



## THE MULTIPLIER EVENT REPORT ON SMARTDEMA PROJECT

20 November 2021, İzmir, Turkey

**Erasmus+ Higher Education  
EU Programme for Strategic Partnership in the Field of Education, Training and Youth  
2020-1-TR01-KA203-092920**

The first multiplier event of the Erasmus + Higher Education Strategic Partnership Program titled as “*SMART Tourism Destination increasing citizen’s sentiment of sharing local tourism related values through gamification using emerging mobile Apps and SMALL Data analysis- SMARTDEMA*” was organized on 20 November 2021 under the leadership of Dokuz Eylül University. The event was hosted at the Mövenpick Hotel İzmir, Turkey.

The event was planned and organized in two live sessions. The morning session was led by Dr. Emir Özeren, the project coordinator, whereas the afternoon session was moderated by Dr. Kevser Çınar, the project partner.

The purpose of this multiplier event is the presentation of the SMARTDEMA project and the dissemination of its application to tourism stakeholders in Izmir and neighbouring cities such as Aydın, Denizli and Manisa. In this direction, the participants were determined by considering the contributions they could make to the SMARTDEMA application 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, PhD students and tourism communities.

To promote the project, four SMARTDEMA project roll-ups were placed in the conference hall. The conference hall was prepared in the form of classroom seating. A brochure with information about the Daily agenda and the guests’ badges was distributed at the reception desk located at the entrance of the conference hall.

The participants had two coffee breaks together with a lunch served in the middle. Once the event had been completed, certificates were presented to each participant in recognition of their presence and contribution to the event.

The first session started at 10:00 am. and the inaugural speech was delivered by Dr. Metin Kozak, who is the Dean of the School of Communication Kadir Has University, Turkey. Dr Emir Özeren, the project coordinator, within the scope of the determined agenda, presented the project, the application and the activities of the local partner in the project. This was contributed by Dr Kevser Çınar, the project partner, and Zülfiye Karadeniz, the local partner in Foca.



Presentations were limited to 30 minutes in order to ensure that the 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 session ended at 12:30 pm for a lunch break.

With two training sessions, the second session started at 14:00. The participants were divided into eight groups. The first training is about the 'emotions 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 requested to determine a destination that defines the chosen emotion and asked to discuss and write down which factor triggered that emotion based on their discussion with their 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 about their opinions and suggestions to further develop the application. The feedback obtained is as follows:

### *Development*

- Icons in the application must be written with descriptions.
- There should be an option to upload an instant photo.
- Walking and cycling routes should be chosen.
- Multiple images can be shared in the stories section.
- Sounds for destinations should be added (seagull sound, sea wave sound and etc.)
- UTF-8 font should be used to confirm e-mail messages.
- The application should also work based on GPS.
- Navigation can be added.
- GIF/Sticker can be added.
- Emoji lists must be the same as emojis on phones.
- Route suggestions should be made with artificial intelligence.
- Meet-up meeting points must have an additional option.
- Animal feeding points should be created.



### ***Modification***

- There should be a choice of emotions according to colours.
- Private route should be possible.
- Choose actions; Motivate, choose the mood of the day, and win an award.
- A route can be created after sharing the story to determine a route and be simplified.
- Content control should be done. The Turkish user agreements should be created.
- Confidentiality Statement and user manual must be translated into Turkish.
- Application should work offline.
- There should be gamification in the future.

### ***Adaptation***

- The application can be adapted to Facebook and Google Accounts with the opportunity to log in (by sign up).
- There should be the possibility of voice typing (Google Dictate).

No comments or suggestions were made regarding the *elimination* category.

The first multiplier event was completed at 16:30 with the completion of these sessions.

The event was carried out in accordance with the purpose of the meeting, with the Project introduction, information about the implementation, story sharing and route creation activities.

All sessions were recorded and photographed as evidence and a useful source of information. The participants' feedback was then transcribed verbatim to be used for the development and update of the geo-dema app of the SMARTDEMA project.

### **Annexes**

- Annex-1 Invitation letter
- Annex-2 List of participants
- Annex-3 Roll-up
- Annex-4 Guests' badges
- Annex-5 Brochure
- Annex-6 Certificate of attendance