



ISSUER

Necmettin Erbakan University

This Badge certifies a series of training on Tourism, Teacher Training, and Tourism Destination Management Badge Modules. The participants are able to engage in a digitally personalized way to discover their emotions triggered by different aspects caused by places in the destination through the App. The practical modules strengthen critical competences to analyze current conditions of DM. It will help participants to develop new knowledge, skills and competencies through the interactions between other participants and sharing of existing local knowledge and experience. [View Less](#)

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Tourism Destination Management

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Badge Details

EARNING CRITERIA

Recipients must complete the earning criteria to earn this badge

This Open Badges certify that the earner is able to:

- Give a brief overview of the contents of the GPG.
 - List the players involved with the management of your destination.
 - Understand the collaborative nature of destination management.
 - Identify gaps in your destination management team/committee.
 - Create an action plan to invite additional players to the team to fill the gaps.
 - Discuss and compare methods you can use to measure inventories within these four sub-sectors: accommodations, transport, activities and attractions.
- List suggested methods for data collection below for each sub-sector.
 - Try to identify at least 2 good methods for gathering information for each subsector.
 - Be aware of all the digital tools in terms of destination management in their city.
 - Engage in a personalized way to discover their emotions triggered by different aspects caused by places in the city.
 - Analyze and understand the relationship between tourism and local development within the SmartCity demands framework.
 - Learn independently and sensitivity to efficiency of smart destination tools.
 - Use the digital tools such as GEO-DEMA App to improve the level of information about the type of emotions they feel when visiting a particular place in the city.-Interact in real time with their real urban environment.
 - Understand storytelling criteria for a destination image.
 - Analyze the data retrieved through digital tools such as GEP-DEMA App.

TAGS

destination management

tourism

smart city

ALIGNMENTS

This badge is aligned to these frameworks

NUTRITIONAL HEALTH CHEF LITERACY

Description

The learners will acquire digital literacy by reflecting on the Mediterranean, local, healthy food menu alternatives including gluten-free, and vegan while using the Smartdema Application that can be accessed through <https://smartdema.es/> The learners will also acquire Nutrition literacy which can be defined as, "the degree to which individuals have the capacity to obtain, process, and understand nutrition information and skills needed in order to make appropriate nutrition decisions

TEACHER TRAINING OPEN BADGE

Description

This certificate will certify that the participants are able to -Use Smartdema application actively -Participate actively in the seminar given by Archeologist Ertan Aksoy (Transferring historical and mythological stories by combining them with their own stories) -Participate actively in the seminar titled "Foça's stone houses and streets" by Ercüment Kuyucu. (being able to reflect their stories through photography or painting with this acquisition - Participate in the kitchen workshop organized by Coşkun Coşkuner, Head of Tourism and Vocational High School (Learning and accompanying the production of dishes reflecting the herb culture in Foça. -Participate in the seminar where folk tales and legends of recent history are told by Sebahattin Karaca -Participate in the Foça Public Education Center" medical and aromatic plant breeding seminar" with the aim of learning the medicinal plants grown in Foça and their usage areas. -understand and use the different digital tools such as Smartdema application. At the end of the training participants will have : -developed new skills and competencies through the interactions between participants. -enhanced their knowledge on digital destination management . -enhanced their knowledge on cultural ,historical and healthy nutrition points of the place that they live. The participants will get these skills : -digital tools in the city -workshops -storytelling

**ADDITIONAL
DETAILS**

Information that may be helpful to complete the badge.

Tourism Destination Management

The learner is able to:

- Enhance and advance existing knowledge on digital destination management (DDM) development

- Strengthen critical competences to analyse current conditions of DDM

Decide on actions for the future

- Develop new knowledge, skills and competencies through the interactions between participants and sharing of existing local knowledge and experience.

The learner will acquire specific skills:

Ability to develop studies and projects to implement smart ICT solutions in terms of destination management.

Ability for the application of digital tourism technology with user friendly standards.

They will be able to analyze the data retrieving valuable information from application analytics, such as:

- i) extracting information about shared content and activities,
- (ii) processing information posted by an individual and network highlights, and
- (iii) visualizing the data produced in the form of graphs, analyses, and reports

Creating thematic maps

Creating different routes

The criteria that will be used to assess the acquired skills are:

- User-friendly features of the App

- Storytelling

- Data analysis on features

- Creation of thematic routes

- Digital transformation of the tourism landscape: trends and challenges

- Innovation and Technology: Keys in the planning and management of SDM

Tourism Destination Management open badge link:

<https://eu.badgr.com/public/badges/lAzptWzJSuKyGhSfarD-cw>