

This project has been funded with support from the European Commission under the Erasmus+ Programme. This publication reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained there in.



CONTENTS

Abstract	02
Project Summary	07
The SMARTDEMA App	10
Step by Step Use of the Web App	11
How to Post a Story	12
Project Meetings	13
Multiplier Events	23
First Multiplier Event	24
Events Held at Foça	29
Events Held with Universities	30
Virtual Nutritional Healthy Chef Events	31
Open Digital Badge	48
Routes and Stories Media News	53

ABSTRACT

This publication describes the activities of the SMARTDEMA project. SMARTDEMA is a project funded by the European Commission under the Erasmus+ programme (KA2 – Cooperation for Innovation and the Exchange of Good Practices, Strategic Partnership for Adult Education). The project is a transnational initiative involving six organizations of four countries: Turkey, France, the Netherlands, and Slovenia.

The project has an overall impact on all partner organisations, schools, students, teachers, various educational institutions and local communities as well as a new list of potential stakeholders in the tourism industry at the multi-level including tour operators, academics, tour-guides and hotels willing to test the App.

PROJECT INFO

Project Number : 2020-1-TR01-KA203-09920

Duration : 01 September2020 – 31 August 2022(24 months)

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

Project type : Erasmus+ KA2

Erasmus+ Key Action: Cooperation for innovation and the exchange of good practices

Action Type: Knowledge alliances for higher education

Applicant Organisation: Dokuz Eylül University, Türkiye

Project Partners:

- Konya Necmettin Erbakan University, Türkiye
- Foca District Directorate of National Education, Türkiye
- Stichting for Education on Agility Liberating Structures (SEALS),the Netherlands
- Université Gustave Eiffel, France
- National Gallery of Slovenia, Slovenia

Acronym: SMARTDEMA

Motto of the Project : 'Stories that move you'

The Official Web Site: www.smartdemaproject.org

SmartDema MobileApp.: smartdema.org

Social Media Accounts:

 [smart_dema](#)  [smart_dema](#)  [smartdemaproject](#)

INDIVIDUAL PARTNERS

Dokuz Eylül University, Türkiye

Dr. Metin Kozak (ex-coordinator)
Dr. Emir Özeren (current coordinator)
Dr. E. Aslı Özen
Yeliz Güler

Necmettin Erbakan University, Türkiye

Dr. Kevser Çınar
Saadet Zafer Kavacık
Seda Yetimoğlu

Stichting for Education on Agility Liberating Structures, the Netherlands

Daniel Weiss

Université Gustave Eiffel, France

Dr. Joumana Boustany

Narodna Galerija, Slovenia

Michel Mohor
Natasa Braunsberger
Tjasa Debeljak Duranovic

Foça District Directorate of National Education, Türkiye

Yüksel Akar
Nurhayat Aksoy
Aybala Selcen Doymuş
Zülfiye Karadeniz

INFO ABOUT PARTNER INSTITUTIONS

Dokuz Eylül University is a state university established in 1982 in Izmir, the third biggest city of Turkey. Regarding its experience of more than 30 years in higher education, the university has the advantage of acting at the center of regional network of universities in the Aegean region. It is the largest university in the Aegean Region regarding the number of students, academic and administrative staff.

Necmettin Erbakan University is a state university founded in Konya in 2010. NEU is aiming to become an international reference point in revealing and spreading the original knowledge, in a corporate culture of freedom, which is participatory, respectful for diversity and with innovative, pioneering and trend setting style in the field of research and education, based on the principle of being sensitive to the needs of all other universities and the society.

Stichting for Eduagility is a non-profit foundation focused on education in the field of tourism, social media and innovation on entrepreneurship. In Europe, it has also implemented projects in Italy, Romania, Slovenia, Germany, Lithuania, Spain and Turkey. It is member of different organizations and it has an extensive network of partners in the field of tourism sector with whom we cooperate in developing educational tourism programs in Uruguay and Brazil.

Universite Gustave Eiffel pursues its public service missions by focusing particularly on two major objectives: qualifying professional integration and the development of research excellence. It is a multidisciplinary institution, gathering 17000 students, combining undergraduate students, master students, PhD students and vocational students. It covers various disciplinary fields: arts and literature, mathematics, computer science, physical sciences, languages, economics and management, and humanities and social sciences. It offers more than 220 degree courses including 90 degrees open to apprenticeship and counts more than 2300 apprentices.

Narodna Galerija-Slovenia is the central art museum in the country. Founded in 1918, it is the main caretaker of cultural heritage from the 1200s to 1950 in the field of visual arts. It protects the largest art collection in the country that numbers more than 3600 paintings, 1100 sculptures and more than 10000 works on paper. In the complex of three connected buildings with combined 4700 sq metres of exhibition space, the gallery facilitates, 6 larger exhibitions, 161 events/lectures/manifestations (unique programming, excluding repetitions) and welcomes circa 90000 visitors per annum.

Foča District Directorate of National Education serves with a human-oriented management approach, using all the information required by the information age, to add economic value to information, determine strategies, meet social-cultural and economic needs, and provide coordination among its affiliated units. It has 1 kindergarten, 7 primary schools, 7 secondary schools, 4 high schools, 1 vocational education center, 1 private education institution and 1 public education center, 370 teachers and 3080 students.

PROJECT SUMMARY

PROJECT SUMMARY

Smart Destination Management (SMARTDEMA), was the only project entitled to be supported in the field of tourism among the 19 applications accepted from 141 applications within the framework of the Strategic Partnerships (Innovation Development) Program in the Field of Erasmus+ Higher Education in the 2020-2022 period. On behalf of Dokuz Eylül University as the applicant organisation, Dr. Metin Kozak led the project until 15 September 2021, then handed it over to Dr. Emir Özeren who is currently the coordinator.

The Project aims to bring geo-referenced stories to light by focusing on tangible and intangible cultural heritage elements related to tourism in partner countries and to increase the recognition of destinations by integrating them with digital and innovative applications and services such as the Open Badge, Geographical Mapping, etc.

How did the idea of the project and its main purpose come about?

Based on the question of how the digital transformation, which the tourism ecosystem currently goes through and affects travel and destination preferences of consumers, we tried to design a concept called SMARTDEMA, taking into account smart cities. The point reached in the tourism industry is not only to provide services, but also to create new, original, and unique experiences that can stir emotions. We have developed a digital App to understand the emotion-based experiences of destinations, which offer the opportunity to express emotions through the stories shared by users about the places visited.

With the assistance of SMARTDEMA, we will be able to discover the "emotional routes" of destinations and discover which emotions are experienced more intensely. Thus, people will be able to travel destinations that they think best reflect the emotions they want to feel, e.g., the sadness route, the entertainment route, the adrenaline route or the gastronomy route.

PROJECT SUMMARY

What outcomes are expected during the project and on its completion?

1. Digital Storytelling

Local Stories digitally created by the citizens who are engaged through the Directory of Education and the university students.

2. GEO-DEMA APP

A new App designed and coded by the project partners. The interface tool for the gamification experience on the territory that enables retrieval of the citizen stories and generates insights on the stories by the visitors.

3. SMALL DATA Analysis

The project creates an ICT software interface as part of the training for Virtual Destination Management. The software tool is mapping people, systems, or stories concept.

4. Digital Destination Manager (DDM)

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 skills of the new profession.

5. The Digital Nutritional Healthy Chef

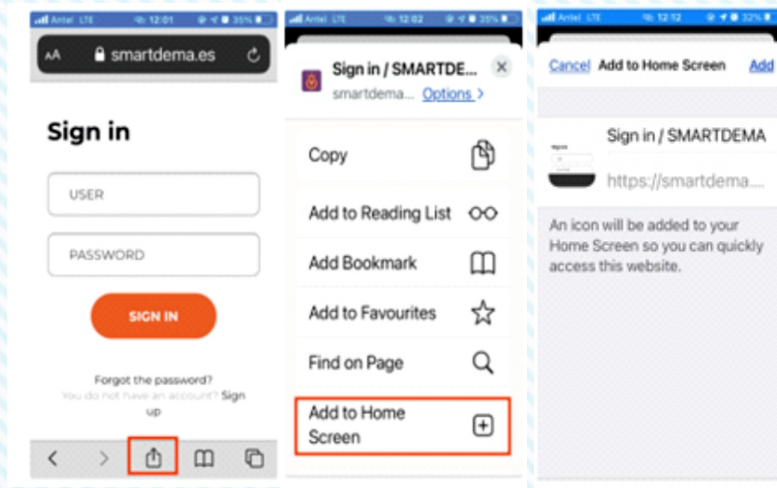
The tourism culinary department in cooperation targetting the local stakeholder develop a progressive web page /App format with a series of content such as local healthy recipes, e.g. Vegan food gluten-free food to target a visitor market niche. Food and Digital Stories are connected linking academy and visitors creating a new tourism experience.

The SMART DEMA App

STEP BY STEP USE OF THE WEB APP

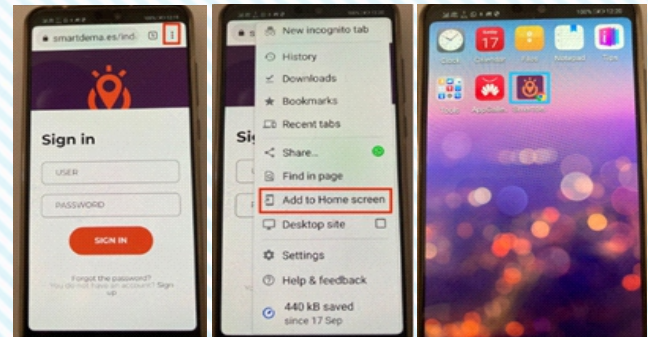
How to make an icon of the Web App for IOs Phones?

- 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
- 75croll 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.

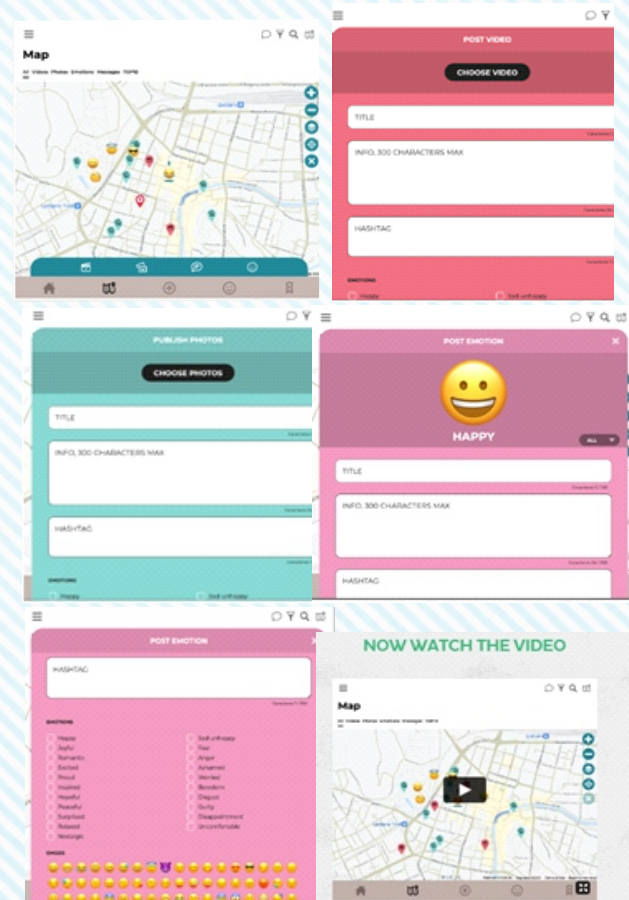
To post the Story, you click on the map where the Story is happening or happened.

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...



Project Meetings

KICK-OFF MEETING (TPM 1 – Online)



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



DOKUZ EYLUL UNIVERSITY (E10208896, TR)

The SMARTDEMA Kick-Off Meeting was chaired by Dr. Metin Kozak (Dokuz Eylül University, Project Coordinator). The main objective of the meeting was to have an overview of the project development and to establish the SMARTDEMA work plan for the coming months. It was also an opportunity to ensure that all the 12 individual partners had a common understanding of the project and their roles and to get more information on the project management formalities. The partners also introduced their institutions. They presented brief information about their expertise as an institute/organisation, strengths of their institute and their contribution to the Project. The meeting was carried out online, on ZOOM.



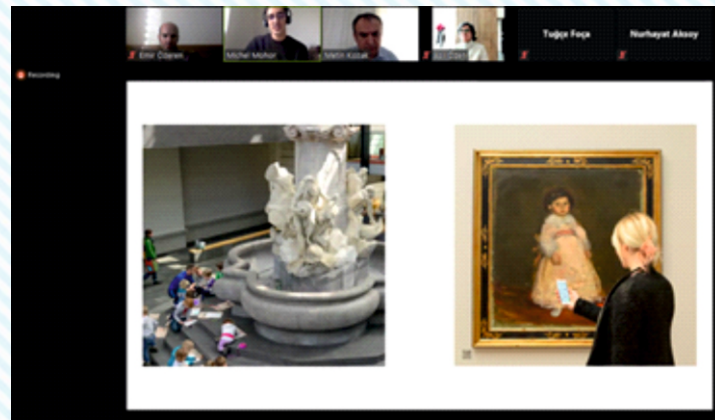
SECOND MEETING (TPM 1 – Online)



11 May 2021 Time: 11:00 to 13:35 CE



NARODNA GALERIJA (E10247818, SI)



The second meeting was chaired by Michel Mohor (Narodna Galerija, Slovenia). The main objective of the meeting was to inform partners about the progress recorded and future plans.

The Narodna Galeria staff welcomed all participants and then all the partners go through the agenda to see what has been achieved so far under the moderation of the applicant.

All partners reported their activities and dissemination results to the Project Coordinator for the first six months. A complete report on dissemination activities were prepared and presented to all partners during the meeting.

THIRD MEETING



25-27 June 2021



ARIA CLAROS BEACH & SPA RESORT ÖZDERE,
İZMİR, TURKEY



The App was also recommended for introduction to the food and beverage restaurants providing the healthy nutrition in İzmir, to explain the App and to teach its use. In July, it was decided to organize a multiplier event involving the tourism industry and tourism academics in İzmir.

At this first face-to-face meeting, the elements that need to be developed for the future in accordance with the purpose of the project were determined and a road map was drawn. In this direction, it is aimed to introduce the SMARTDEMA App and to contribute to the local area by expanding its use. The purpose of this App was to introduce the App to university students in İzmir, to explain the App and to teach its use. The target was to introduce the App to the students in the secondary and high school levels in Foça, İzmir, to explain the App and to teach its use.

FOURTH MEETING



02 October 2021



Foca District Directorate of National Education,
Foça, İzmir

In the meeting held in Foça, İzmir, by sharing the information about the use of the App, the changes and additions were made. There was also an exchange of ideas on the format, quality and quantity of the stories to be shared.

By emphasizing the steps and methods to be taken for dissemination, the activation process of the project was evaluated.

In addition, the meeting hosted two presentations by Sebahattin Karaca on cultural assets and values and by Cevat Yıldırım on-site tour of cultural and natural values in Foça.



SIXTH MEETING

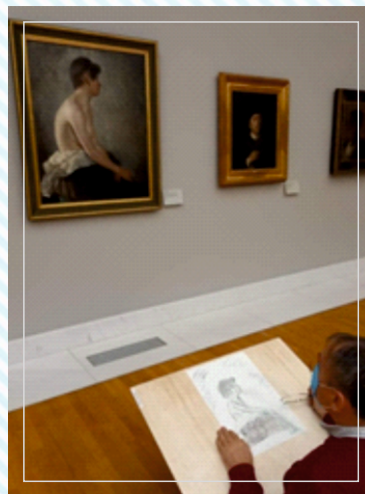


30-31 March 2022



NARODJA GALERIJA, LJUBLJANA, SLOVENIA

The meeting was chaired by Narodja Galeria, Ljubljana, Slovenia. The themes of this meeting included good practices, cultural tourism, experiential workshops, educational workshops, and gastro-tourism.



FIFTH MEETING



24-28 January 2022



UNIVERSITÉ GUSTAVE EIFFEL,
PARIS, FRANCE

The meeting was chaired by the Université Gustave Eiffel, Paris, France.

The main objective was the assessment of emotions at the heart of tourist experiences and the use of an emotion-based App by destinations.

All the partners go through the agenda to see what has been achieved so far under the moderation of the applicant.

The host university made a presentation about emotions and emojis, which is the subject of the meeting and a consensus was reached with the opinions of all participants on the emojis to be used in the App.



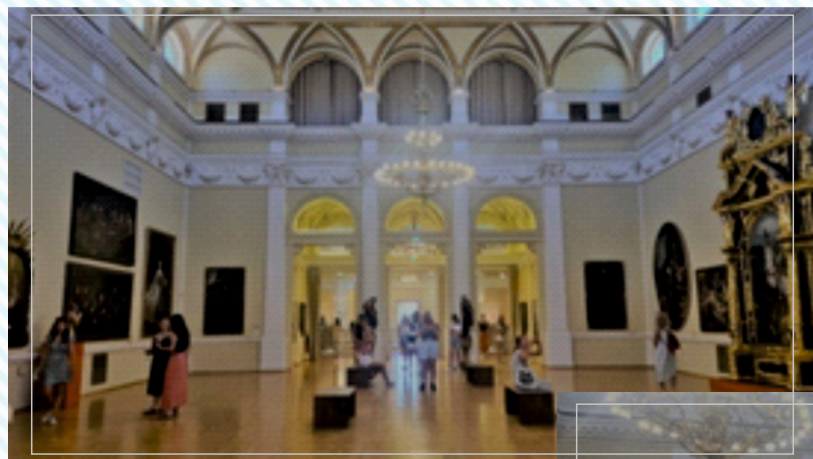
National Gallery of Slovenia

The National Gallery of Slovenia in the centre of the country's capitol Ljubljana is the largest art museum in the country. Spanning three connected buildings, the collection showcases the development in Slovenian and European art from the 1200s to 1950. The Gallery was established in 1918 as a private association but became a national institution after Second World War. Today, the Gallery welcomes tens of thousands visitors each year and pays special attention to both older and younger visitors.

Stories of the National Gallery of Slovenia

The Gallery's strategy was to create engaging content for users of the SMARTDEMA - in this way, they could use the app immediately and would be inspired and prompted to post their own stories. The stories of the gallery fall into three broad categories: cultural heritage, personal and food. Due to its profile, it focused most on researching and preparing interesting stories about Ljubljana's art, fountains, bridges, monuments and places connected to Slovenian Impressionists, Realist painter Ivana Kobilca and Slovenia's preeminent architect Jože Plečnik. The personal stories focus on growing up in Ljubljana, locales to visit with your family, and trails and alleys around Ljubljana's centre. The posts on food are quite rare, surprising since Ljubljana is famed for its varied restaurants and take-away places.

The Gallery prepared nine routes for the App. The routes were designed with Ljubljana's visitors in mind - the team checked basic statistics on tourism both at the Gallery and for the city and programmed a walkable trails that showcase different aspects of Ljubljana's heritage: the UNESCO-protected Ljubljana embankment, the old and new fountains, works by Jože Plečnik, select baroque churches, monuments to significant people, both museums in the city and contemporary galleries where one can purchase a work of art and trails of Slovenian Impressionism with locations where some of their works were painted and places connected to a Ljubljana native, Ivana Kobilca. The routes elicit different emotions, but mostly positive ones - our research showed that people expected positive stories and would also post ones with such a tone.



SEVENTH MEETING



14 June 2022



AMSTERDAM, THE NETHERLANDS

The SMARTDEMA final transnational meeting was chaired by SEALS Amsterdam, the Netherlands.

All project partner presentations were made on thematic maps, description of stories, open digital badges and training programs.



Events

FIRST MULTIPLIER EVENT



20 November 2021



Mövenpick Hotel İzmir, Turkey



The first multiplier event was organized on 20 November 2021 under the leadership of Dokuz Eylül University. The event was hosted at the Mövenpick Hotel İzmir, Turkey.

The purpose of this multiplier event is the presentation of SMARTDEMA project and the dissemination its application to tourism stakeholders in İzmir and neighbouring cities such as Aydın, Denizli and Manisa. In this direction, the participants were determined by considering the contributions who could make for SMARTDEMA and an invitation letter was sent three weeks in advance of the event.

The event was held with the participation of 58 tourism stakeholders, including academics, teachers, industry representatives, NGOs, influencers, Ph.D. students and tourism communities.

FIRST MULTIPLIER EVENT



20 November 2021



Mövenpick Hotel İzmir, Turkey



The inaugural speech was delivered by Dr. Metin Kozak, the School of Communication, Kadir Has University, Turkey. Dr. Emir Özeren, the project coordinator, within the scope of the determined agenda, presented the project contents, the App and the activities of the local partner in the project.

The event was contributed by Dr. Kevser Çınar, the project partner, and Zülfiye Karadeniz, the local partner in Foca.

The registration stages for the App were explained, ensuring that all participants were registered. This was followed by the 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.



As to the purpose of the activity, the 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.

In the second session, the participants were divided into eight groups. The first training is about the 'emotions activity'. The list of emotions in the App was presented to the participants.



Each Group determined an emotion in the list as a group emotion. The participants were requested to determine a destination that defines the chosen emotion and asked 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 spokes persons. In the emotions-based activity; six emotions were used to express the destinations visited: excited, peaceful, happy, pleasant, nostalgic and angry.

As the second activity, the participants were asked about their opinions and suggestions to further develop the App. The feedback obtained is as follows:

EVENT HELD AT FOÇA



22 February 2022



A trip was held with the students of Foça Reha Midilli Anatolian High School under the guidance of Ertan Aksoy.

Information was given about the deep-rooted history of Foça dating back to B.C. cultural values and historical artifacts that have survived from those days.

During the trip, the guide shared the mythological stories and legends of Foça. The purpose was to assist students in improving their awareness about the richness of the village they live in and creating their own stories in the light of the information they have acquired.

EVENTS HELD WITH UNIVERSITIES



March-April 2022

Events Held with Universities

The team communicated with the students from the tourism, architecture and gastronomy departments of four institutions located in İzmir: Dokuz Eylül University, Yaşar University, Ege University and İzmir Katip Çelebi University.

The importance of local characteristics, local cultural heritage, and local businesses opened for healthy nutrition, which is the main target of the App, was explained to the students and the importance of the contribution that includes the targeted local tourism and its stakeholders in the App was emphasized.



After the introductory meeting, the App was practically introduced and it was ensured that the stories about the points where these students could share their feelings, thoughts and feelings within the framework of İzmir were shared via the App. In the university activities, 100 different stories were shared.

VIRTUAL NUTRITIONAL HEALTHY CHEF EVENTS

GLUTEN FREE AND VEGAN KITCHEN EVENT , İZMİR



1-30 March 2022

Gluten Free and Vegan Kitchen events with Restaurants

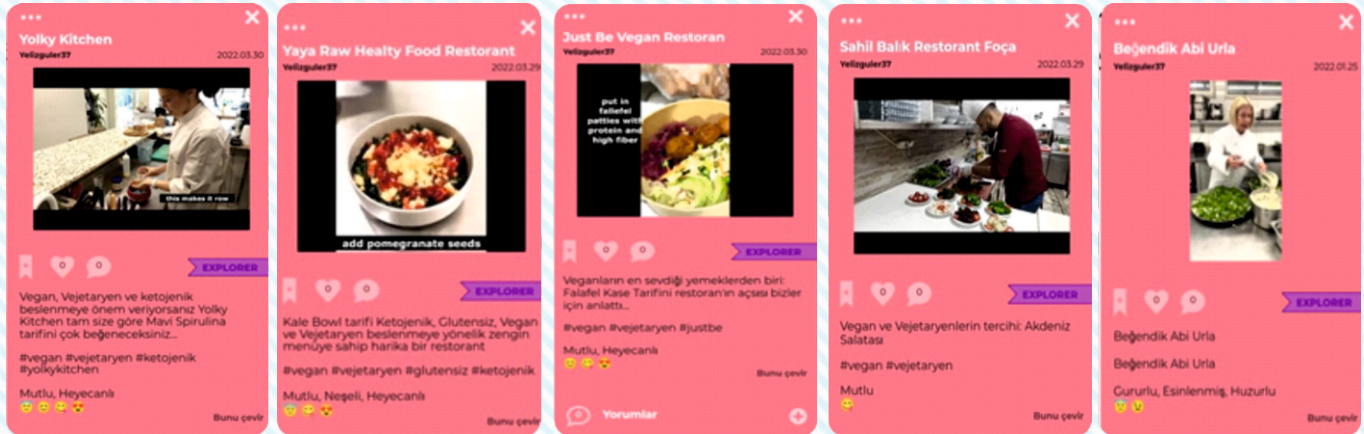
Within the scope of Gluten Free and Vegan Kitchen activities, 30 restaurants that offer local food, vegan, vegetarian, gluten-free, food and beverage services for healthy eating were determined throughout the province of İzmir and and Foça.

As a first step, the determined restaurants were first called and informed via the App.



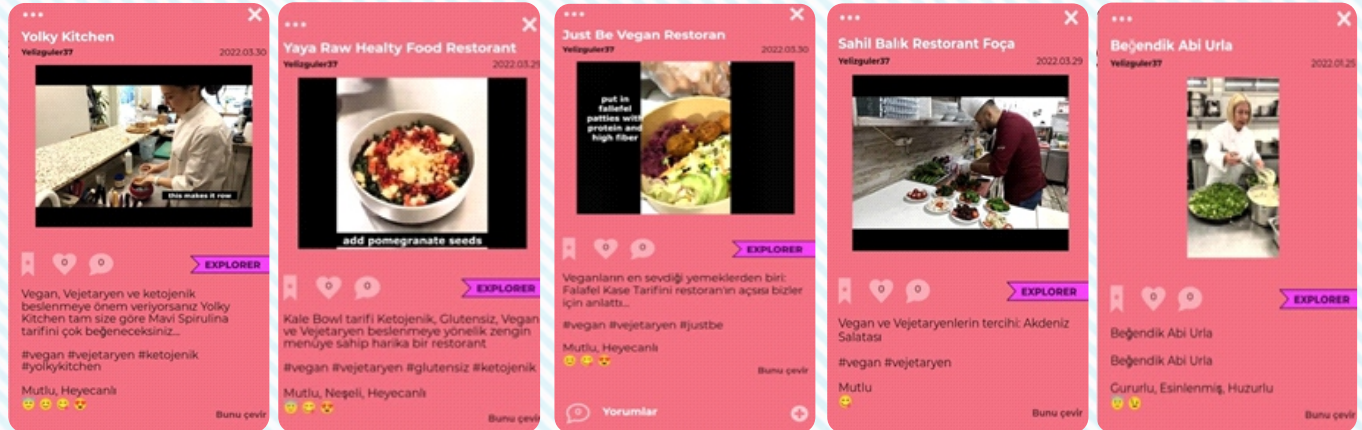
After the brief information, an appointment was made from the relevant restaurants. The App was introduced during the personal visits.

Restaurants were asked to make one of the vegans, vegetarian or gluten-free meal alternatives on their menus. During the recipe, a video was recorded and shared on the App. Healthy eating alternatives were presented.



After the brief information, an appointment was made from the relevant restaurants. The App was introduced during the personal visits.

Restaurants were asked to make one of the vegans, vegetarian or gluten-free meal alternatives on their menus. During the recipe, a video was recorded and shared on the App. Healthy eating alternatives were presented.



GLUTEN FREE AND VEGAN KITCHEN EVENT, FOÇA



30 March 2022

Gluten Free and Vegan Kitchen Events with Students "Gluten-Free and Vegan Kitchen Event", prepared by Halim Foçalı Vocational and Technical Anatolian High School students within the scope of SMARTDEMA, was held by the Foca District Directorate of National Education located in Foça, İzmir. The students prepared products as part of the "Vegan Cuisine" event.





Routes and Stories

CULTURE AND ART ROUTE



Rotalar

LISTE

KÜLTÜR SANAT ROTASI
2022.03.21 Yelizguler37

Arkas Sanat merkezi, Atatürk Müzesi ve Selçuk Yasar Sanat galerisini kapsayan yarım günlük kültür ve sanat rotasında geçmiş ile günümüz arasındaki köprüye sanatsal boyutta tanıklık etme imkanı bulacaksınız...

#sanat #sanatrotasi #art #artroute #artgallery #sanatgalerisi

Mutlu, Romantik, Heyecanlı, Huzurlu, Rahatlamış, Nostaljik
😊😊😊😊😊

İle 941.9 m seyahatin ve 3 hikayeler.

Bunu çevir

VEGAN ROUTE WITH FERRY



Rotalar

LISTE

Vapur İle Vegan Rotası
2022.03.24 Yelizguler37

İzmir'in deniz kokan havasını içimize çekebileceğimiz bir günlük rota sizleri bekliyor. Güne Just Be vegan Restoran'da nefes vegan kahvaltısı ile başlıyoruz. Keyifli kahvaltının ardından Bostanlı vapur iskelesinden pasaport-alsancak vapuruna biniyoruz. Yaklaşık 20 dakika sürecek olan vapur seyahatinizde martılar size eşlik edecek. Alsancak vapurundan inince İzmir'in en kalabalık çarşılarından biri olan Kibris Şehitleri çaddesinde alışveriş yapabilir veya cumbalı evlerin olduğu sokakları gezebilirsiniz. Son durağımız ise kahveniz ve vegan tatlınız yiyeb

#bostanilalsancak #veganrotasi #sagliklibeslenme

Mutlu, Neşeli
😊😊

ANOTHER MENEMEN WITH LESSER-KNOWN ARTIFACTS



Rotalar

LISTE

Az Bilinen Eserler İle Bir Başka Menemen
2022.03.25 Yelizguler37

Menemen denilince akla ilk Menemen çömleği veya Menemen olayı gelir ancak ev sahipliği yapmış olduğu milletlere ait bir çok eseri de içinde barındırmaktadır. Rum ve Türk eserleri ile hristiyanlık ve islamiyetin izlerini taşıyan bu rotada geçmişten günümüze dek ayakta kalmayı başarmış az bilinen eserleri görme imkanına sahip olacaksınız.

#menemen

Nostaljik
😊

İle 875.8 m seyahatin ve 4 hikayeler.

ALSANCAK CHURCHES



Rotalar

LISTE

Alsancak Kiliseleri
2022.03.24 Yelizguler37

Alsancak'da bulunan ve İzmirli Levantenler tarafından yaptırılmış olan Hristiyanlığın önemli 3 kilisesinin yer aldığı inaç rotası inaç, ibadet ve sanatsal izleri keşfedebileceğiniz önemli bir rotadır.

Huzurlu, Rahatlamış. Nostaljik
😊😊😊

ile 821.8 m seyahatin ve 3 hikayeler.

Bunu çevir

STREETS OF PERGAMON



Rotalar

LISTE

Bergama Sokakları
2022.03.25 Yelizguler37

Bergama müzesinden başlayarak kırmızı Bazilika'ya uzanan rota Bergama sokaklarına doğru ilerliyor. Adeta açık hava müzesini andıran Bergama sokakları fotoğraf çekmek için çok uygun yapılarla bezenmiş...

#bergama #bazilika #bergamasokakları

Huzurlu, Rahatlamış
😊😊😊

ile 1839.4 m seyahatin ve 3 hikayeler.

Bunu çevir

NOSTALGIA ROUTE TO OLD BOOKS



Rotalar

LISTE

Sahafalar Nostalji Rotası
2022.03.24 Yelizguler37

Rotanın ilk durağı olan Ege Kitap ve Plak'ta unutulmaya yüz tutmuş 45'lik plakları ve çizgi romanlar arasında geçmişe gidecek, ikinci durağı olan Palto sahafta nadir bulunan eski kitapları bulabilirsiniz. Rotanın dinlenme noktası olan Çuguklu Cafe'de Türkiye'nin her bölgesinden gelen nadir gazozlar arasında seçiminizi yapıp serinleyebilirsiniz. Son durağımız olan Yerdiniz Kitapçesinde ise 'en çok satması gerekenler' ile tanışabilirsiniz. Tam bir kitap kurtlarına yönelik olan bu rotada geçmişin tozlu sayfalarından günümüzün sanat eserlerine uzanan bir yolculuk

#kitapkurdu #sahaf

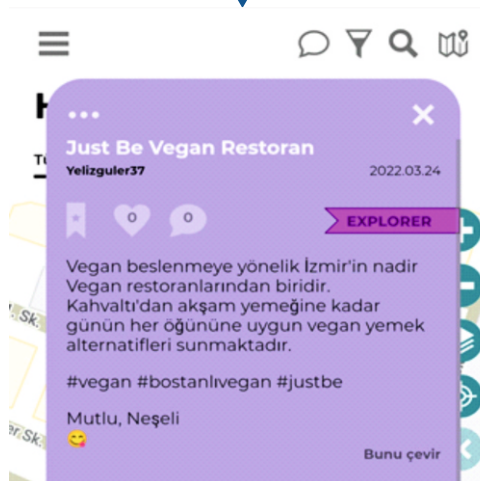
Esinlenmiş, Nostaljik
😊😊😊

DESSERT GOURMETS AT KEMERALTI

STREETS OF PERGAMON



JUST BE VEGAN RESTAURANT



PERGAMON



SERENITY IN GUZELBAHÇE IZMİR



İZMİR KONAK SQUARE



İZMİR AND SPORT



BOSTANLI SEASIDE

KEMERALTI BAZAAR

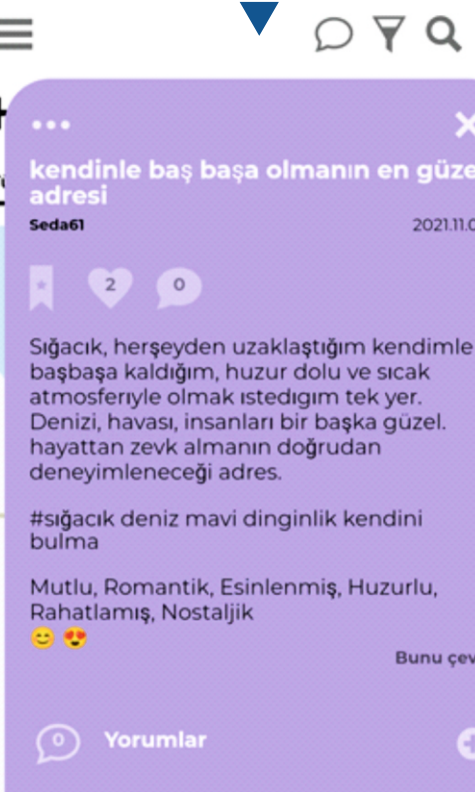
KULTURPARK IZMIR



AŞIK VEYSEL RECREATION AREA

THE BEST ADDRESS TO BE ALONE WITH YOURSELF

HISTORICAL ASANSOR (elevator)



BALÇOVA TELEFERİK (cable car)

IZMIR NATURAL LIFE PARK

AGORA

... X

Balçova Teleferiği
dilarapnrcgl 2021.11.26



EXPLORE


Izmir Balçova' da bulunan teleferiğe bindiğiniz zaman bütün şehir ayaklarınızın altında oluyor ve görüntüsü efsane. Ayrıca ücreti de çok uygun. Yukarıya çıktığınız zaman çeşitli kafeleri ile karşılaşacaksınız. Gidip vakit geçirmek için gayet güzel bir etkinlik.

Neşeli, Heyecanlı 😊

Bunu çevir

... X

Izmir Doğal Yaşam Parkı
dilarapnrcgl 2021.11.26



EXPLORE

Izmir Doğal Yaşam Parkı, onlarca farklı türde hayvan barındırıyor. Gerçekten eğlenceli zaman geçirilebilecek bir yer.

Heyecanlı, Şaşırmış 😊😬

Bunu çevir

... X

Agora..
the_szk 2021.10.26



EXPLORE

Antik yunan kültürünü kitaplardan okumayın, havasını da soluyun..Belki peripatetik okulun temsilcilerinden birinin yolu buraya da düşmüştür..

Izmir Agora

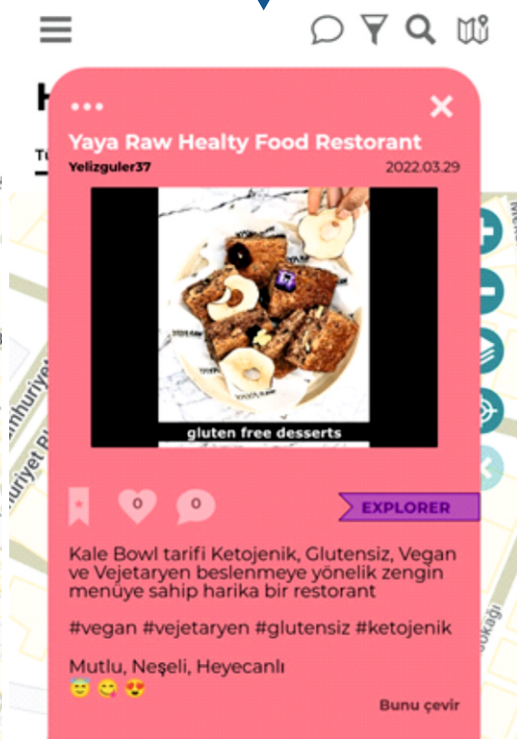
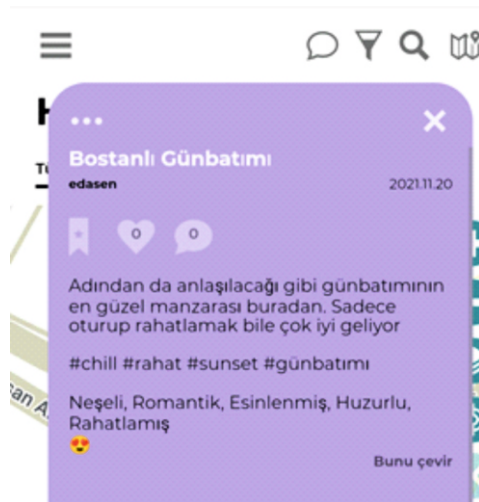
Mutlu, Esinlenmiş, Nostaljik

Bunu çevir

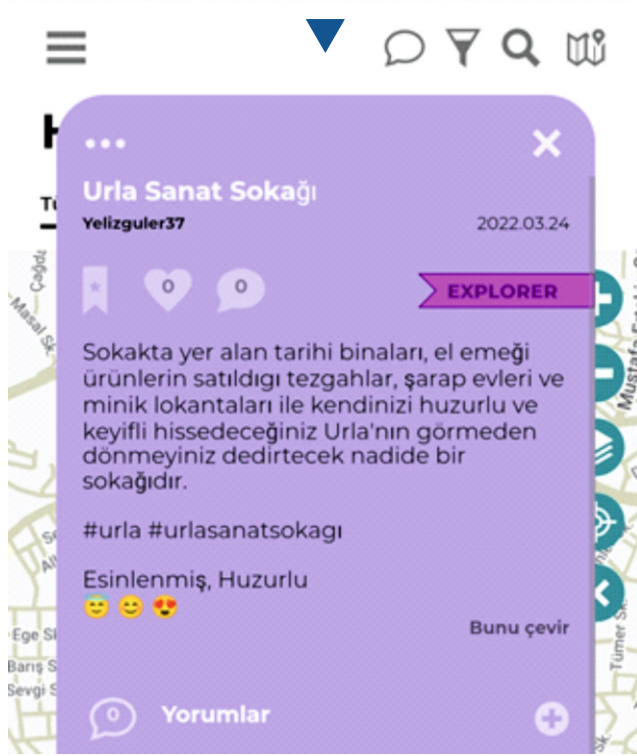
SUNSET IN BOSTANLI

SÜT ÇİÇEĞİ DESSERT RESTAURANT

YAYA RAW HEALTHY FOOD RESTAURANT



URLA ART STREET



ALSANCAK KORDON



OPEN DIGITAL BADGE

What is OPEN Digital BADGE?

A Digital Badge represents a skill, learning achievement, or experience. Digital Badges can be earned in a wide variety of environments.

- Digital Badges can represent competencies and involvements recognized in formal or informal learning,
- In addition to the image-based design, badges have metadata to communicate details of the badge to anyone wishing to verify it or learn more about the context of the achievement,
- Badges are issued by individual organizations who set criteria for what constitutes earning a badge,
- Earners can display their Digital Badges online and can share digital badge information through social networks.

Why use OPEN BADGE?

- Skill Recognition. Students can use the ODB to recognize the achievement in any setting across the different stages of an individual's life.
- Pathways of Expertise. Students can use the ODB to build pathways to support individuals to work towards learning goals, provide routes into employment, and nurture & grow talent within organizations.
- Transfer of Skills. They are based on the Open Badges standard, which enables badges to be issued and transferred across the web and other digital exchanges, across different learning providers, and across borders.
- Talent Identification. They provide a new way to identify talent based on competency and attitude, helping employers and educators better match individuals with non-traditional experiences to relevant opportunities.
- Alternative Validation. They provide an alternative way for learners to get validation for their skills and achievements and share them with employers.

Nutritional Health Chef Literacy



And, which criteria will be used to assess the acquired skills?

There will be several criteria to assess those acquired skills. For example, those who want to take this badge are expected to reflect the nutritional healthy cuisine including detailed knowledge of the ingredients, the preparation of the recipe, at least 10 video recordings of the cooking process, 10 stories, a photo of the cooked dish and making 5 thematic routes on the app.

When the open badge has been issued or will be issued? Is the open badge limited in time?

- The open badge will be issued digitally as soon as the learners fulfill the prescribed criteria.
- No expiration date:
- There will be several criteria to assess those acquired skills.
- Terra Madre slow food 2022.
- Local food experience.

Who the issuer of badges is?

Dokuz Eylul University Faculty of Tourism, Gastronomy & Culinary Arts

Who are the earners, who is my target group?

Our target group is chefs, food specialists, dieticians, nutritionists, gastronomy & culinary arts students, and those who are really interested in local, healthy food and diets

Why will they take my badge (the advantage of my open badge compared to the existing open badge)?

The major advantage of taking this open badge is that the university, the School of Tourism, particularly the gastronomy & culinary arts department is issuing this badge. Dokuz Eylul University ranked the third in Turkey and is amongst the top 100-150 universities in the world for “hospitality and tourism management” based on the academic ranking of world universities list by Shanghai Ranking 2021. DEU was selected as one of the research universities in Turkey by the Turkish Higher Education Council.

What skills the learner will acquire?

- The learners will acquire digital literacy by reflecting on the Mediterranean, local, healthy food menu alternatives including gluten free, vegan while using the app.
- The learners will also acquire Nutrition literacy that 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”

Routes and Stories on Media

TARGET GROUP

Considering that the App is focused on mapping, the target audience determined below will need to share with restaurants serving Vegan, vegetarian and gluten-free dishes.

If the badge will be given to the people with the following characteristics, they will have to share a healthy meal in the existing restaurant in terms of their own expertise.

Chefs

- Working in a restaurant that offers vegan, vegetarian or gluten-free alternatives
- Sharing at least 15 Vegan, vegetarian or gluten-free recipe videos from the restaurant kitchen
- Creation of at least five thematic routes
- Certificate of employment as a Chef

Dieticians & nutritionists

- Sharing a story with at least 15 photos in a restaurant that offers vegan, vegetarian or gluten-free food alternatives and sharing descriptive information about the nutritional values of the dishes in the relevant story
- Creation of at least 5 thematic routes
- Dietitian & nutritionist certificate
- Certificate of employment as a Chef

Food engineer

- Sharing a story with at least 15 photos in a restaurant that offers vegan, vegetarian or gluten-free food alternatives and sharing descriptive information about the nutritional values of the dishes in the relevant story
- Creation of at least five thematic routes
- Food engineering certificate
- Certificate of employment as a Chef

Those who are really interested in local, healthy food and diets

- Having an Instagram account about healthy eating
- Sharing a story with at least 15 photos in a restaurant that offers vegan, vegetarian or gluten-free food alternatives
- Sharing 15 different posts as a story by tagging the Smart demo application (it will be necessary to apply with screenshots)
- Creation of at least five thematic routes
- Certificate of employment as a Chef

Gastronomy & culinary arts students

- Submitting a document proving that a gastronomy student
- Uploading videos of at least 15 different Vegan, vegetarian or gluten-free recipes to be made in the kitchen of the school where they are studying (the relevant faculty will be marked on the map)
- Sharing photos of at least five different Vegan, vegetarian or gluten-free meals made in the kitchen of the school and giving information about the meals in the story section.
- Creation of at least five thematic routes

Turizmde Dijitalleşmenin Yeni Adresi SMARTDEMA



Turizmde Dijitalleşmenin Yeni Adresi SMARTDEMA



ABONE OL



İlgili Çekimler



Cumhurbaşkanlığı bugün toplanıyor



Kerem Zafarın Yılın Özel 20 Biri



2 bin 600 yıllık Lic mutfağından Tarih



Yemeksepeti Or Sipariş (yemeksepeti)



Fenerbahçe, Fati ile berabere kaldı



Eklemek ne kadar

Anasayfa > Gündem > SMARTDEMA ile turizm dijitalleşiyor



14:18

22 Kasım 2021

SMARTDEMA ile turizm dijitalleşiyor

SmartDema adlı mobil uygulama, kentin, mekan ve destinasyonların "duygu rotalarını" çıkararak, hangi destinasyonda hangi duygunun daha yoğun yaşandığı konusunda bilgi sahibi olmamıza olanak sağlıyor.



FOÇA HALK HİKÂYELERİ MOBİL APLİKASYONLA ANLATILACAK

Son Güncelleme: Ara 11, 2020

GENEL



1.466



Dokuz Eylül Üniversitesi Turizm Fakültesi, "Akıllı Destinasyon Yönetimi-SMARTDEMA" başlıklı projesiyle AB Erasmus+ Yüksek Öğretim Alanında Stratejik Ortaklıklar Programı çerçevesinde kabul edilen 19 projeden biri oldu. Bu projeyle Foça'nın gün yüzüne çıkmamış halk hikâyeleri, mobil uygulamaya dönüştürülerek ulusal ve uluslararası dijital turizme kazandırılması hedefleniyor. Projenin koordinatörü Turizm Fakültesi Öğretim Üyesi Prof. Dr. Metin Kozak, "Projemiz, turizm alanında kabul gören tek proje olma özelliğini taşıyor. Projeden elde ettiğimiz çıktılar sonucunda Foça ölçeğinde akıllı şehirler ve akıllı destinasyonlar uygulamasının geliştirilmesi için bir altyapı oluşturacağız" dedi.

Proje hakkında bilgi veren DEÜ Turizm Fakültesi Öğretim Üyesi Prof. Dr. Metin Kozak, son yıllarda Türkiye'de ve dünyada somut ve somut olmayan kültürel mirasın korunmasına yönelik ciddi çalışmalar olduğunu belirterek,

"Öncelikle yerel ölçekte somut olmayan kültürel mirasın öyküleştirilmesi konusunda çalışmalar yapacağız. Halk arasında bilinen ama toplumla çok paylaşılmamış öyküleri yazılı hale getirerek, bunları ulusal ve uluslararası düzeyde turizm açısından değerlendireceğiz. Aynı zamanda oyunlaştırma ve öyküleştirme konusunda değişik eğitim programları düzenleyeceğiz. Yapılan çalışmalar çok dilli olacak" dedi.

TURİZMDE AKILLI ŞEHİRLER

Kozak, son yıllarda dijital dünyanın önemli hale gelmeye başladığını ve turizmde akıllı şehirler, akıllı destinasyonlar diye bir kavram geliştirildiğini ifade etti. Kozak, "Projeden elde ettiğimiz çıktılar sonucunda, Foça ölçeğinde akıllı şehirler ve akıllı destinasyonlar uygulamasının geliştirilmesi için bir altyapı oluşturacağız. Öykülerin değişik kesimlere ulaştırılması için mobil uygulamalar kullanacağız. Değişik platformlar ve karekodlar ile ziyaretçilerle paylaşacağız" dedi.

Turizmin dijital altyapı ile desteklenmesi yönelik SMARTDEMA projesi, DEÜ Turizm Fakültesi Öğretim Üyesi Prof. Dr. Metin Kozak koordinatlığında, Doç. Dr. Emir Özeren ve Dr. Aslı E. Özen tarafından hazırlandı. 2020-2022 döneminde Avrupa Birliği Eğitim ve Gençlik Merkezi Başkanlığınca Erasmus+ Yüksek Öğretim Alanında Stratejik Ortaklıklar Programı çerçevesinde başvuruda bulunan 141 projeden, kabul edilen 19 proje arasında yer aldı. Uygulama alanı olan Foça'da 2 yıl devam edecek proje, DEÜ Turizm Fakültesi koordinatlığında, Foça İlçe Milli Eğitim Müdürlüğü, Necmettin Erbakan Üniversitesi, Gustava Eiffel Üniversitesi (Fransa), Slovenya Ulusal Galerisi ve SEALS (Hollanda) ortaklığında yürütülecek.



**FOÇA HALK HİKAYELERİ
MOBİL APLİKASYON
İLE ANLATILACAK**

Foça'nın gün yüzüne çıkmaması halk hikayelerinin, mobil uygulamaya dönüştürülerek ulusal ve uluslararası dijital turizme kazandırılması hedefleniyor.

Dokuz Eylül Üniversitesi'nin projesi kapsamında Foça ilçesinde akıllı şehirler ve destinasyonlar uygulamasının geliştirilmesi için altyapı oluşturulacak. 4. sayfa

FOÇA HİKAYELERİ DİJİTAL TURİZMDE!

**DOKUZ Eylül
Üniversitesi**

Turizm Fakültesi, 'Akıllı Destinasyon Yönetimi-SMART-DEMA' başlıklı projesiyle AB Erasmus+ Yükseköğretim Alanında Stratejik Ortaklıklar Programı



çerçevesinde kabul edilen 19 projeden biri oldu. Öğretim Üyesi Prof. Dr. Metin Kozak koordinatörlüğünde, Doç. Dr. Emin Özören ve Dr. Ash E. Özener tarafından hazırlanan projeye, Foça'nın gün yüzüne çıkmaması halk hikayeleri, mobil uygulamaya dönüştürülerek ulusal ve uluslararası dijital turizme kazandırılacak. Prof. Dr. Metin Kozak, "Turizm alanında kabul gören tek projeyiz. Projeden elde ettiğimiz

çıktılar sonucunda Foça ilçesinde akıllı şehirler ve akıllı destinasyonlar uygulamasının geliştirilmesi için bir altyapı oluşturacağız" dedi. Kozak, "Toplumla çok paylaşımımız öyküleri yazılı hale getirerek, bunları ulusal ve uluslararası düzeyde turizm açısından değerlendireceğiz. Aynı zamanda oyunlaştırma ve öyküleştirme konusunda değişik eğitim programları düzenleyeceğiz. Yapılan çalışmalar çok dilli olacak" dedi.



DEÜ'DEN TURİZME DİJİTAL KATKI

**KABUL
EDİLEN
19 PROJE
ARASINDA**

**Foça'nın gün yüzüne çıkmamış halk hikâyelerinin, mobil uygulamaya dönüş-
türülerek ulusal ve uluslararası dijital turizme kazandırılması hedefleniyor.**

■ İZMİR'DE Dijital Turizm

akademik Turizm Fakültesi,

"Akıllı Destinasyon

Yönetimi-SMARTDEMA"

başlıklı projesiyle AB

Erasmus+ Yüksek Öğre-

tım Alanında Stratejik

Ortaklıklar Programı

çerçevesinde kabul edi-

len 19 projeden biri oldu.

Bu projeye Foça'nın

gün yüzüne çıkmamış

halk hikâyeleri, mobil

uygulamaya dönüştürü-

lerek ulusal ve ulusla-

rarası dijital turizme

kazandırılması hedef-

leniyor. Öğretim Üyesi

Prof. Dr. Metin Kozak,

"Öncelikle yerel ölçekte

somut olmayan kültürel

mirasın öyküleştirilmesi



Doc. Dr. Emir Özmen, Prof. Dr. Metin Kozak, Dr. Aşlı Özmen

konusunda çalışmalar yapacağız. Halk arasında bilinen ama toplumla çok paylaşılmamış öyküleri yanlış hale getirerek, ulusal ve uluslararası düzeyde turizm açısından

değerlendireceğiz. Aynı zamanda oyunlaştırma ve öyküleştirme konusunda değişik eğitim programları düzenleyeceğiz. Yapılan çalışmalar çok hızlı olacak" dedi.

AKILLI ŞEHİRLER

Kozak, son yıllarda dijital dünyanın önemli hale gelmeye başladığını ve turizmde akıllı şehirler, akıllı destinasyonlar diye bir kavram geliştirildiğini ifade etti. Kozak, "Projeden elde ettiğimiz çıktılar sonucunda, Foça ilçesinde akıllı şehirler ve akıllı destinasyonlar uygulamasının geliştirilmesi için bir altyapı oluşturacağız. Öykülerin değişik kesimlere ulaştırılması için mobil uygulamalar kullanacağız. Değişik platformlar ve karekodlar ile ziyaretçilerle paylaşacağız" dedi.

141 PROJE ARASINDAN

• Turizmin dijital altyapı ile desteklenmesi yönelik SMART-DEMA projesi, Prof. Dr. Metin Kozak koordinatörlüğünde, Doc. Dr. Emir Özmen ve Dr. Aşlı Özmen tarafından hazırlandı. Başvuruda bulunan 141 projeden, kabul edilen 19'u arasında yer aldı. Uygulama alanı olan Foça'da 2 yıl devam edecek proje, DEÜ Turizm Fakültesi koordinatörlüğünde Reg. Mülk Eğitimi

7/11

ettin E
va El
al. SA
SEALS
temay-örneğin yürütüle

Dogodki

do 20. aprila 2021 - Posebno

Vabimo vas k reševanju spletne ankete *v okviru Erasmus+ projekta Smartdema*

Narodna galerija je septembra 2020 postala partner v **Erasmus+ projektu SMARTDEMA**.

Glavni cilj projekta, ki bo potekal do konca avgusta 2022, je sistematično beleženje čustev o lokacijah, stavbah, umetninah, ki jih imajo prebivalci nekega kraja. Temu bo namenjena **nova mobilna aplikacija**, v kateri boste lahko preko zemljevida beležili svoja občutenja. V aplikaciji boste lahko delili svoje vtise o izbranih mestih in njihovih skritih ali vsem dobro poznanih kotičkih, o Narodni galeriji in o galerijskih umetninah, ki so vtikane v našo zavest. **Ustvarili boste lahko zgodbo o svojem kraju** in nam o njem zaupali tako svoje lepe spomine in občutke, kakor tudi negativna čustva, ki se vam morebiti vzbudijo na nekaterih lokacijah.

Zgodbe bo skupaj z vašimi fotografijami ali video posnetki mogoče deliti tudi na družbenih omrežjih in na galerijski spletni strani.

S pomočjo aplikacije in sodelovanja javnosti si bo **projekt prizadeval izboljšati kulturno in kulinarčno turistično izkušnjo** na podlagi uporabniških podatkov, ki jih bo zbirala aplikacija in na ta način **povečati prepoznavnost krajev ter spodbuditi njihovo oživitve, še posebno po pandemiji koronavirusa**.

Da bi bila aplikacija čim bolj praktično zasnovana in da bi zadostila kar največ uporabniškim željam, **vas vabimo, da nam pri tem pomagate in rešite spletno anketo**, ki nam bo v pomoč pri tehničnem in vsebinskem razvoju aplikacije. Izpolnjevanje vam bo vzelo največ 10 minut.

ANKETO REŠITE TUKAJ (kliknite na **povezavo**). Povezava bo aktivna do 20. aprila.

Že vnaprej se vam zahvaljujemo za sodelovanje.

Narodna galerija

Notes

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



SMARTDEMA

STORIES THAT MOVE YOU



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

