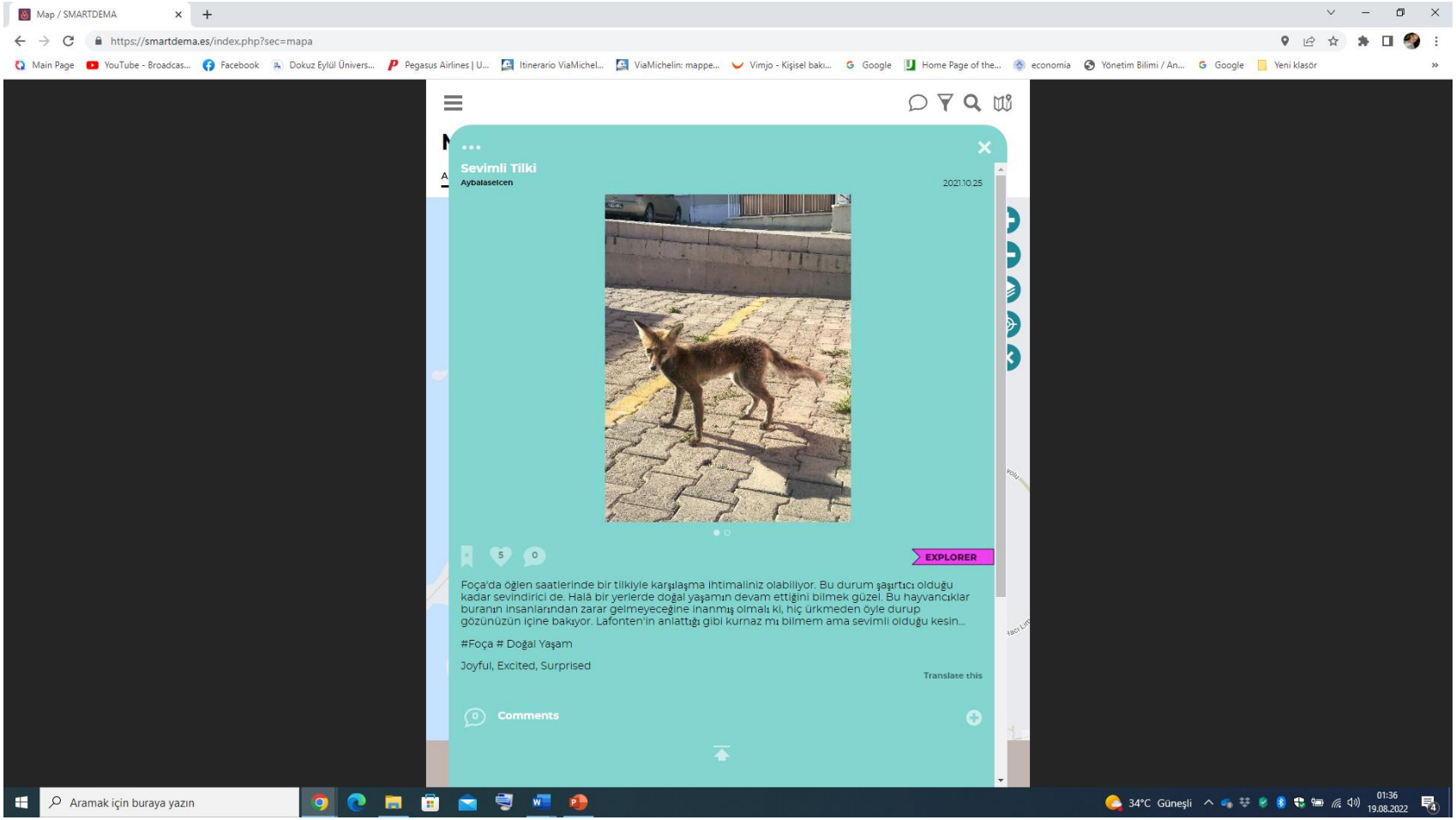


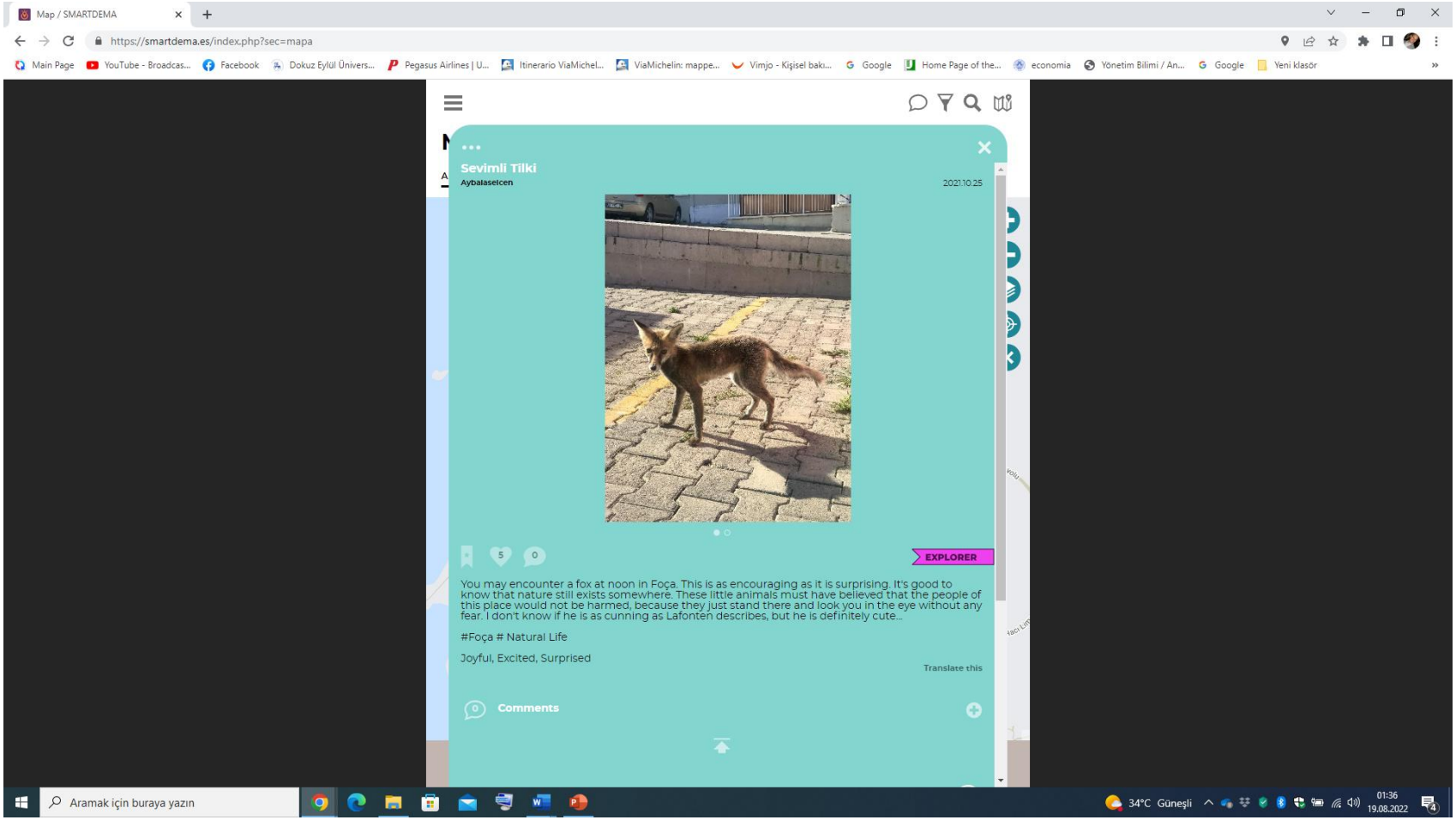

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
EXPLORER
Foça'ya girmeden önce, o son yokuşu inerken tadı damakta kalan bir manzarayla karşılaşırsınız. Foça tüm güzelliğiyle karşınızdadır ve siz bir masal ülkesine geldiğiniz duygusuna kapılırsınız. İşte bu anlarda ilk dikkatinizi çeken şeylerden biri o görkemli kale üzerindeki mağrur ve yalnız ağaçtır. Hafif yana eğik haliyle gelenleri karşılayıp, selamlıyor gibidir. Yakınına vardığınızda, tarihi kalenin başının üstünde taşıdığı o ağacın aslında hiç de yalnız olmadığını görürsünüz. Başında dönüp duran martılar, gelip gidip
Foça Kale
Romantic, Inspired
Translate this
Comments
2021.10.28 Aybalaselcen
gelip gidip bir şeyler fısıldayan dalgalar, üstünde gezinip duran bir bulut, mavisi sonuna kadar açık bir gökyüzü... Daha ne olsun. Kim bilir belki de Foça'nın en mutlu, en neşeli ağacıdır o.
Post your comment
360 characters max
Aramak için buraya yazın
34°C Güneşli
01:21
19.08.2022

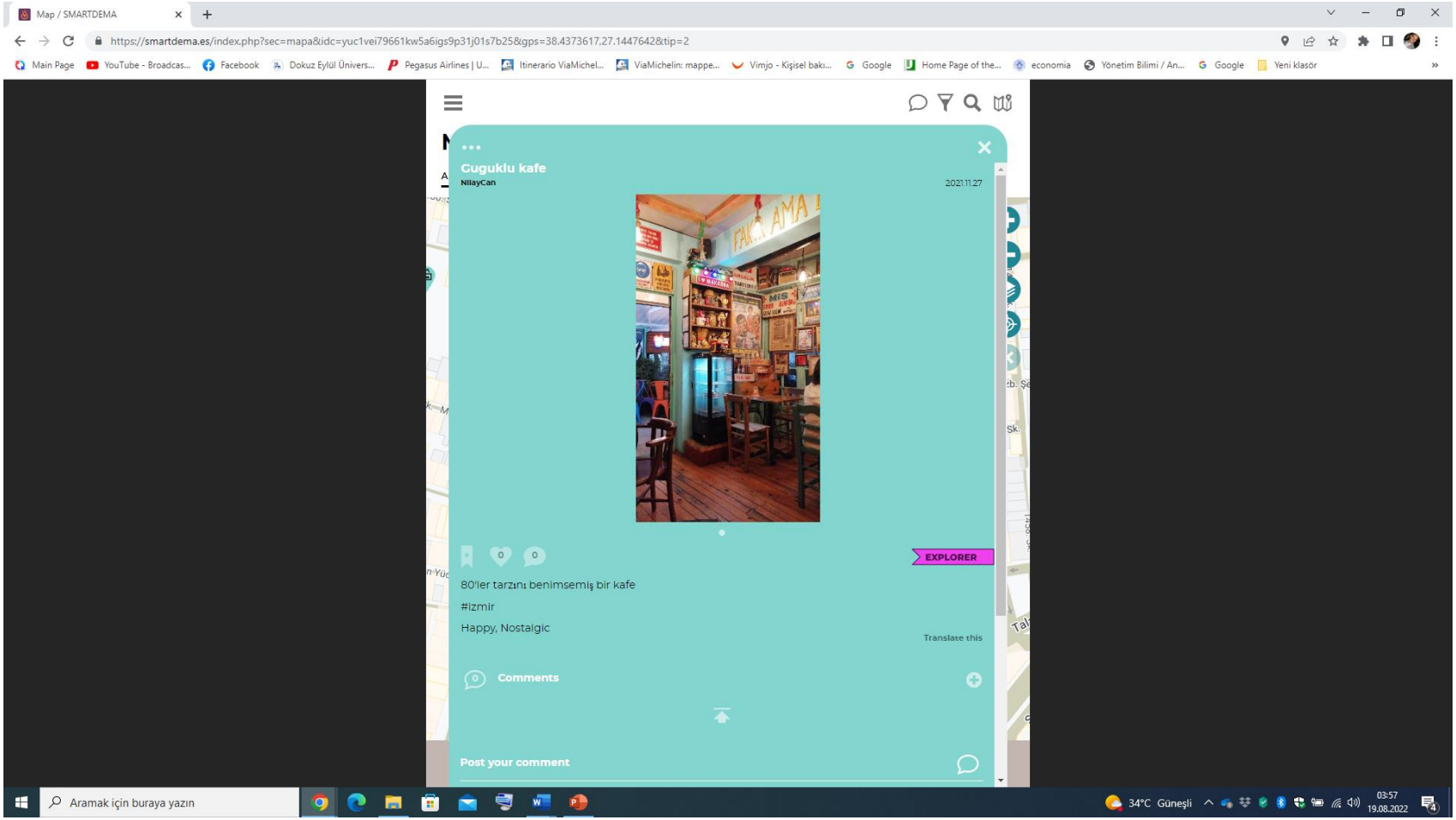

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
EXPLORER
Before you enter Foça, you will encounter a palatable view as you descend that last slope. Foça is in front of you with all its beauty and you get the feeling that you have come to a fairyland. At these moments, one of the first things you notice is the proud and lonely tree on that magnificent castle. It is as if he greets and greets those who come with a slight bow. When you get close, you see that the tree that the historical castle carries on its head is not alone at all. Seagulls whirling around, coming and going
Foca Castle
Romantic, Inspired
Translate this
Comments
2021.10.28 Aybalaselcen
gelip gidip bir şeyler fısıldayan dalgalar, üstünde gezinip duran bir bulut, mavisi sonuna kadar açık bir gökyüzü... Daha ne olsun. Kim bilir belki de Foça'nın en mutlu, en neşeli ağacıdır o.
Post your comment
360 characters max.
Aramak için buraya yazın
34°C Güneşli
01:23
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
EXPLORER
Foça'ya geldiğinizde, sahil boyunca yürümekle yetinip ara sokaklara girmeme yanılgısına düştüyseniz, etrafı tarihi taş evlerle çevrilmiş, metal dev bir horoz heykelinin süslediği, hikâyesi M. Ö 600'lü yıllara kadar dayanan Marsilya Meydanını göremediniz ve çok şey kaçırdınız demektir.
#Foça #Marsilya
Excited, Nostalgic
Translate this
Comments
Post your comment
360 characters max.
Aramak için buraya yazın
34°C Güneşli
01:33
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
EXPLORER
If you made the mistake of walking along the beach and not entering the side streets when you came to Foça, you did not see the Marseille Square, surrounded by historical stone houses, decorated with a giant metal rooster statue, whose story dates back to 600 BC, and you missed a lot.
#Foça #Marseille
Excited, Nostalgic
Translate this
Comments
Post your comment
360 characters max.
Aramak için buraya yazın
34°C Güneşli
01:34
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Sevimli Tilki
Aybalaselcen
2021.10.25
EXPLORER
Foça'da öğlen saatlerinde bir tilkiyle karşılaşma ihtimaliniz olabiliyor. Bu durum şaşırtıcı olduğu kadar sevindirici de. Hala bir yerlerde doğal yaşamın devam ettiğini bilmek güzel. Bu hayvancıklar buranın insanlarından zarar gelmeyeceğine inanmış olmalı ki, hiç ürkmeden öyle durup gözünüzün içine bakıyor. Lafonten'in anlattığı gibi kurnaz mı bilmem ama sevimli olduğu kesin...
#Foça # Doğal Yaşam
Joyful, Excited, Surprised
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:36
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Sevimli Tilki
Aybalaselcen
2021.10.25
EXPLORER
You may encounter a fox at noon in Foça. This is as encouraging as it is surprising. It's good to know that nature still exists somewhere. These little animals must have believed that the people of this place would not be harmed, because they just stand there and look you in the eye without any fear. I don't know if he is as cunning as Lafonten describes, but he is definitely cute...
#Foça # Natural Life
Joyful, Excited, Surprised
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:36
19.08.2022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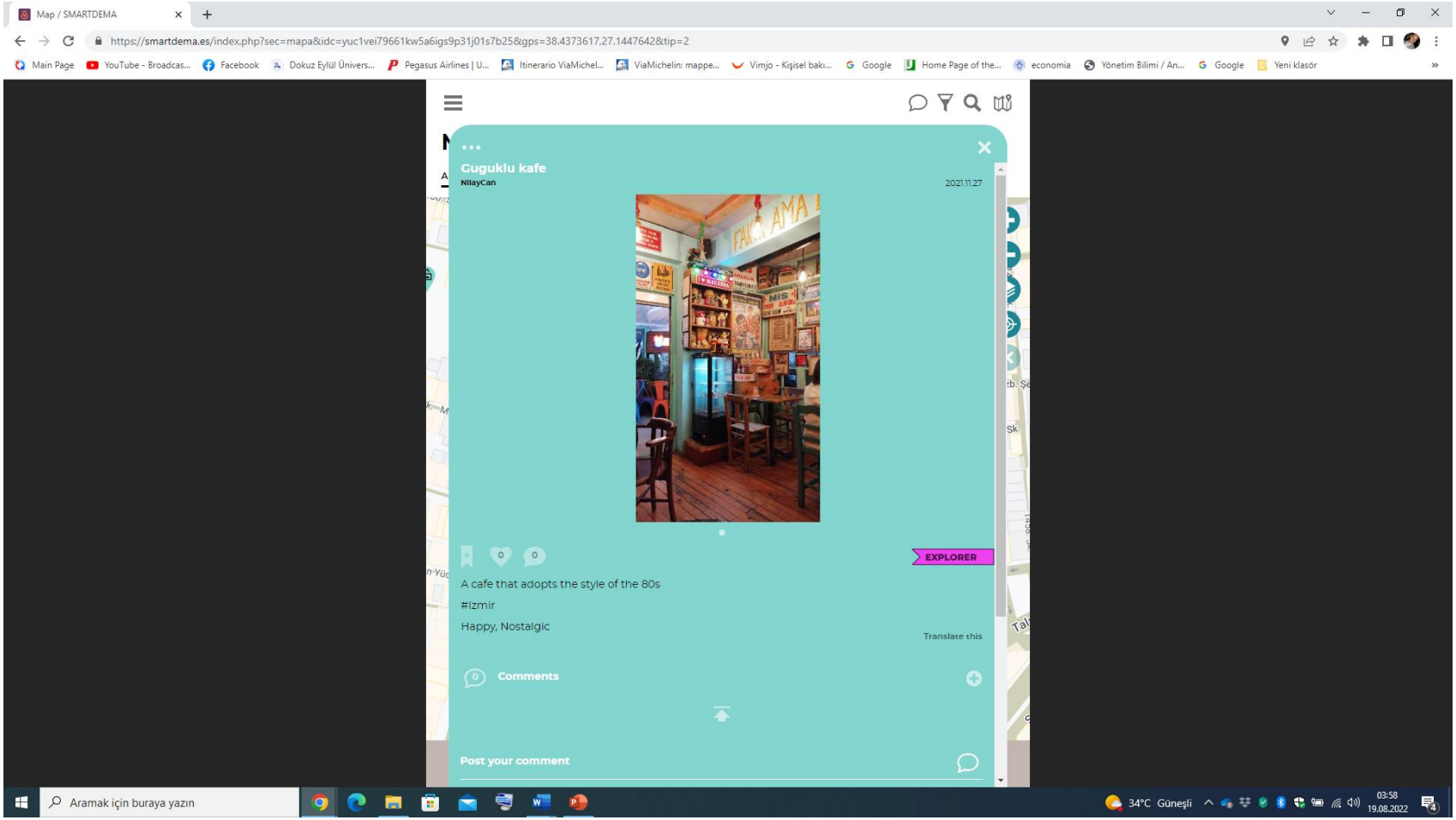
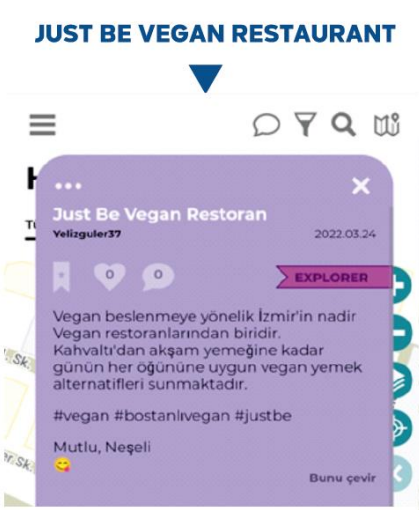
https://smartdema.es/index.php?sec=mapa&idc=yuc1vei79661kw5a6igs9p31j01s7b25&gps=38.4373617,27.1447642&tip=2
Cuguklu kafe
NilayCan
2021.11.27
EXPLORER
80'ler tarzını benimsemiş bir kafe
#izmir
Happy, Nostalgic
Translate this
Comments
Post your comment
Aramak için buraya yazın
34°C Güneşli
03:57
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa&idc=yuc1vei79661kw5a6igs9p31j01s7b25&gps=38.4373617,27.1447642&tip=2
Cuguklu kafe
NilayCan
2021.11.27
EXPLORER
A cafe that adopts the style of the 80s
#Izmir
Happy, Nostalgic
Translate this
Comments
Post your comment
Aramak için buraya yazın
34°C Güneşli
03:58
19.08.2022

STREETS OF PERGAMON

JUST BE VEGAN RESTAURANT



PERGAMON

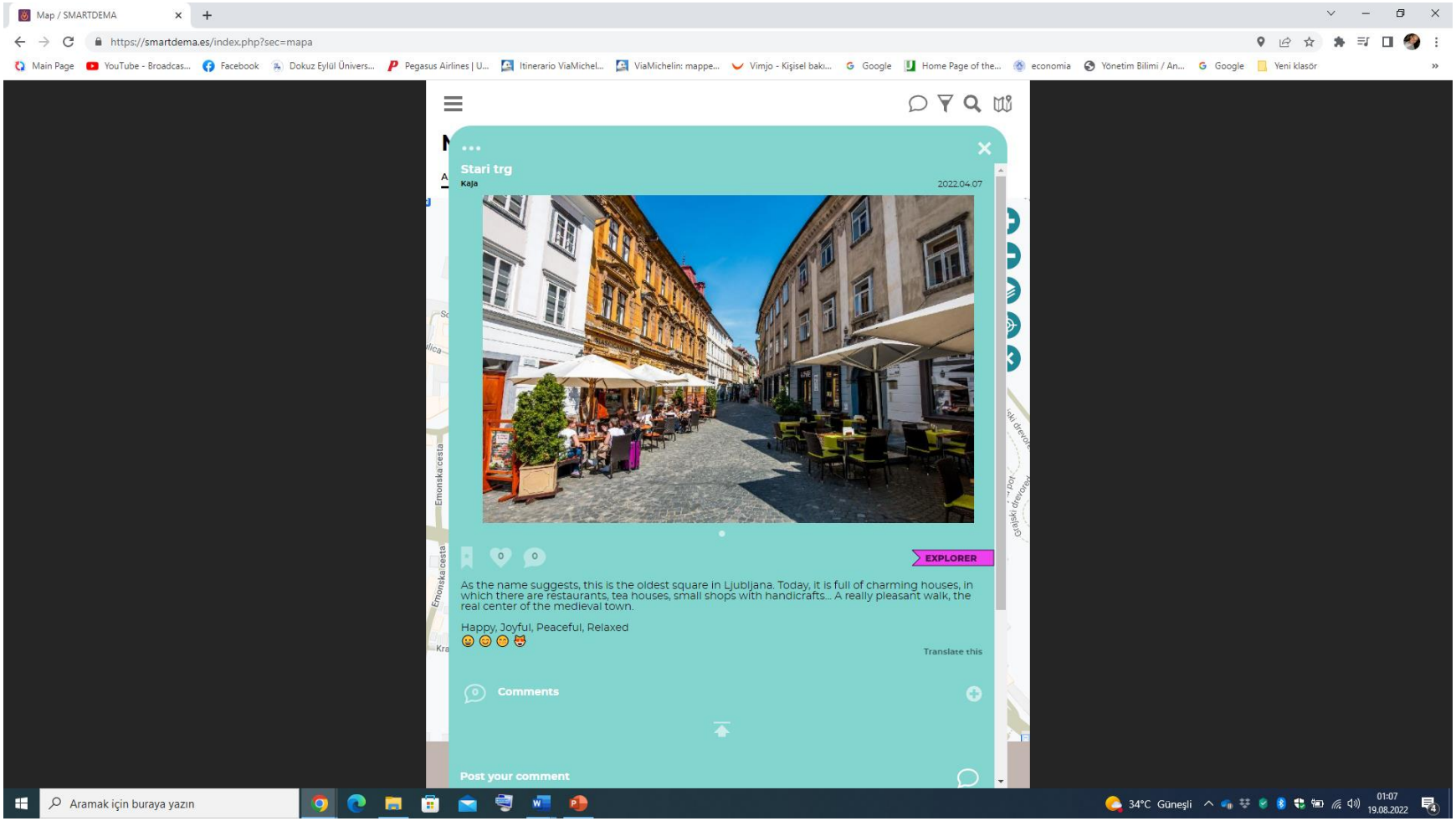
SERENITY IN GUZELBAHÇE IZMIR

IZMİR KONAK SQUARE

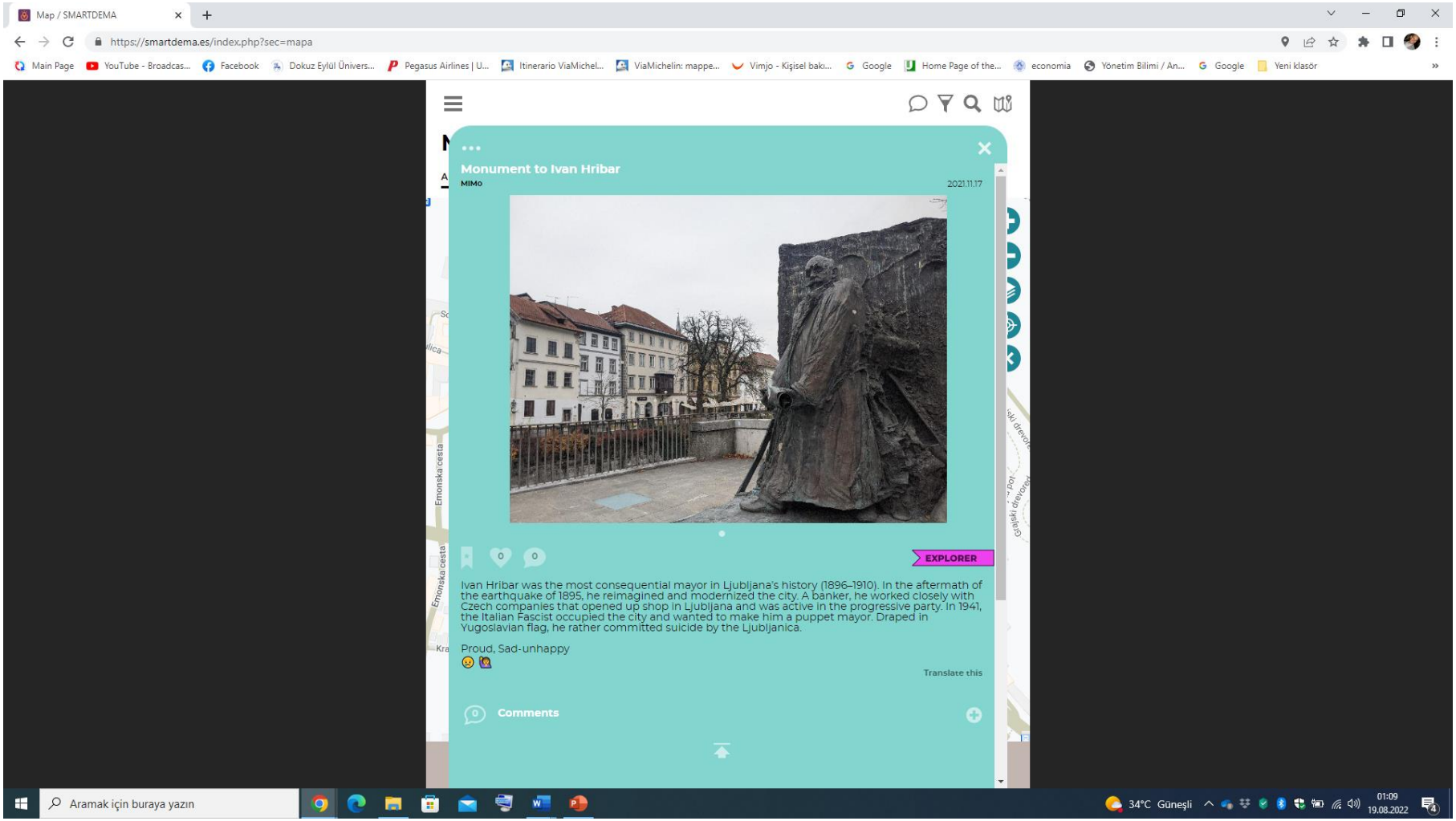
IZMIR AND SPORT

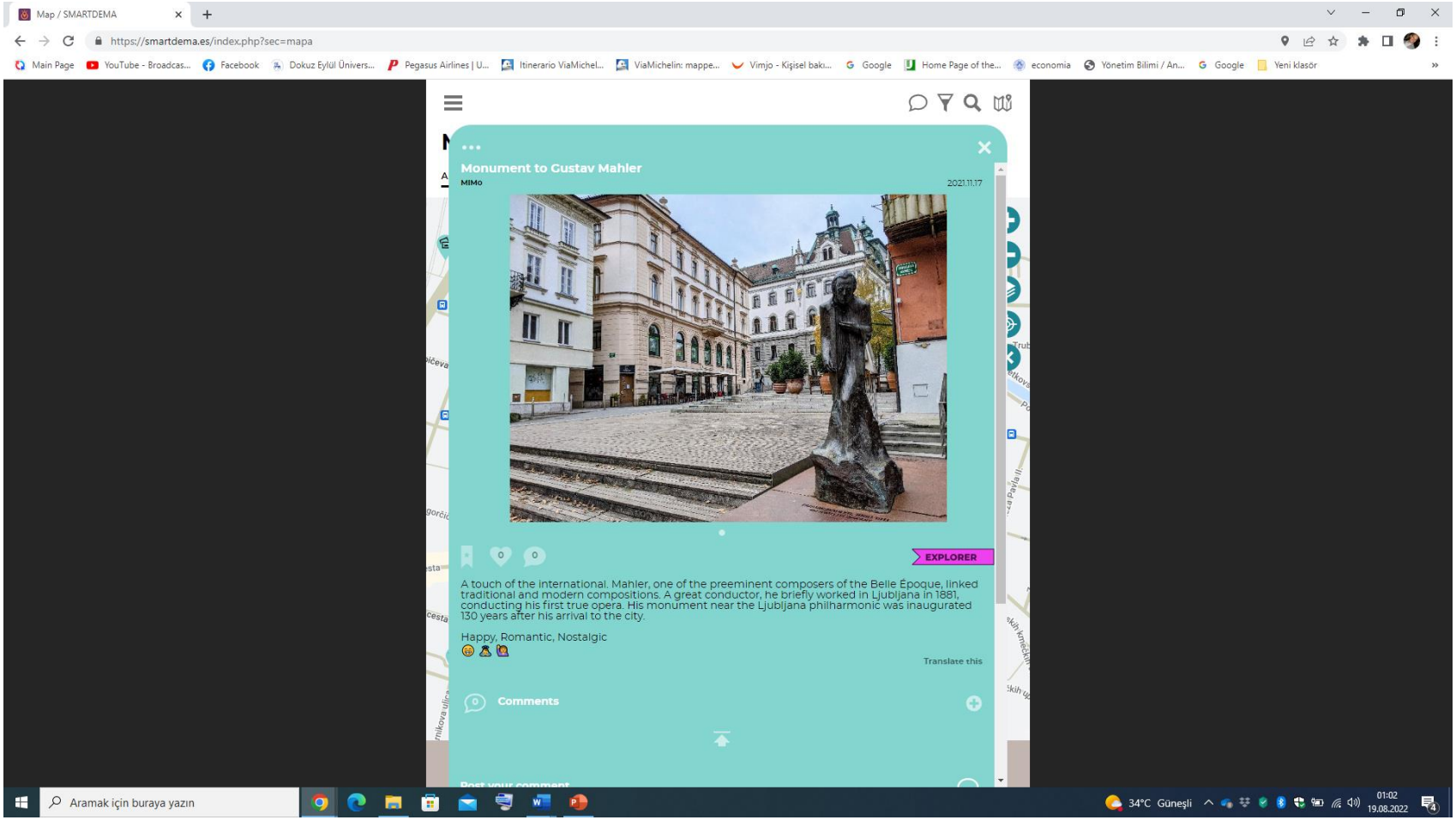
SUNSET IN BOSTANLI
Bostanlı Günbatımı
edasen
2021.11.20
Adından da anlaşılacağı gibi günbatımının en güzel manzarası buradan. Sadece oturup rahatlamak bile çok iyi geliyor
#chill #rahat #sunset #günbatımı
Neşeli, Romantik, Esinlenmiş, Huzurlu, Rahatlamış
Bunu çevir
SÜT ÇİÇEĞİ DESSERT RESTAURANT
Süt Çiçeği Tatlıcısı
Yelizguler37
2022.03.25
EXPLORER
Kazandibi tatlısı severlerin bir numaralı mekanıdır. Kazandibi'nin fıstıklı, Antep fıstıklı, bademli alternatifleri sunulmakta. Şeker miktarı çok az ve glutensiz alternatifleri de bulunmakta.
#kazandibi #tatli #sütcicegitatlıcısı
Mutlu
Bunu çevir
YAYA RAW
HEALTY FOOD RESTAURANT
Yaya Raw Healty Food Restorant
Yelizguler37
2022.03.29
gluten free desserts
EXPLORER
Kale Bowl tarifi Ketojenik, Glutensiz, Vegan ve Vejetaryen beslenmeye yönelik zengin menüye sahip harika bir restorant
#vegan #vejetaryen #glutensiz #ketojenik
Mutlu, Neşeli, Heyecanlı
Bunu çevir

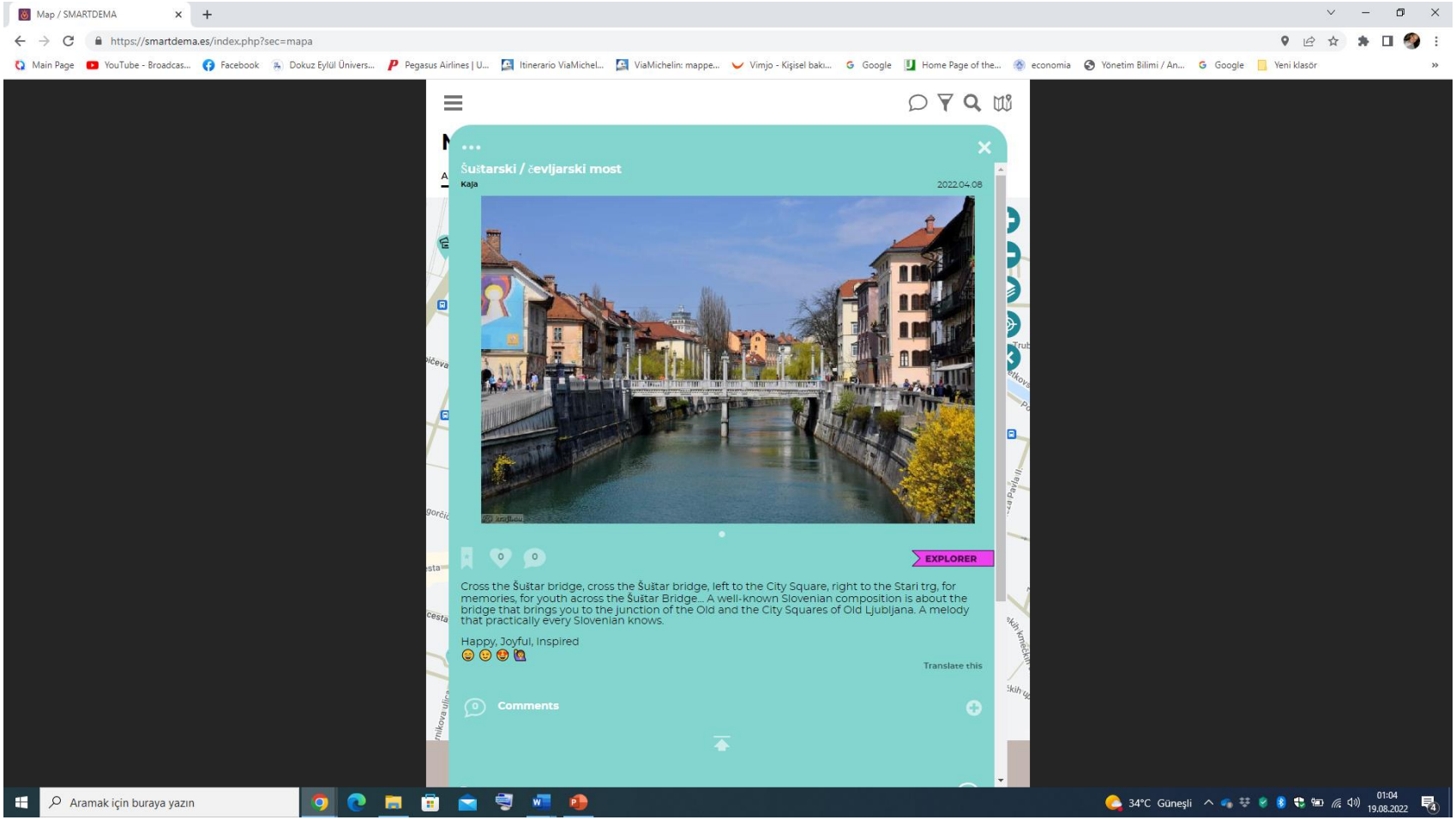
Stories from Ljubljana

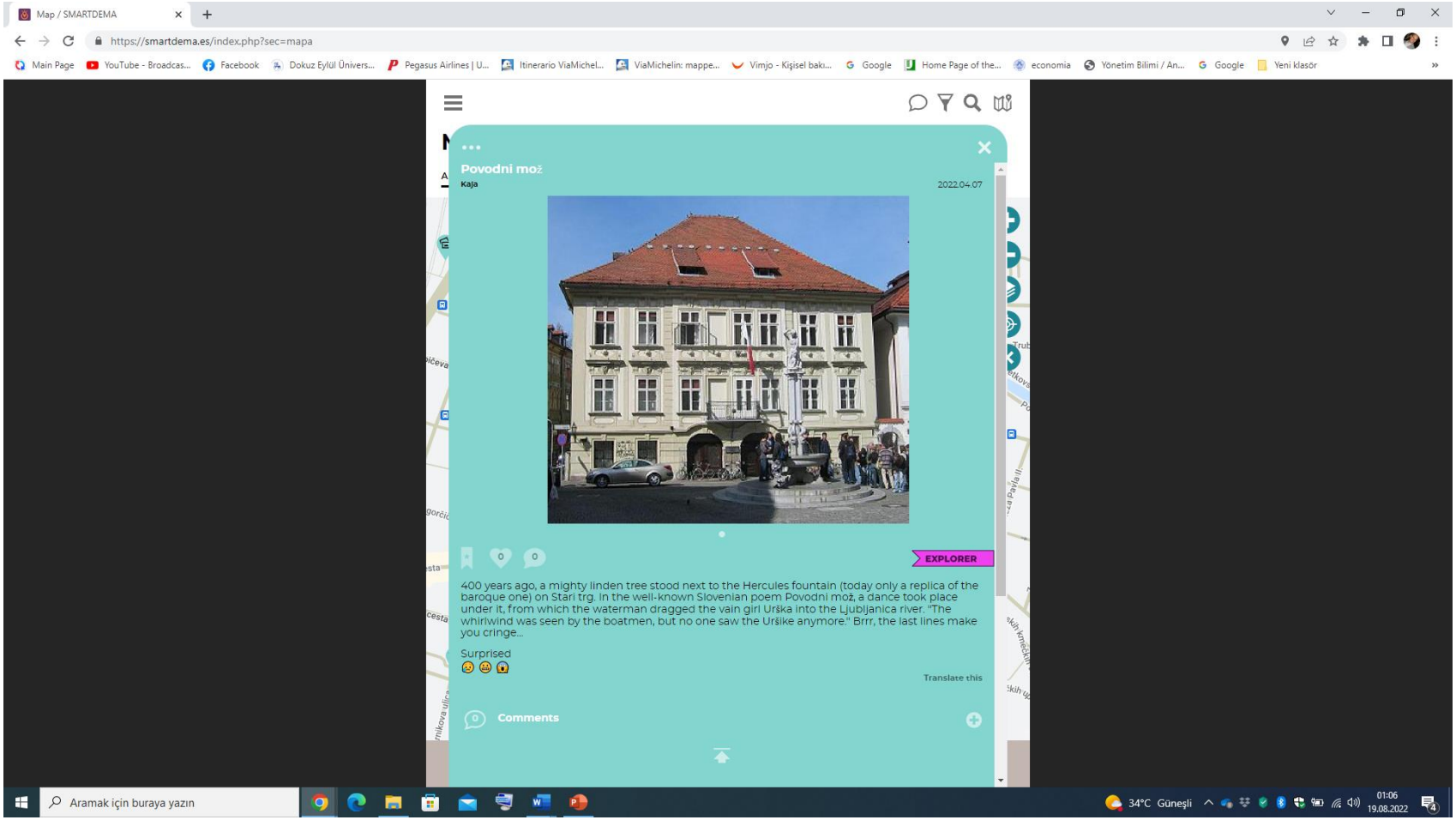

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Stari trg
Kaja
2022.04.07
EXPLORER
As the name suggests, this is the oldest square in Ljubljana. Today, it is full of charming houses, in which there are restaurants, tea houses, small shops with handicrafts... A really pleasant walk, the real center of the medieval town.
Happy, Joyful, Peaceful, Relaxed
Translate this
Comments
Post your comment
Aramak için buraya yazın
34°C Güneşli
01:07
19.08.2022

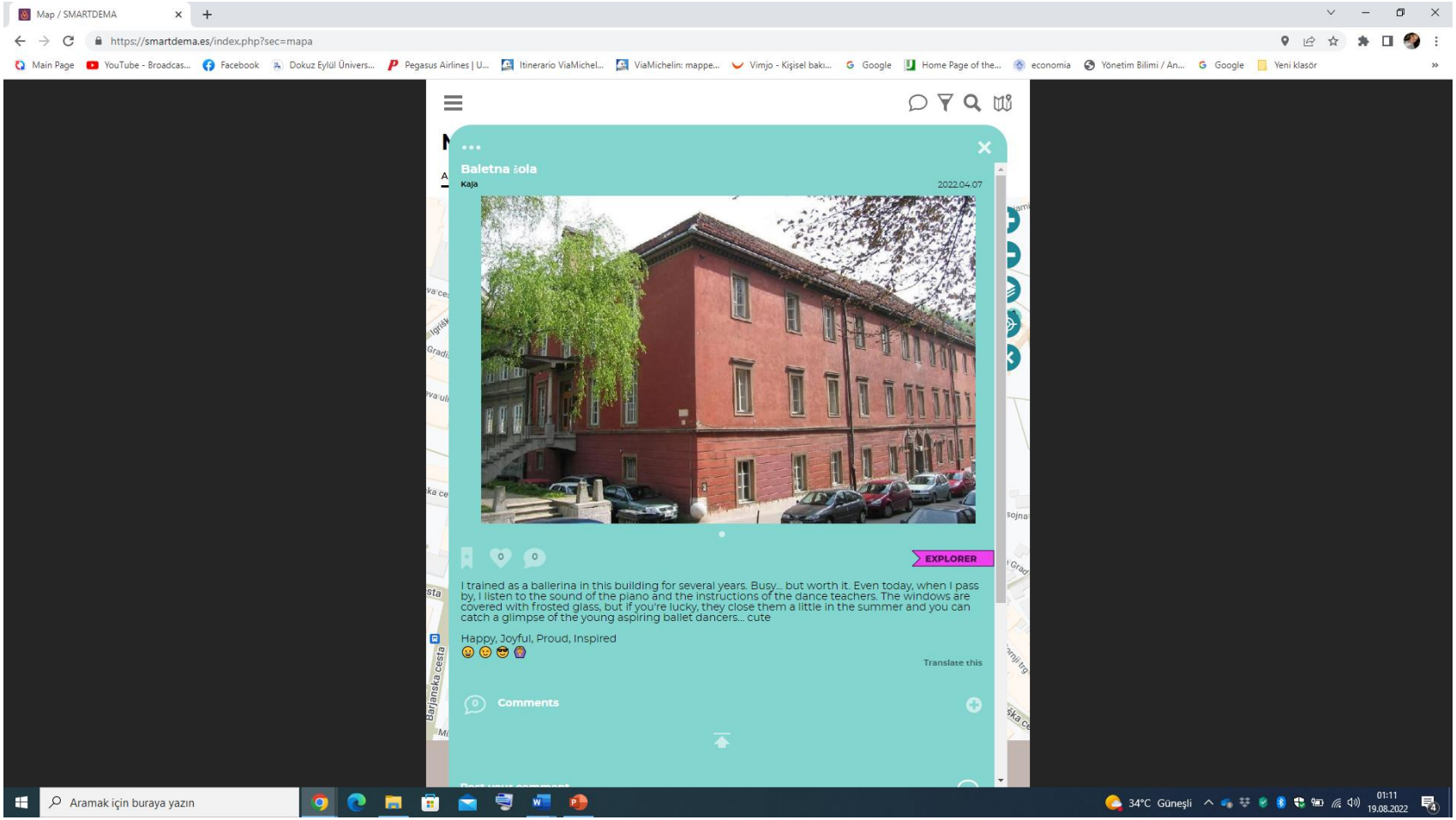
Not every stories are pleasant☹

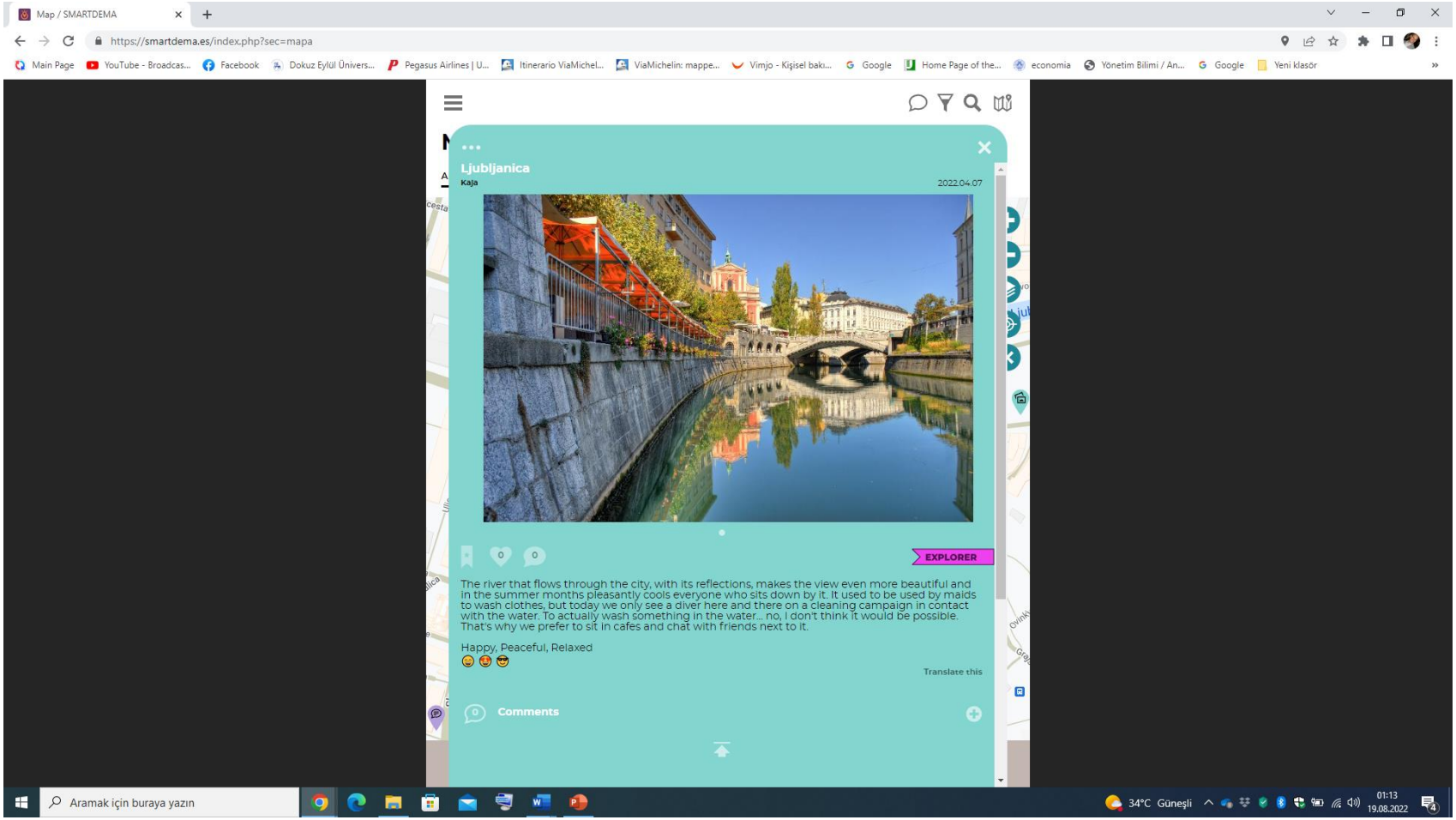


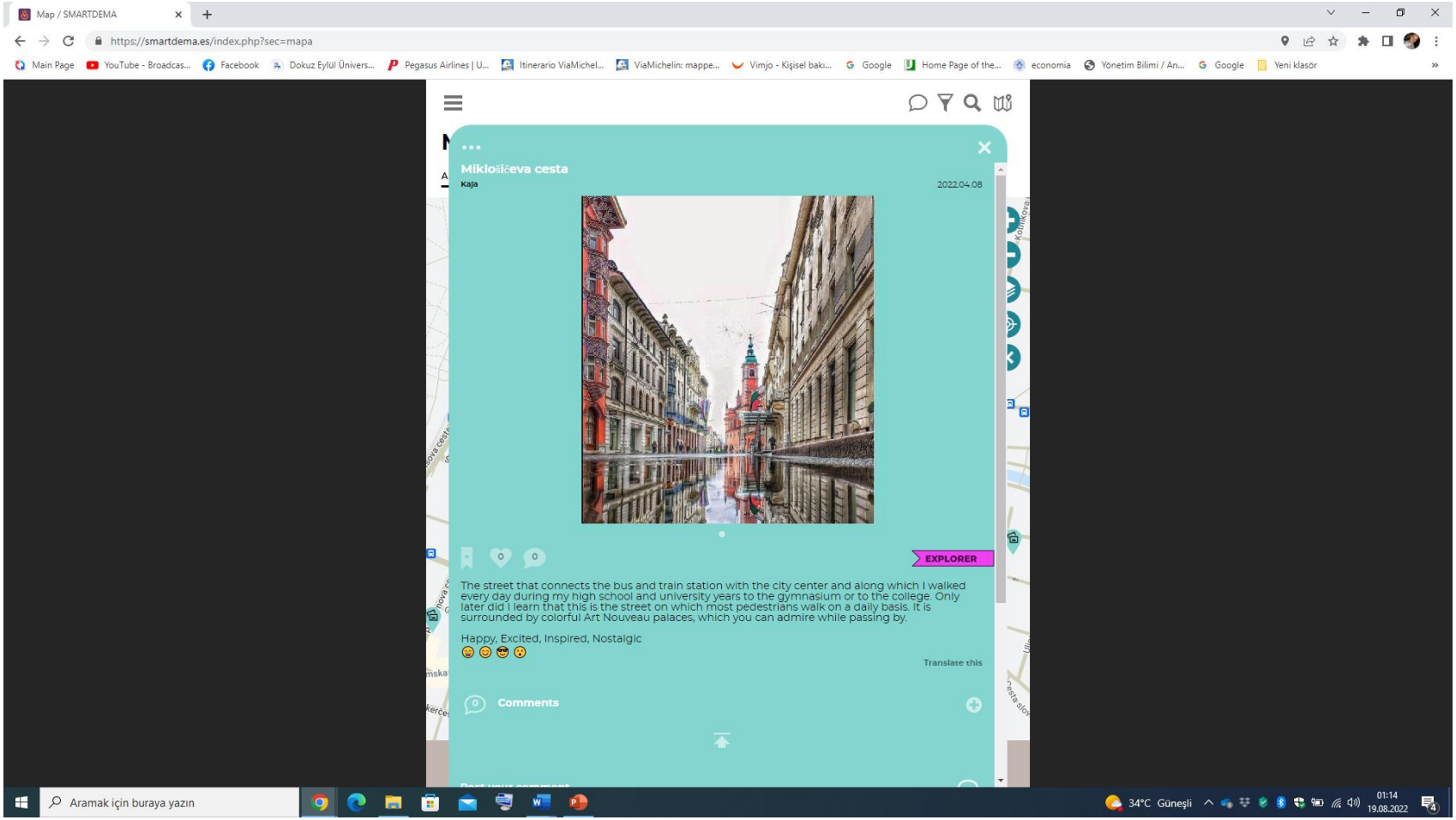

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Monument to Gustav Mahler
MIMo
2021.11.17
EXPLORER
A touch of the international. Mahler, one of the preeminent composers of the Belle Époque, linked traditional and modern compositions. A great conductor, he briefly worked in Ljubljana in 1881, conducting his first true opera. His monument near the Ljubljana philharmonic was inaugurated 130 years after his arrival to the city.
Happy, Romantic, Nostalgic
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:02
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Šuštarski / čevljarski most
Kaja
2022.04.08
EXPLORER
Cross the Šuštar bridge, cross the Šuštar bridge, left to the City Square, right to the Stari trg, for memories, for youth across the Šuštar Bridge... A well-known Slovenian composition is about the bridge that brings you to the junction of the Old and the City Squares of Old Ljubljana. A melody that practically every Slovenian knows.
Happy, Joyful, Inspired
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:04
19.08.2022

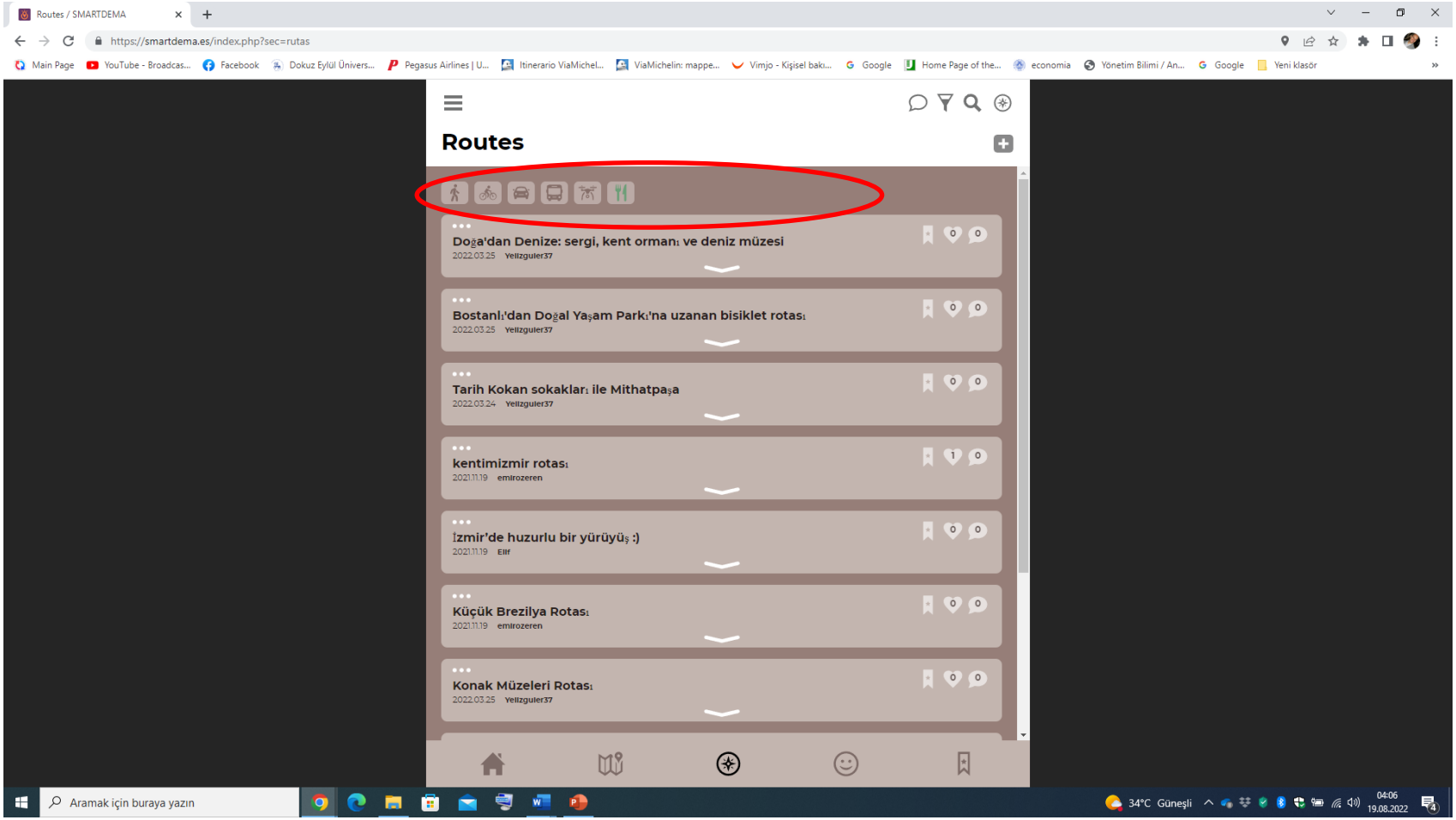

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Povodni mož
Kaja
2022.04.07
EXPLORER
400 years ago, a mighty linden tree stood next to the Hercules fountain (today only a replica of the baroque one) on Stari trg. In the well-known Slovenian poem Povodni mož, a dance took place under it, from which the waterman dragged the vain girl Urška into the Ljubljanica river. "The whirlwind was seen by the boatmen, but no one saw the Uršike anymore." Brrr, the last lines make you cringe...
Surprised
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:06
19.08.2022


Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Baletna šola
Kaja
2022.04.07
EXPLORER
I trained as a ballerina in this building for several years. Busy... but worth it. Even today, when I pass by, I listen to the sound of the piano and the instructions of the dance teachers. The windows are covered with frosted glass, but if you're lucky, they close them a little in the summer and you can catch a glimpse of the young aspiring ballet dancers... cute
Happy, Joyful, Proud, Inspired
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:11
19.08.2022

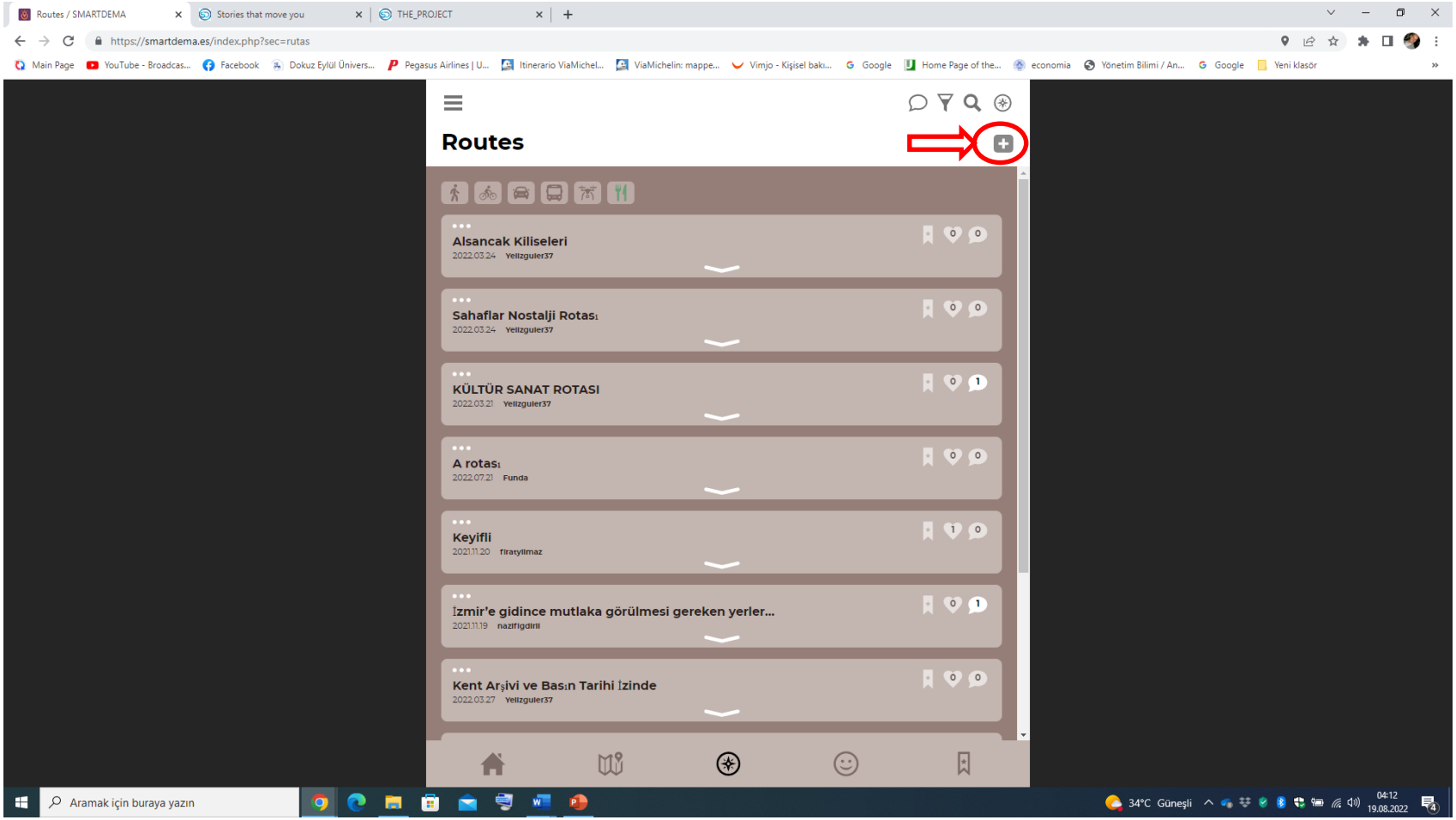

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Ljubljanica
Kaja
2022.04.07
EXPLORER
The river that flows through the city, with its reflections, makes the view even more beautiful and in the summer months pleasantly cools everyone who sits down by it. It used to be used by maids to wash clothes, but today we only see a diver here and there on a cleaning campaign in contact with the water. To actually wash something in the water... no, I don't think it would be possible. That's why we prefer to sit in cafes and chat with friends next to it.
Happy, Peaceful, Relaxed
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:13
19.08.2022

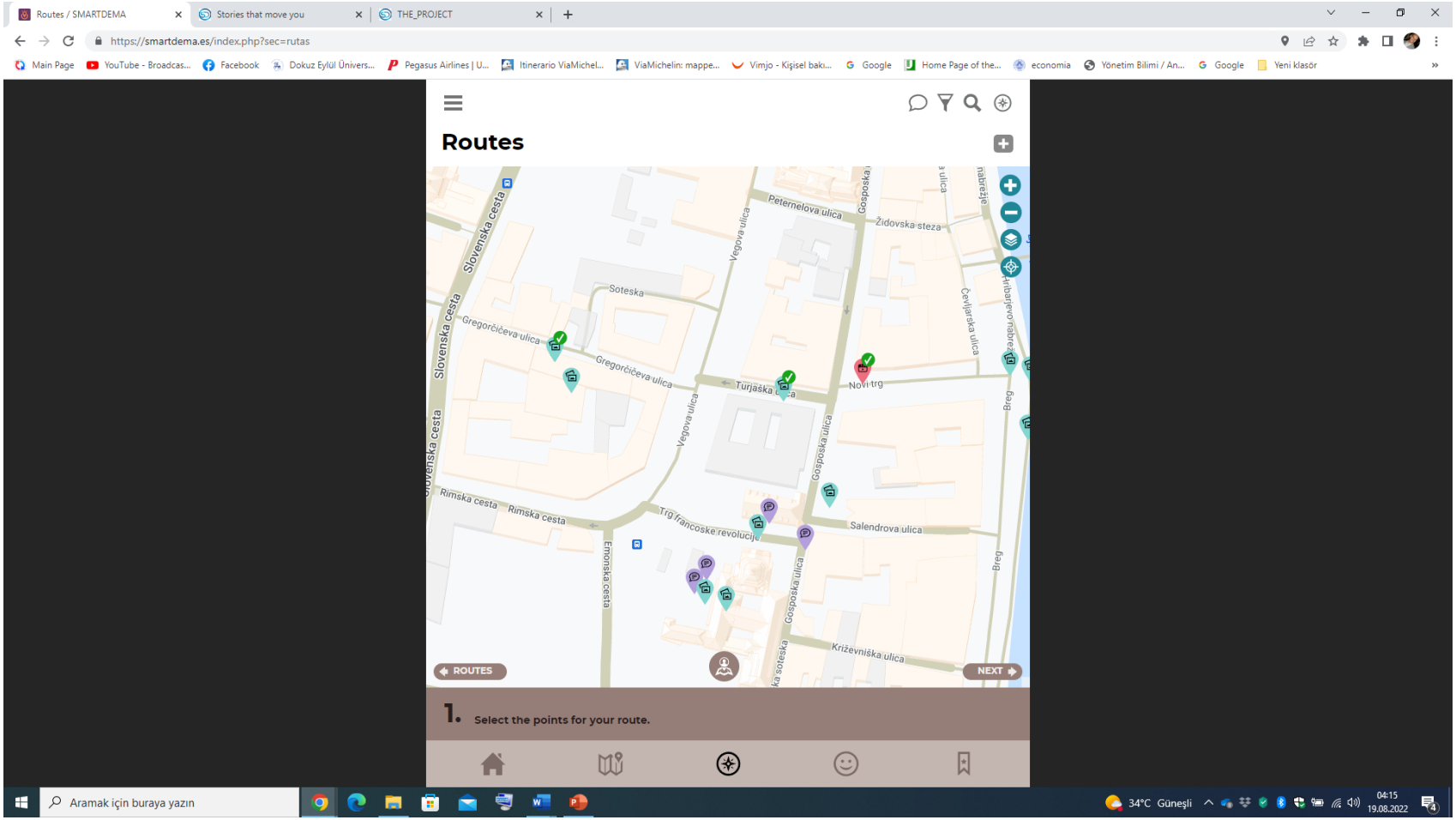

Map / SMARTDEMA
https://smartdema.es/index.php?sec=mapa
Main Page
YouTube - Broadcas...
Facebook
Dokuz Eylül Üniversi...
Pegasus Airlines | U...
Itinerario ViaMichel...
ViaMichelin: mappe...
Vimjo - Kişisel bakı...
Google
Home Page of the...
economia
Yönetim Bilimi / An...
Google
Yeni klasör
Miklošičeva cesta
Kaja
2022.04.08
EXPLORER
The street that connects the bus and train station with the city center and along which I walked every day during my high school and university years to the gymnasium or to the college. Only later did I learn that this is the street on which most pedestrians walk on a daily basis. It is surrounded by colorful Art Nouveau palaces, which you can admire while passing by.
Happy, Excited, Inspired, Nostalgic
Translate this
Comments
Aramak için buraya yazın
34°C Güneşli
01:14
19.08.2022

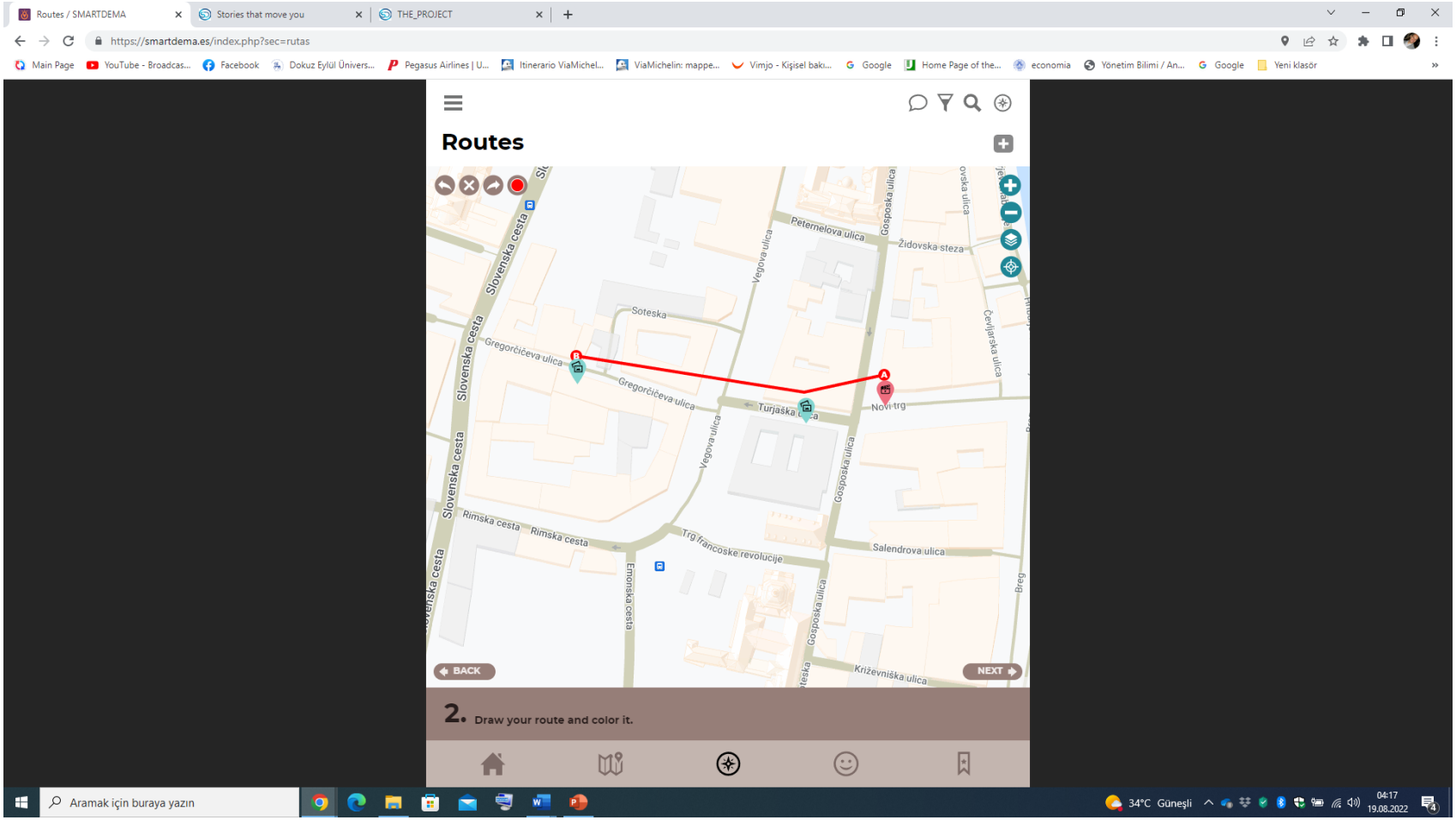
Routes and Stories

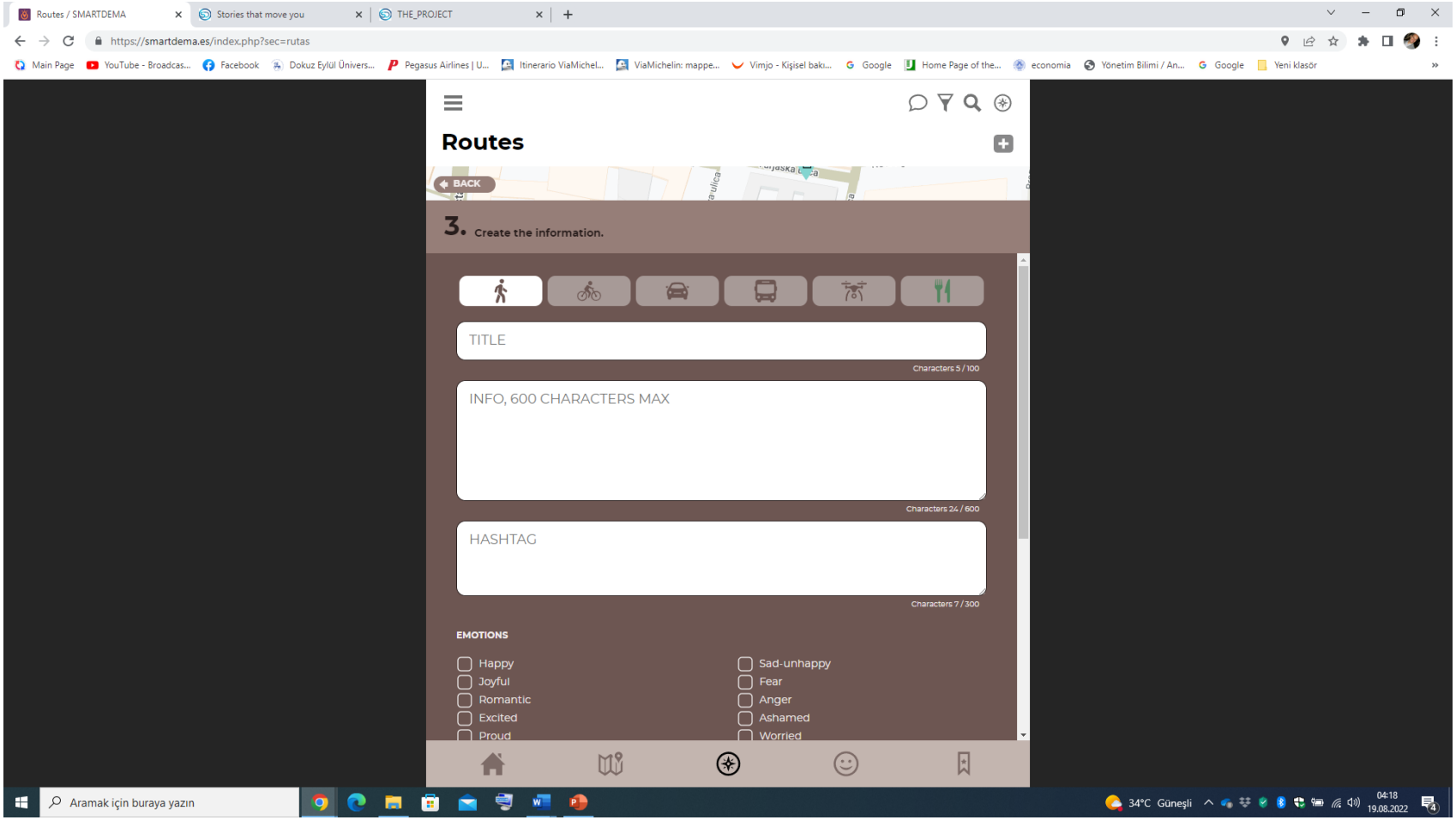

Routes / SMARTDEMA
https://smartdema.es/index.php?sec=rutas
Routes
Doğa'dan Denize: sergi, kent ormanı ve deniz müzesi
2022.03.25 Yeilzguler37
Bostanlı'dan Doğal Yaşam Parkı'na uzanan bisiklet rotası
2022.03.25 Yeilzguler37
Tarih Kokan sokakları ile Mithatpaşa
2022.03.24 Yeilzguler37
kentimizmir rotası
2021.11.19 emirozeren
İzmir'de huzurlu bir yürüyüş :)
2021.11.19 Elif
Küçük Brezilya Rotası
2021.11.19 emirozeren
Konak Müzeleri Rotası
2022.03.25 Yeilzguler37
Aramak için buraya yazın
34°C Güneşli
04:06
19.08.2022

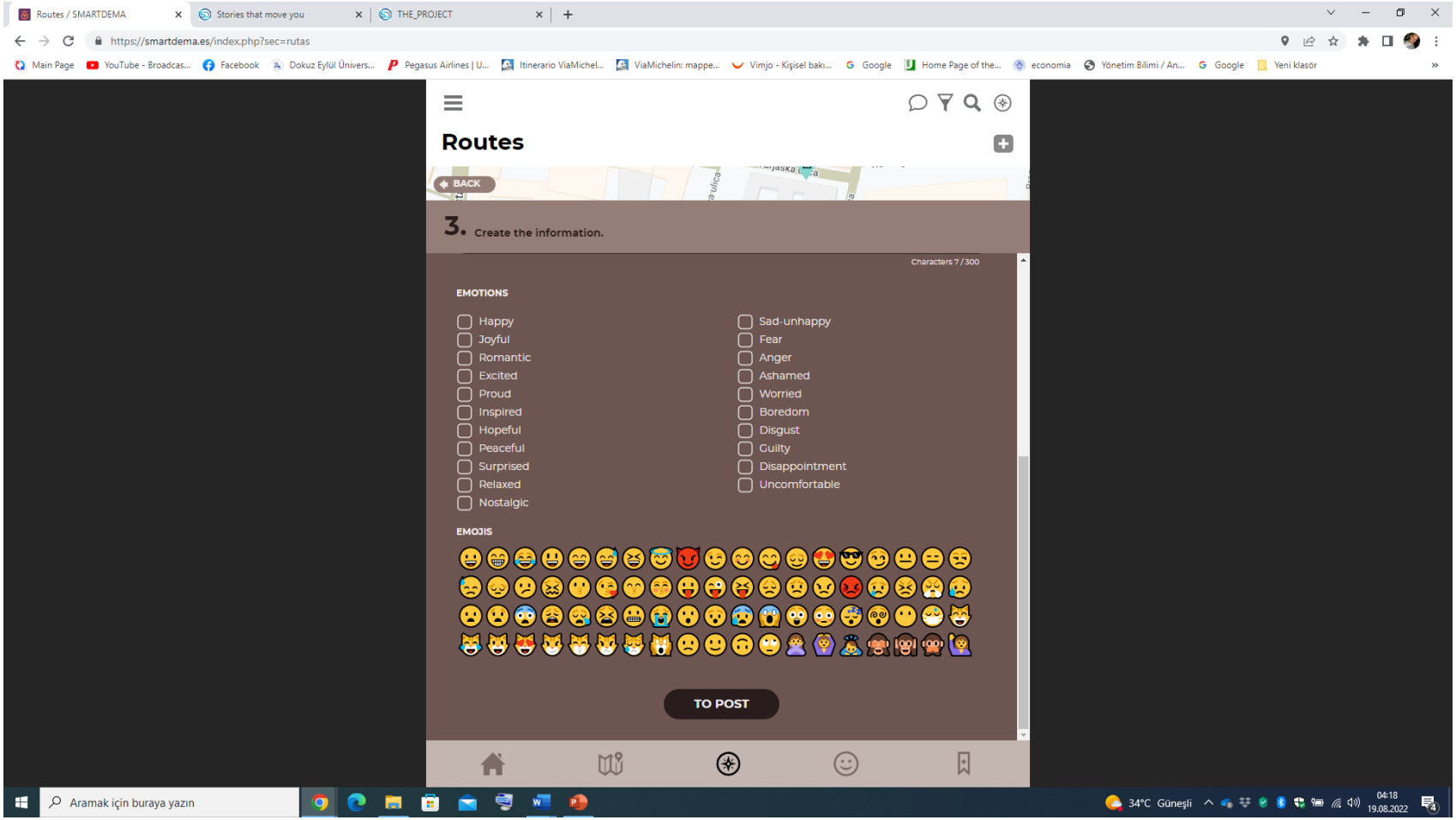
How to create your own route




Routes / SMARTDEMA
Stories that move you
THE_PROJECT
https://smartdema.es/index.php?sec=rutas
Routes
Peternelova ulica
Židovska steza
Vegova ulica
Soteska
Gregorčičeva ulica
Slovenska cesta
Turjaška ulica
Novi trg
Gosposka ulica
Rimska cesta
Trg francoske revolucije
Salendrova ulica
Emonska cesta
Križevniška ulica
ROUTES
NEXT
1. Select the points for your route.
Aramak için buraya yazın
34°C Güneşli
04:15
19.08.2022


Routes / SMARTDEMA
Stories that move you
THE_PROJECT
https://smartdema.es/index.php?sec=rutas
Routes
Slovenska cesta
Petemelova ulica
Gosposka ulica
Židovska steza
Vegova ulica
Soteska
Gregorčičeva ulica
Čevljarska ulica
Turjaška ulica
Novi trg
Rimska cesta
Trg francoske revolucije
Salendrova ulica
Emonska cesta
Križevniška ulica
BACK
NEXT
2. Draw your route and color it.
Aramak için buraya yazın
34°C Güneşli
04:17
19.08.2022


Routes / SMARTDEMA
Stories that move you
THE_PROJECT
https://smartdema.es/index.php?sec=rutas
Routes
BACK
3. Create the information.
TITLE
Characters 5 / 100
INFO, 600 CHARACTERS MAX
Characters 24 / 600
HASHTAG
Characters 7 / 300
EMOTIONS
Happy
Joyful
Romantic
Excited
Proud
Sad-unhappy
Fear
Anger
Ashamed
Worried
Aramak için buraya yazın
34°C Güneşli
04:18
19.08.2022


Routes / SMARTDEMA
Stories that move you
THE_PROJECT
https://smartdema.es/index.php?sec=rutas
Routes
BACK
3. Create the information.
Characters 7 / 300
EMOTIONS
Happy
Joyful
Romantic
Excited
Proud
Inspired
Hopeful
Peaceful
Surprised
Relaxed
Nostalgic
Sad-unhappy
Fear
Anger
Ashamed
Worried
Boredom
Disgust
Guilty
Disappointment
Uncomfortable
EMOJIS
TO POST
Aramak için buraya yazın
34°C Güneşli
04:18
19.08.2022

– The users have created new, different routes to reflect the special, various type of interests of citizens in Izmir.

– **Examples** of these routes:
  - The Jewish heritage route
  - The Vegan route by Ferry
  - Urla vineyards route by bike
  - Zübeyde Hanım route with her memories
  - city's culture and art route
  - The churches route of Alsancak
  - second-hand booksellers' nostalgia route
  - İzmir Clock tower and the ancient city of Agora
  - Museums of Izmir
  - The city archive and press history route

Second-hand Booksellers' Nostalgia Route (nostalgia route to old books)

- At Ege Kitap ve Plak, the first stop of the route, you will go to the past among the forgotten 45 records and comics. The second stop on the route is Palto Sahaf which is a second-hand bookseller, you can find rare old books. At Guguklu Cafe, which is the resting point of the route, you can make your choice among rare sodas from every region of Turkey and cool off. At our last stop, Yerdeniz Bookstore, you can meet the best-selling books. This is a journey for book lovers, from the dusty pages of the past to the works of art of today.

VEGAN ROUTE WITH FERRY

Rotalar

Vapur İle Vegan Rotası

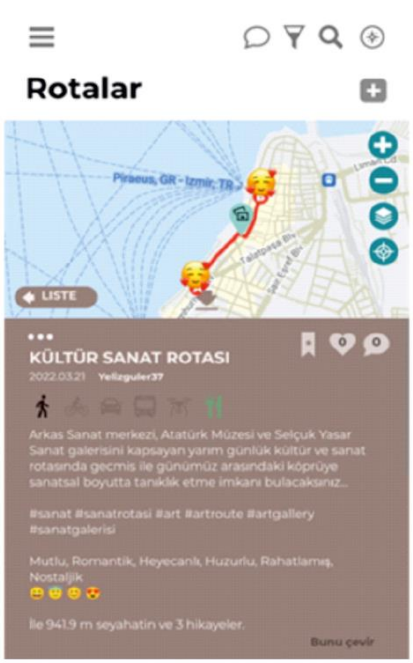
2022.03.24 Yelizguler37

A one-day route is waiting for you where we can breathe the sea-smelling air of Izmir. We start the day with a delicious vegan breakfast at Just Be vegan Restaurant. After a pleasant breakfast, we board the Passport-Alsancak ferry from the Bostanlı ferry port. Seagulls will accompany you on your ferry trip, which will take approximately 20 minutes. When you get off the Alsancak ferry, you can shop on Kıbrıs Şehitleri Caddesi, one of the most crowded bazaars of İzmir, or have your coffee and vegan dessert at Yaşam vegan cafe after the streets with bay windows.

. 2034 m
With 5101.1 m of travel and 5 stories.

Bunu çevir

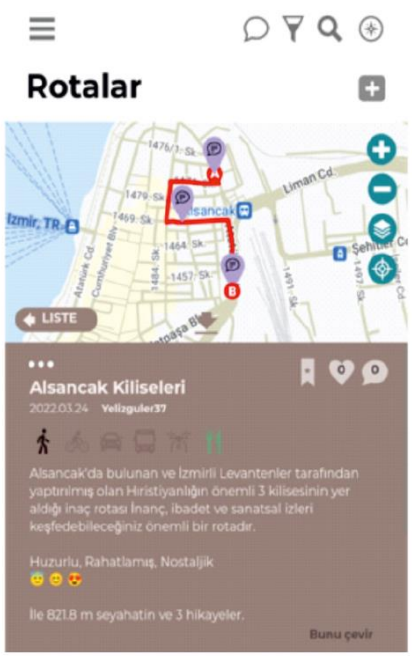
CULTURE AND ART ROUTE



VEGAN ROUTE WITH FERRY

ANOTHER MENEMEN WITH LESSER-KNOWN ARTIFACTS

ALSANCAK CHURCHES

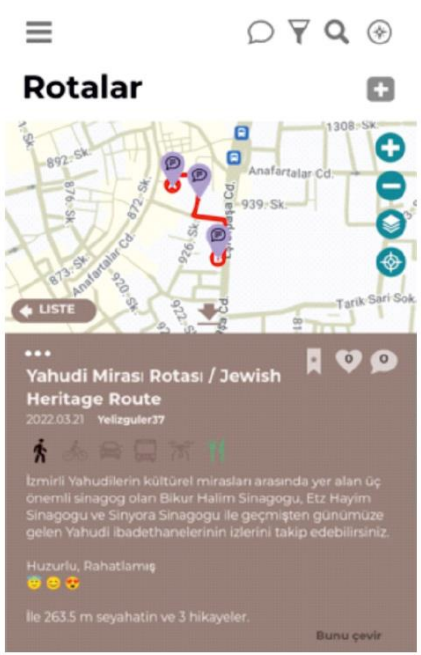


STREETS OF PERGAMON

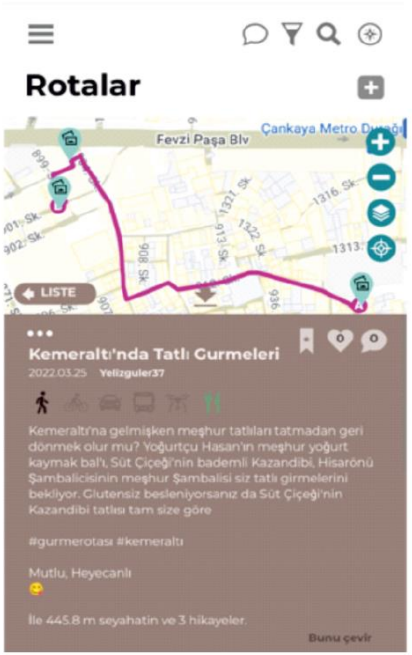
NOSTALGIA ROUTE TO OLD BOOKS

CITY ARCHIVE AND PRESS HISTORY

JEWISH HERITAGE ROUTE



DESSERT GOURMETS AT KEMERALTI



Co-funded by the Erasmus+ Programme of the European Union

National Gallery of Slovenia

The EU Erasmus+ Project: SMARTDEMA (Smart Destination Management)

KA203 - Strategic Partnerships for higher education

Project Official Info	
Project number:	2020-1-TR01-KA203-092920
Applicant Organisation:	Dokuz Eylül University
Title of the Project:	SMART Tourism Destination increasing citizen's sentiment of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis.
Acronym:	SMARTDEMA
Duration:	24 months (2020-2022)
The Official Web Site:	https://smartdemaproject.org/
Motto of the Project:	*"Stories that move you"*
Social Media Accounts:	: smart_dema : smart_dema : smartdemaproject
SmartDema Mobile App.	https://smartdema.org/

Thank you for listening & patience…

Please do not hesitate to communicate with me directly for any question, ideas or potential collaboration.

Assoc.Prof.Dr.Emir Ozeren

Coordinator

SmartDEMA Eramus+ KA2 Project

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