



***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

**PARIS LTTA**

**MEETING MINUTES**

**Date: 24-28 January 2022**



## 1. The Context

The LTТА meeting is designed as a training which brings on board a selected group of professionals from partnering organizations to receive training, ideate SMART-DEMA, prototype examples using digital tools and give insights for iteration. The core of the training includes:

1. Storytelling (to learn how to co-create stories with citizens)
2. GEO-DEMA App feature city user experience
3. Open Badge implementation to validate the learning at the educational level.

The GOAL of the training is focused on the creation of an "immersive and environmental" and "thematize experience."

The meeting is organized by the full participation of all partners;

### Leading Organisation:

Université Gustave Eiffel (E10233280, FR)

### Participating Organisations:

DOKUZ EYLUL UNIVERSITESI (E10208896, TR)

Foca İlçe Milli Eğitim Müdürlüğü (E10200825, TR)

Narodna galerija (E10247818, SI)

Necmettin Erbakan Üniversitesi (E10073224, TR)

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

## 2. Meeting Minutes

*January 25<sup>th</sup>, 2021:*

### • Opening of the LTТА Meeting:

The meeting started with the opening and re-introduction of the project consortium to get to know better among the partnering organizations. Université Gustave Eiffel as the host organisation of the LTТА event made the opening session, welcomed all participants. Then, an ice-breaking, the brainstorming activity took place with legos. The name of the activity was "Less ego, more lego". Each participant was supposed to choose exactly ten pieces among the huge lego set and to make a unique design based on these ten pieces. Everyone has delivered 3 minutes talk including the message of the design and its link to her/his personality. The participants presented what their stories were about, the message and idea behind their designs, and how they are related to their own standing in life.



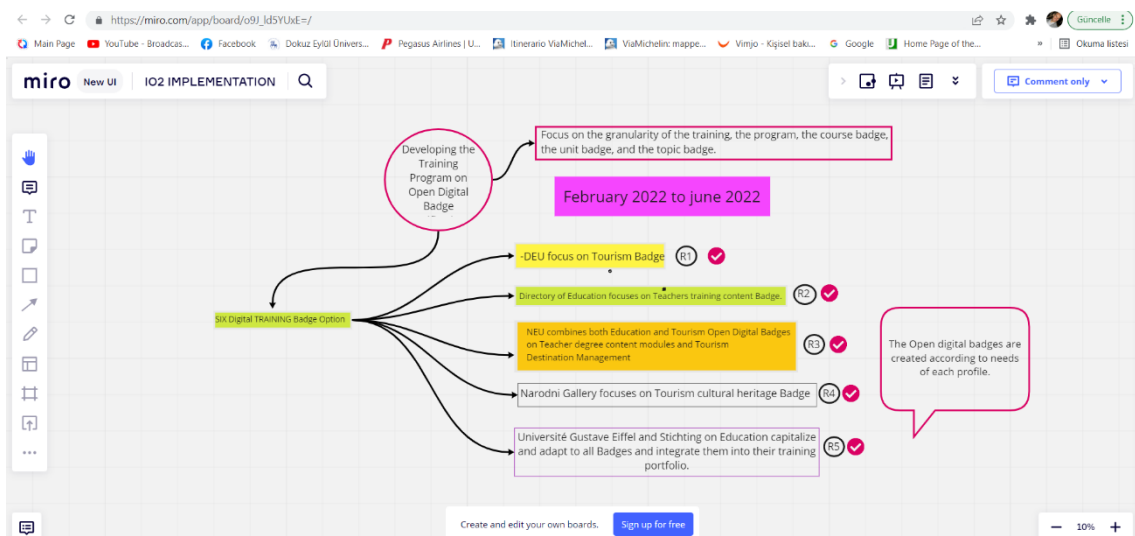
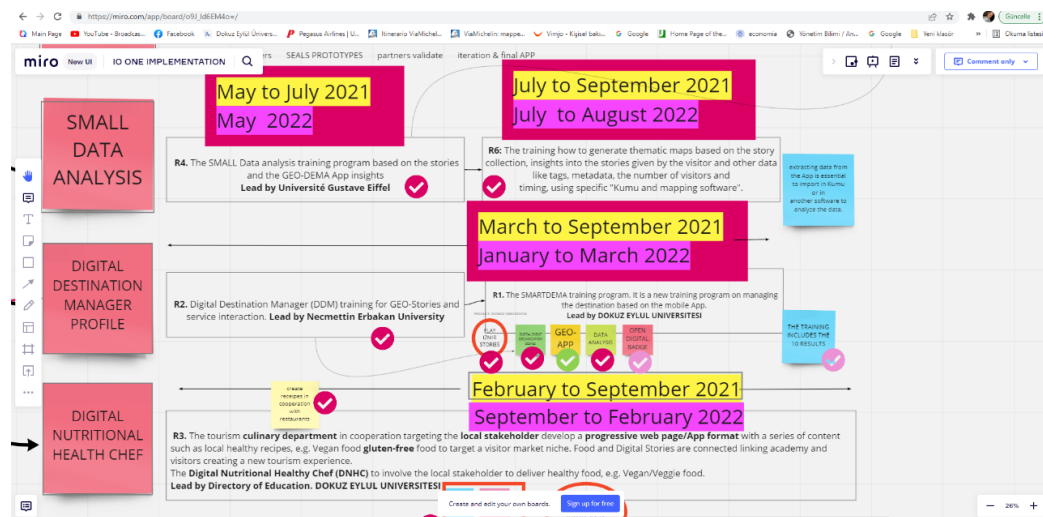
Then, J.Boustany representing the host institution of the LTTA event presented the LTTA meeting's schedule.

### Going through the Miro Board:

All partners have gone through the agenda to see what they have achieved so far. In order to check every task that has been done thus far, all partners have gone through the Miro board that was prepared at the beginning of the project. They have decided upon what will be the next activities in the Project with greater emphasis on IO2 and IO2 particularly.

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- Each partner's role and tasks were discussed and clarified. The stories that have been already uploaded to App were reviewed and it was decided that the number of stories will be increased by the end of March 2022. Especially, the Foca Directorate of Education (shortly Foca MEM) and DEU will have the responsibility to increase the number of stories that will reflect the real sentiment of citizens with regards to the city and destination of Izmir. Foca MEM will organise several visits to historical sites with students and arrange writing workshops that will allow them to share their authentic feelings and emotions about Foca. The stories will be created by the students and citizens first to prototype the App features. The partners have mobilized different target groups to have a wide choice of stories.
- In order to be added to the Smart Dema app., video recordings were made in which the meals included in the healthy nutrition criteria in the restaurant menus were promoted and special recipes were given. Among the restaurants in Izmir and its districts, the restaurants offering healthy food alternatives were determined based on 4 different criteria: Vegan, Vegetarian, Mediterranean cuisine, Local cuisines. The video recordings were made with 25 different restaurants on the routes.
- The videos about Digital Nutritional Healthy Chef that were uploaded to the App were reviewed by the partners and it was decided that the new, upcoming videos by the end of March 2022 should include more about local health recipes and health food concepts such as Vegan and gluten-free food.
- While uploading videos on digital nutritional healthy chefs, two major limitations were emphasized: Filesize (50 MB) and Resolution. The video upload limit is **50 MB**. This size is too small. For example, the size of an average 3-minute video is **120-150 MB**. When subtitles are added to the videos, the size increases and the average size of a 3-minute video becomes **250 MB**. It is necessary to lower the resolution of the video to upload to the app. So much so that while a normal resolution is at least 1280x720, to reduce it below 50 MB, we had to reduce the resolution to something like 300 x 300. To overcome this limitation, the partners will communicate with the IT team and solve this technical issue.
- Apart from new stories and video sharings, it was decided that FOCA MEM and DEU will create and add thematic routes on the App. by the end of March 2022.
- Having clarified the roles and responsibilities of each partner, Daniel and Dr.Kevser Çınar introduced SMARTDEMA APP. new features with a presentation based on the useful and insightful user-friendly feedback obtained through the first multiplier event organised by DEU in Izmir, Turkey on 20 November 2021. It is now possible for the users to create their routes based on their own stories.
- After the lunch break, the open digital badge training was delivered by J.Boustany (Université Gustave Eiffel) to all participants. The key points discussed throughout the training session were as follows: What is the open badge and why is it so important? Why and where can we use open badges? What are the examples of different types of badges? What are the possible platforms to create and store open badges? The process to create an open badge was discussed through a case study of the SMARTDEMA project. The major issues while designing an open badge were reviewed and all participants are strongly encouraged to question the following issues before designing an open badge: badge name, badge URL (description), badge criteria, badge image, issuer, issue date, recipient, tags, alignment (standards), expiration date, evidence URL. Partners will develop their own badges highlighted in the Miro board through the following link: <https://info.badgr.com/>



### ***January 26<sup>th</sup>, 2021:***

- The morning session began with training on smart destination management driven by emotions and small data by N.Fabry & S.Zeghni (Université Gustave Eiffel). Mobile applications for visitors are digital interfaces that contribute to changing how a destination is valued. They contribute to the quality of the visitor experience. The purpose of this training is to lay the theoretical and functional (but not operational) foundations for the use of an emotion-based application by a destination. Why are emotions worth discussing? Since emotions are at the heart of the tourism experience and should be an element of destination enhancement. SmartDema App. is one of the rare and valuable attempts to associate emotions, life moments, and values carried by residents with places through geolocation. In this training seminar, the partners discovered that the objective of the App is not to measure emotions but to capture the sense of emotions expressed by visitors; is to enable the destination to work on its attractiveness on a new basis. Therefore, the partners agree with the idea that the value of the destination can be enhanced based on the emotions of its residents.
- In the afternoon, the participants were taken to the “Real Estate Development by EuroDisney to get information about the subject of reinventing the city and Disney Storytelling where participants could observe the evaluation of the Disneyland, its story and concept and future plans. (<https://realestate-valdeurope.com>)

### ***January 27<sup>th</sup>, 2021:***

- The 3rd day of the training program is designed to have participants visit Disneyland as a good example of such an invented, smart tourist destination. The participants are strongly encouraged to live the real experiences of the world of entertainment and share their stories, pictures, and videos on the App.

### ***January 28<sup>th</sup>, 2021:***

The morning session of the last day program was devoted to data analysis by J.Boustany (Université Gustave Eiffel). The key points of this data analysis training are as follows:

- The difference between Small Data vs Big Data was summarized.
- The SMALL DATA provides powerful analysis for the real-world stories and emotions of the storyteller and visitors. Meanwhile, a series of variables/features have been embedded in the APP, such as login, time, insights, photos, links, and more.
- The small data generated by the App. should be analysed to gain a better understanding of visitors' needs and behaviour.
- When all the data entries are complete and become ready to analyse, we will analyse the sentiment of the citizens through a qualitative software package (such as N-Vivo)
- The sharing of stories and new data entries will still continue after the LTTA meeting.
- SMALL DATA Analysis- On progress to be completed in June 2022 because the data collection process is being carried out by the partners to enrich and extend the data set.



- **Closing:**

On the last session, after the lunch break of the meeting the participants were provided free space to ask questions, discuss future steps, and schedule upcoming meetings. At the end of the Q&A session, the participants shared their feedback, raised questions, and make sure about their roles and responsibilities in the next stage of the project. The participants learned the overall idea, relevancy, and usefulness of digital open badges and how partners will develop their own badges based on the training module.