

SMARTDEMA

Stories that moves YOU

SMART Tourism Destination increasing **citizens' sentiment** of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis



The project

Destination Management faces the challenge in an ever-changing environment, dominated by the new digital economy, with a tourist profile that is much more demanding and informed, hyperconnected and multi-channelled. Therefore a new training program on Digital Destination Management (SMARTDEMA) is needed to create and manage the new demanded digital experiences. The new training program enables to add/co-create/reinvent the city with layers of information and services that do not exist today.

The project supports the transformation of the city and the actual teaching of tourism model at Destination Management. It implements new learning skills and digital assessment. Introduces concepts of innovation, technology, sustainability and accessibility to guarantee the present and future of tourism.

The project proposes an innovative implementation of the vibrant tourism experience of the partners' countries and increases citizens' sentiment of sharing local tourism-related values co-creation geo-referenced stories. Very connected to SMART TOURISM CITIES.

The project design and create a custom made free download mobile Apps named GEO-DEMA and implement training on Kumu and other software for "SMALL Data software analysis" to perform new SMART TOURISM related services, called here as SMARTDEMA. Instead, BIG DATA that is driven by

machine interpretation, the project addresses SMALL DATA to understand the real needs and behaviours of the visitors.

A series of thematic maps are created based on the stories (DATA) created by the citizens (own sentiment of shared valued), and the insights of the visitors (DATA) collected in the App while unravelling the digital stories.


The project develops a new way of Digital Rewarding excellence skills (Open Digital Badge). At University level; Directory of Education, National Gallery, Stichting on Eduagility and Université Gustave Eiffel a new set of skills is designed and implemented in Intellectual Outputs 2.

The website

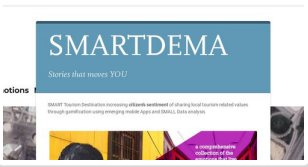
<https://smartdemaproject.org>

The App

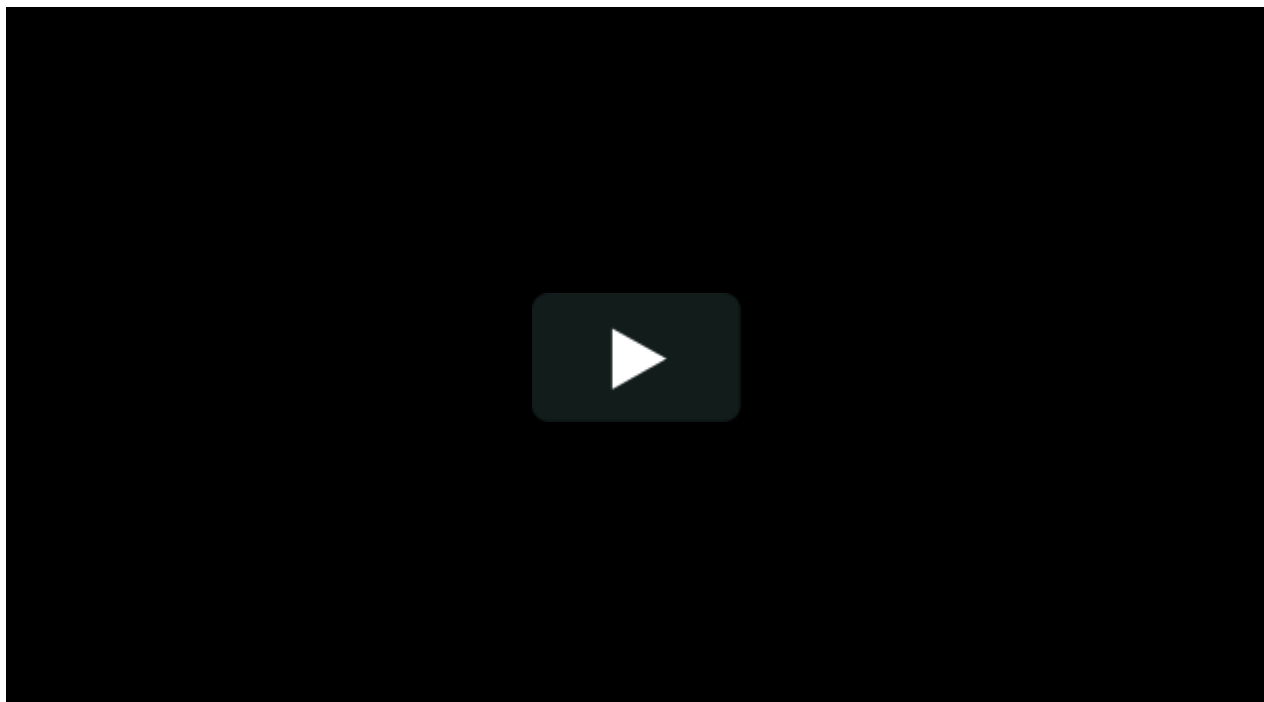
<https://smartdema.es>



www.smore.com



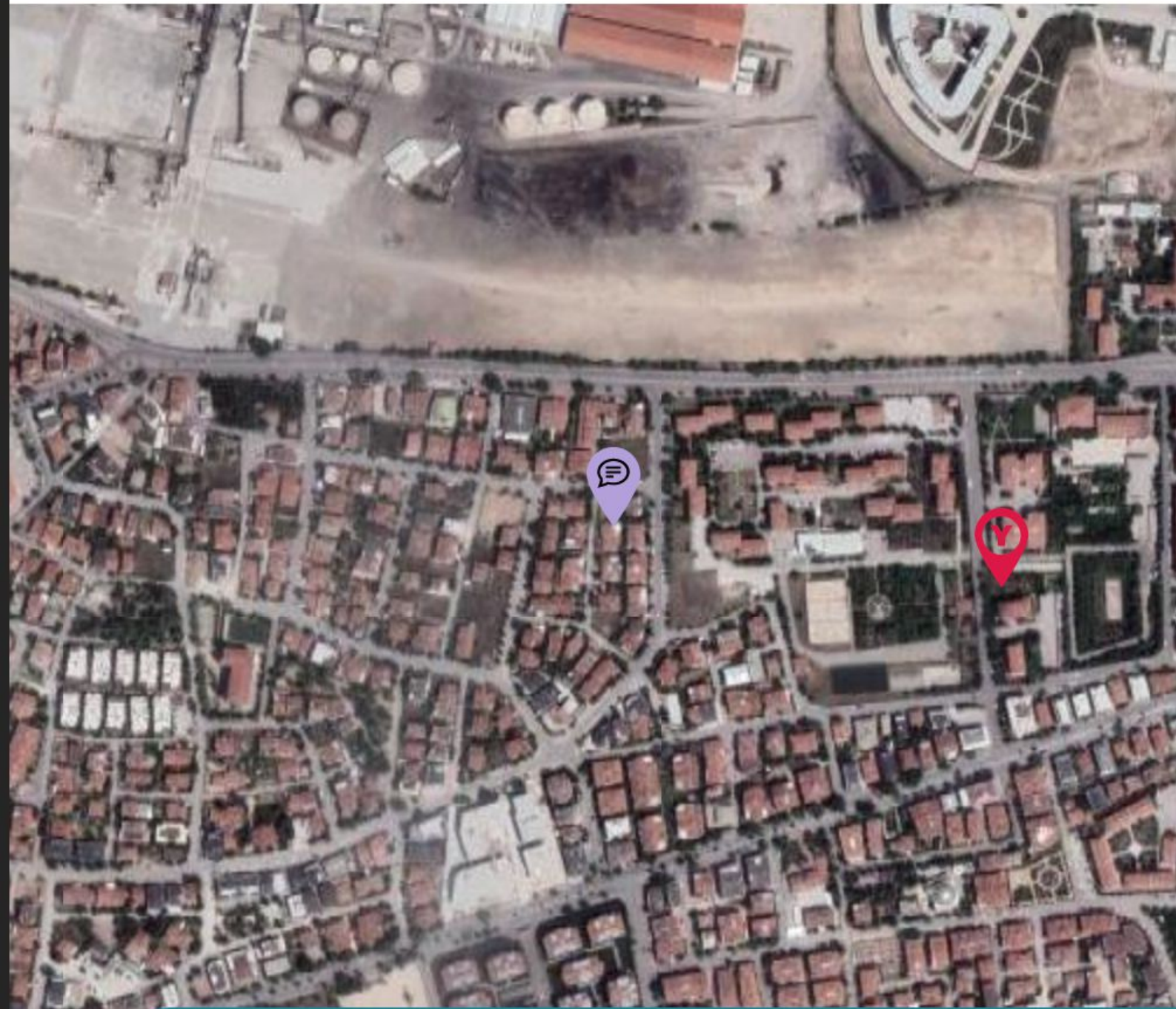
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Map

All Videos Photos Emotions Messages TOP10



Go

