



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.
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Erasmus+ Key Action 2

ERASMUS+ HIGHER EDUCATION

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

IZMIR TPM MINUTES

Time: 10:00 to 16:00 CET /22 July 2022

Time: 10:00 to 16:00 CET /23 July 2022

Leading Organisation:

Dokuz Eylul Üniversitesi (E10208896, TR)

Participating Organisations:

Université Gustave Eiffel, France (E10233280, FR)

Foca District National Education Directorate, Türkiye (E10200825, TR)

Necmettin Erbakan Üniversitesi, Türkiye (E10073224, TR)

Stichting for Education on Agility Liberating Structures, The Netherlands (E10057522, NL)

Narodna galerija, Slovenia (E10247818, SI)

Agenda of Meeting:**22 July 2022**

10:00 - 10:30 Opening speech

10:30 – 12:00 Story Book Collection

12:00 – 13:30 Training Programs (Virtual Destination Manager & Digital Event Organisation Training)

13:30- 15:00 Reviewing the Miro Boards and Application form for the final Check

15:00 - 16:00 Dissemination Document by each partner

23 July 2022

10:00 - 12:00 Sustainability Plan by NEU & DEU

12:00 - 14:00 Evaluation reports of the meetings

14:00 - 15:30 Multiplier Events

15:30 - 16:00 Closing speech

Meeting Content on 22 July 2022

The first-day session of the TPM meeting started at 10:00 with the participation of project partners under the moderation of Dr. Emir Özeren, the Project coordinator. He made a welcome speech and presented the agenda of the two days event of the TPM. Since this was the last TPM, the final progress of the project was discussed by each partner and the last remaining tasks of the project were carefully checked one by one by the Miro board, as well as the application form.

Following the opening speech, the first topic of the meeting's agenda, which consisted of 'Story Book Collection' presentations, started. Each project partner was given 15 minutes for presentation. As part of the project tasks, a storybook collection was designed as an e-book and e-pub format for educational purposes. Partners' contributions to this storybook collection

were discussed, and the content of stories and routes was reviewed in the meeting. The selection of stories and routes to be included in the storybook collection was decided and agreed upon in the meeting. Respectively, Dr.Emir Özeren representing Dokuz Eylül University (DEU), Mrs. Nurhayat Aksoy representing Foca District National Education Directorate (Foca MEM), Mr. Michel Mohor representing Narodna Galerija(NG), Mr. Daniel Weiss representing Stichting for Education on Agility Liberating Structures (SEALS) and Dr. Joumana Boustany representing Université Gustave Eiffel, presented all the stories shared on SmartDema Application for the storybook collection.

After the presentations for the storybook collection, the project partners exchanged ideas and moved on to the second agenda item, Training Programs (Virtual Destination Management & Digital Event Organization Training).

The project partners, responsible for organising digital training programs shared information about Training Programs (Virtual Destination Management & Digital Event Organization Training), and explained the organisational processes, developments and results. The results of digital event organisations were shared, and feedback and ideas were exchanged. It was observed that the following outputs were achieved;

- The project has created two new professional profiles for the Open Digital Badge modules.
- The creation of the digital stories, the App. content management of the digital stories, the SMALL DATA analysis of the stories and the potential launching of digital events over real territories configure the new ways of the project.

The presentation on Digital Destination Management (DDM) Training was done by NEU to provide a new approach to the management and planning of tourism areas. This new paradigm is characterised by the important role of new technologies and management based on the data. DDM is a more efficient, sustainable and resilient model, capable of better managing the digital and uncertain future that marks issues such as economic and health crises and the effects of climate change. The training consists of 7 modules:

- Module 1: Destination Management Players
- Module 2: The transformation of the tourism landscape: Trends and challenges
- Module 3: Strengthen your brand through Geo-Semantic Emotion
- Module 4: Aggregate Services
- Module 5: Digital Tools as a Personal Travel Influencer
- Module 6: Planning Methodology in DDM
- Module 7: Digital Marketing: Social Media Management

At another stage of the meeting, Reviewing the Miro Boards and Application form for the final Check has been done. The developmental process and current outputs of the project were examined. The outputs are listed below;

- Geo-Dema App
- Digital Storytelling
- Digital Destination Manager
- Digital Nutritional Health Chef
- Digital Open Badges
- Small Data Analysis Training and Reports

At the last stage of the meeting, each project partner presented their work on dissemination activities. As a result of the sharing of disseminating activity reports, the first-day session ended.

Meeting Content on 23 July 2022

The second-day session of the TPM meeting started at 10:00 with the participation of project partners under the moderation of Dr. Emir Özeren. The first topic of the session is the sustainability plan. A presentation about the sustainability plan was made by Dr. Emir Özeren and Dr. A Kevser Çınar.

Based on the experiences gained during the project implementation process, the sustainability plan determined below was decided to be put into practice as of the project completion date. The sustainability plan was prepared in two main categories: organisational and community sustainability. Community sustainability is how the community carries out the project activities even after completion. Regarding the project, 60 stories have already been prepared by Izmir and Ljubljana cities based on storytelling training. Following the closure of the project, the trained staff will continue to share their knowledge with other academics, teachers and students in their communities, being embedded in Google maps and located virtual and physically in the territory, delivering a new mobile destination experience. In this way, the project will continue to reach an additional 100 stories with the indirect beneficiaries one year after official project activities are completed.

Organisational sustainability is how the partners themselves continue to function after the project. They will use Smartdema social media platforms to publicise the new stories and the updated app. and also help attract new customers and stakeholders. The involvement of local stakeholders is foreseen in the city of Izmir, connected to the Department of Tourism Management and Department of Gastronomy & Culinary Arts by DEU. The SmartDema App. was also incorporated as part of a training module as a teaching material adopted by the 'Destination Management' undergraduate course at Dokuz Eylül University in the bachelor level of Tourism Management program. Thus, university students can learn and use the Smartdema app. to achieve the course objectives and learning outcomes.

The involvement of local stakeholders to gain impact and sustainability is included in requesting them to publish the Digital Marathon poster in their networks and shops. Once the training tools are available in the community of professionals, they can be used, replicated or adapted to new forms in unpredictably ways, reaching an indefinite number of people. The network of this project will also become a space where the organisations can share the difficulties they have met during implementation and its obtained results. This doesn't need additional resources. It would be good if it is possible to organise an annual meeting between the organisations involved in the project to maintain a strong network of communities already established. To reach this aim, we need additional resources to pay the cost of mobility. Therefore, we are planning to apply for relevant Erasmus+ or TUBITAK-funded projects as a complimentary to disseminate, multiply and make project results even more visible and sustainable.

The next agenda item was examining the evaluation reports of the transnational project meetings. The process evaluation was adopted as a self-assessment approach via which different target groups (partners, management, end beneficiaries) completed questionnaires at key stages in the lifetime of the project to inform change and improvement. In all cases, data from the completed questionnaires are compiled, reviewed and reported upon by DEU. Where appropriate, such reports are also complemented by additional observation-based reflections. At the end of the project, a final evaluation report will be compiled from all collected data. The process evaluation extends across four core sub-actions: evaluation of partner meetings, evaluation of project management, evaluation of the partnership and evaluation of embedded learning/training by participants.

The project partners presented multiplier events, which is the last agenda item of the meeting. Michel Mohor made the first presentation from Narodna Galerija (National Gallery of Slovenia).

Narodna Galerija made two different multiplier events. The first event made on 7 June 2022 at the Gallery. The content of the presentation of the first event is as follows;

- Introduction of the Smartdema Erasmus+ project;
- Testing the Smartema App;
- Testing the NGS app; synergy discussion;
- Presentation of development of educational programming for digital destination operations;
- Presentation of the Gallery's digital badge and its development.

The information about the second multiplier activity is as follows;

As part of a plan to disseminate the knowledge of the Smartdema application, the Narodna Galerija (National Gallery of Slovenia) organised three Sunday Multiplier Events. The first Sunday is 07.07.2022. The events were held on the first Sundays of the summer when the gallery entrance was free of charge. These days always feature additional programming (at

least a guided tour of the Permanent Collection), so adding a multiplier event represented an added value. The number of visitors, especially international, is relatively high, resulting in more widespread dissemination. Importantly, with no entrance fee, the Gallery reached people who usually do not visit museums. With free entrance, the Gallery also removed a financial barrier to disseminating the app, which is free for all.

During the multiplier events, the Gallery attendants would present to the visitors the app and its features and ask them to test it and participate in a survey that helped us detect technical issues and the user's general profile. The attendants were present during peak visitor's hours, between 10 am and 2 pm.

In the end, 66 people from 26 different countries experienced the Smartdema app at the National Gallery of Slovenia. The visitors came from Belgium, Canada, Czechia, Finland, France, Germany, Iceland, India, Italy, Jordan, Kazakhstan, Kosovo, Lithuania, Malta, the Netherlands, Northern Macedonia, Poland, Romania, Ukraine, the UK, the USA, Serbia, Slovakia, Slovenia, Spain, Sweden.

The following presentation was delivered by Joumana Boustany from Universite Gustave Eiffel.

The details of the presentation are as follows:

The Multiplier event was organised on 17 July 2022. As part of the SMARTDEMA project, a day dedicated to disseminating the project's results was organised by the Institut Francilien d'Ingénierie des Services (IFIS). Thus, the participants could discover the work carried out within the framework of this project: the smartdema.es app and how it works and the results of the analysis of the data collected by the application. In the afternoon, the participants visited the Village Nature, participated in tourist activities, told their stories, and expressed their emotions through the application.

The final presentation about Multiplier Event was delivered by Dr. Emir Özeren from Dokuz Eylül University.

The content of the First Multiplier Event presentation is as follows:

The first Multiplier event was organised on 20 November 2021 in Izmir. The purpose of this multiplier event is to present the project and disseminate its geo-dema app. to tourism stakeholders in Izmir and neighbouring cities such as Aydın, Denizli and Manisa. The event was planned and organised in two live sessions. The event was held with the participation of 58 tourism stakeholders, including academics, teachers, industry representatives, NGOs, influencers, PhD students and tourism communities.

Participants had the opportunity to take an active part in the application. Then, the registration stages for the smartdema application were explained, ensuring that all participants were registered for the application. This was followed by story sharing and route creation in practice. In this stage, post-it papers were distributed to the participants with a request to create their own routes.

For the purpose of the activity; practical training was given on routes, creating 48 different route alternatives, including cultural routes, eating and drinking routes, walking routes, belief routes, and art routes. At the end of the first session, the use of theoretical and practical applications was taught, ensuring that all participants were involved in this stage.

The participants were divided into eight groups. The first training is about the 'emotion activity. The list of emotions in the SMARTDEMA application was presented to the participants. Each group determined an emotion in the list as a group emotion. The participants were asked to select a destination that defined the chosen emotion and to discuss and write down which factors triggered that emotion by the group members.

The group works were displayed on boards first and then introduced to all participants by the group spokespersons. In the emotions activity, six emotions were used to express the destinations visited: excited, peaceful, happy, pleasant, nostalgic and angry. In the second activity, the participants were asked for their opinions and suggestions to develop the application further.

The content of the Second Multiplier Event presentation is as follows:

The second multiplier event was organised on 21 July 2022 at Izmir.

The event was planned and organised in two live sessions. The morning session was led by Dr. Emir Özeren, the project coordinator, Dr. Kevser Çınar, the project partner, Mr. Daniel Weiss, the project partner and Mr. Michel Mohor, the project partner. At the same time, the afternoon session was moderated by Aybala Selcen Doymuş, the project partner and Dr. Emir Özeren, the Project coordinator.

The purpose of this multiplier event is the widespread dissemination of the project to relevant stakeholders in the tourism and hospitality industry. In this direction, the participants were determined by considering the contributions they could make to the smartdema application. An invitation letter was sent three weeks before the event.

The event was held with the participation of 56 tourism stakeholders, including academics, teachers, industry representatives, NGOs, PhD students and tourism communities. The first session started at 10:00 am. The inaugural speech was delivered by Dr. Emir Özeren, the project coordinator from Dokuz Eylül University, Turkey. Dr Emir Özeren presented the Smart Dema project and the agenda of the second multiplier event. Dr Kevser Çınar contributed this from Necmettin Erbakan University, Konya, within the scope of the determined agenda, presented the Project and ensured that the application was installed on their phones by all participants.

Then the registration stages for the smartdema application were explained, ensuring that all participants were registered for the application. This was followed by training on story sharing and route creation and how to interact with the city and destination using the app. The

already uploaded stories were shown to the participants as examples. At the same time, video shoots for healthy chefs were watched, and digital open badges were introduced.

The third speaker, Mr. Daniel Weiss, from Stichting for Education on Agility Liberating Structures in the Netherlands, presented the main idea behind the development of such a Smart Dema application. He explained how the design thinking approach was utilised in developing the concept of the geo-dema app. and how citizens can interact with the city and destinations through their emotions. This was followed by the presentation of the last speaker Mr, Michel Mohor, the creator of Narodna Galerija of Slovenia introduced the project activities carried out by the Gallery and presented their work for the project to the participants.

As the last stage of the morning sessions of the event, the digital city marathon event called the 'city tour game' was introduced. Participants who wanted to experience the city tour were informed about museums, ruins, restaurants and event venues within walking distance of Izmir Mövenpick Hotel. They had 1 hour to visit the locations and share their stories on Smart Dema App. The participants visited the locations and shared the stories with SmartDema App. After the volunteer participants returned from the city tour game, the morning session ended at 1:00 pm for a lunch break.

The afternoon session started at 14:00. The first speaker, Aybala Selcen Doymuş from Foça District Directorate of National Education, presented their works to the participants. Firstly, the trip event at Foça with the students of Foça Reha Midilli Anatolian High School under the guidance of Ertan Aksoy was explained. Then, a video demonstration of Gluten Free And Vegan Kitchen Event_for Virtual Nutritional Healthy Chef Events was held. After Aybala Selcan Doymuş's presentation, the moderation continued by Dr. Emir Özeren. In this part of the event, ideas were exchanged on the experience of using the Geo Dema App. during the 'City Tour Game' made by the participant. The second multiplier event was completed at 16:30 with the completion of this session.

In the final closing session of the TPM, the feedbacks were received by the partners. An overall evaluation was done, including the effectiveness of all the events (multiplier and TPMs), the key lessons learned throughout this process, how these events can be utilised to develop the project, and how to sustain the existing transnational cooperation into a future next step. The TPM, which lasted for two days, ended at 16:00 with the closing speech made by Dr. Emir Özeren.