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

SMARTDEMA Grant Agreement No. 2020-1-TR01-KA203-092920

Erasmus+ Key Action 2

ERASMUS+ HIGHER EDUCATION

EU PROGRAMME FOR STRATEGIC PARTNERSHIP IN THE FIELD OF EDUCATION, TRAINING, AND YOUTH

KICK-OFF MEETING (TPM 1 – Online)

Launch: Intellectual Output 1 Introduction

Date: 18 January 2021 Time: 14:00 to 17:00 CET

Kick Off Meeting Notes

As the applicant organisation, Dr. Metin Kozak made the opening session, welcomed all the project partners' representatives and congratulated them all for the acceptance of the project.

The meeting started with partners' presentations who introduced their organisations – in reference to their project contribution. Timing per each presentation took around 15 minutes. Firstly, Dr.Kevser Çınar started to introduce her institution and made the first presentation representing Necmettin Erbakan University (NEU). There were 2 persons representing the NEU in the meeting. She shared the history and major monuments of Konya. Then she gave general information about NEU and discussed her previous experience and expertise on EU projects by presenting the recently finished projects of NEU particularly in the area of tourism. Secondly, Daniel Weiss gave the presentation as the Director of Stichting for Education on Agility Liberating Structures from Netherlands. He presented the overall experience and his journey to develop Miro and the way that goes to SMARTDEMA.

Thirdly, Joumana Boustany delivered her speech on behalf of Université Gustave Eiffel by presenting this young and highly growing institution which takes a multidisciplinary approach. She said that they were in the land of Disneyland and they have developed close collaboration with Disneyland. They will contribute to the Project storytelling part how Disneyland convey the message to the audience and the storytelling, which is part of one of the modules of the SMARTDEMA training.

Nathalie Fabry who is in charge of innovative services from the same institution continued to speak about the opportunities that Université Gustave Eiffel is providing. Then, the next participants took the floor to make a short introductory speech on Foça District National Education Director. Following that, Michel Mohor presented various activities carried out by National Gallery of Slovenia. Noradna galeria is also experienced about digital storytelling. They have equipped around 775 works of art with QR codes of the description of the work that could be used by audio guides into a mobile App.That App enabled interactive quizzes, puzzles so that it's like a gamified guided tour throughout the collection. They have been involved in two European projects. One was called accessibility of cultural heritage for vulnerable groups such as people in wheelchairs, blind people or with visual visual impairments

Lastly, Dr. Metin Kozak as the coordinator of the applicant organisation introduced the project's main applicant institution that is Dokuz Eylul University (DEU) and the city of Izmir where DEU is located.

Following the all the partners' presentations, Dr. Kevser Çınar presented all participants the launch of the intellectual outputs and next steps in the Project with the project timeline. Our first task in terms of IO1 from January to March, we will work on the understanding the users needs to inform them, what we are expecting to develop through the app, we need to get their opinions, their needs, their expectatİons. The best way to have an app that differentiates from the others and not let the app development efforts go in vain we need to let our users guide us in what they want and how they want it, as they are going to use the end product of our development through

the mobile application. So we need to understand our users, their needs and requirements, thier user experience and what they want in the applications they use. Throghout the Project proper testing and checks will go on to improve the certain parts

In oder to make the APP we are planning to develop more user centered and to understand thie users' needs a survey will be developed till the end of February with the collaboration of the all partners. Then each partner except SEALS will collect data from users based on that survey to be sure the application we will design fit the needs of the user. Why we need that survey is because we are using a principle of design thinking, where we need to understand what is the user's needs in terms of graphical interface and the design of the app and then we are prototyping a model, which is going to be the part of the iteration process. SEALS has already started to receive some comments from the experts adn users to get feedback for user analysis.

The survey will be prepared by Joumana, Daniel and Kevser getting the opininons of all the partners. We can also invite other researchers in tourism field from different countries and institutions which are not in the Project. If they want to take part in that joint research they have to carry out this survey and they will have their data. Everybody has the right to use their own data to publish a paper about his own country which means what is the user needs in Izmir or what is the user needs need in France. For the participants who would like to be part of the joint comparative research, we will set the rules that need to be followed through the research.

Then, Daniel Weiss discussed SMARTDEMA app features and introduced MIRO. He also proposed all the team members to create a communication group (Telegram) to speed interactions only for project implementation. The Project team arrived at a decision to make all documents accessible through both Google Drive and Miro Board. Daniel Weiss will also collect and upload all official project meetings in the Vimeo channel specific to the project. Dr. Kevser Çınar gave useful information about Financial & Administrative official documents each partner has to pay attention throughout the proıject:

Financial & Administrative Documents

-Bilateral Agreements (already signed by each partner) -Proof of the Nature of Staff and Beneficiery (each partner needs to get those documents to deliver with the first interim report to the applicant)

-Project Contract with each staff (each partner needs to get those documents to deliver with the first interim report to the applicant)

Virtual /Real-time Meeting Documents,

-Meeting Agenda -Participants' lists

-Multiplier Event Participants' list

-Minutes of the Meeting

-Recording of the Session & Photos

- Certificate for the Participants

These douments need to be delivered to the applicant by each host partner adn host partner needs to keep them in a folder till the end of the Project.

-INTERIM REPORT prepared by each partner: First Intermediate Report Explanation (Deadline:21st of March) The Partners shall provide the **Coordinator** with the five interim reports, and where appropriate, with copies of all the necessary supporting documents *completed and signed by the legal representative* by

- *21/03/2021 (1st report)*,

- **21/05/2021 (2nd report) and**

- **21/11/2021 (3rd report),**

- **22/03/2022 (4th report),**

- **22/07/2022 (5th report)** at the latest.

Disseminating the project outputs by conducting dissemination events by keeping up to date the project's social media channel as well as increasing SMARTDEMA visibility in local and national media outlets is also important. For the aim of publicity and promotional activities, website design and social media are of great importance based on that discussion. Daniel Weiss showed Google earth and asked participants which part of their city they wanted to appear most in the app. Finally, the project team arrived at a consensus to set the official logo and slogan of SMARTDEMA with the voting decision of each participant. According to the majority of votes, second logo became the winner and the slogan of the SMART dema is as follows: "Stories that move you". It would be also possible to arrange bilateral meetings when and if it is required. The kick-off meeting lasted more than 3 hours and the team set the agenda for the next meeting Until that time, each partner is supposed to carry out their own duty under their responsibility.

SUMMARY OF THE FIRST TASK: IO1

With today's growing technology, Internet usage has significantly increased. People use the Internet and digital tools, particularly APPs, as an expressive platform to share their feelings and emotions in terms of stories. How people perceive their surroundings depends on a variety of dynamic and static context factors such as road traffic, the feeling of safety, urban architecture, etc. Such subjective and context-dependent perceptions can trigger different emotions, which enable additional insights into the spatial and temporal configuration of urban structures in terms

of destination management. Although many studies have analyzed people's sentiment using various digital tools, there is still a shortage of applications in analyzing the emotions of people's personal and experiential stories about themselves and the city. There is an absence of informative tools that can show how people in Turkey, France, and Slovenia are feeling about their cities. The construction of collective imagination through the development and the visibility of a new digital tourist product through thematic maps and citizens' shared emotions is needed. This brings to light the idea of "GEO-DEMA APP < Stories that moves you> which is a web-based application aimed at providing real-time visualization of people's emotions from different cities of these three countries based on mining their stories and emojis used taking into consideration the different country / cultural settings. The solution applies a set of language-processing techniques in order to preprocess the stories. The involvement of the citizens to create the features of the App and thematic maps based on user experience through geo- referenced emotional personal stories in the territory that can be retrievable via mobile App, open the possibility to understand the city from citizen's point of view as never before and at the same time it creates a new tourist approach. Thus the new information layers for Destination Management creates a unique visualization to create citizen's emotions plays a role. As a pilot study, a survey will be developed and applied to understand the users' needs in GEO-DEMA App's context for capturing the emotions and feelings of the citizens based on their stories connected to the places.

GEO-DEMA APP is a kind of mobile application that will be developed throughout the project. It will be designed as an online word-of-mouth branding due to the vast amount of opinions. Although it does not allow writing more than 280 characters for each story, like in Twitter and Instagram, it enables an easy way to see what is going on in the city in real-time. Moreover, it allows people to express their emotions, opinions, and stories about different places in their cities or other cities worldwide. Thus, it can quickly reflect people's feelings, fears, and emotions.

Many studies have been conducted to explore people's emotions on social media platforms. The results showed that individuals' emotions and moods affect their decision-making process, leading to a direct correlation between 'public sentiment' and 'market sentiment'. Destination Managers can use it to find their cities' public opinion, tourism assets, and products to examine customer satisfaction. Visitors and citizens can see people's opinions and feelings about a particular place in a city or a service even before visiting and can even interact with other people who visit those places. All these studies clarify that emotions play a central role in many life aspects.

AFTER DEVELOPING THE APP BASED ON THE SURVEY RESULTS & COLLECTED STORIES AS DATA

Small data analysis via different software pieces is conducted based on the stories and emojis of the citizens. Then, thematic emotional maps will be created for each particular part of the city, enabling searching and filtering of the data. The results are displayed on a dynamic, colorful map of these three countries, and the colors of specific parts of the cities change according to the dominant emotion. The website presents the associated trending hashtags for each city along with

some exciting emotion statistics. Developing these thematic emotional maps unravel the cities. The stories, the emotions, and thematic maps are the backbone of the new digital training program on Destination Management.