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SMARTDEMA ERASMUS +

PARIS MULTIPLIER EVENT MINUTES

18th of July 2022

The Paris multiplier event of the Erasmus + Higher Education Strategic Partnership Program titled *“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 the 18th of July 2022

The multiplier event has been organized in partnership with the information literacy association (InLitAs), which is a non-profit organization. The participants were interested to learn more about the App and how to design and use open badges. Twenty people were registered, but two of them have been infected by COVID, and they couldn’t attend the event.

The Event took place in Parc centres at Val d’Europe from 9:30 to 16:30.

Agenda:

09:30-9:45 Welcoming by the project coordinator and a short description of the Project and its aims

09:45-10:00 Description of the GEO-DEMA App & features

10:00-10:30 What is the Open badge, and how has it been used by the SMARTDEMA project

10:30-12:00 How to design an open badge

12:00-13:30 Lunch break

13:30-16:00 Visiting a touristic place in Val d’Europe (Center Parcs) and practising on SMARTDEMA App

16:00-16:30 Collecting feedback on the SMARTDEMA App and Closing session

Led by: Joumana Boustany, Senior Associate professor at Gustave Eiffel University

Welcoming by the project coordinator and a short description of the Project (9:30-9:45)

Joumana Boustany welcomed the participants and explained the goals and objectives of the Smartdema project, especially for a territory like Val d’Europe.

In fact, Val d’Europe is the eastmost part of the new town of Marne-la-Vallée, located around 35 km to the east of Paris, France. The Walt Disney Company created the town near Disneyland Paris resort. The final area of the district is currently in development. The area is primarily given over to



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Disneyland Park, as per the contract between the government and The Walt Disney Company. One of the terms was that the Euro Disney Resort (now Disneyland Paris) immediately got 19.40 km² (7.49 sq mi) of land to build Festival Disney (now named Disney Village). The Walt Disney Company is the only company in France that has had such a large say in the development of an urban area of this scale. The government was represented by an EPA (governmental development company).

As a tourist destination, the App developed by the SMARTDEMA project can contribute to attract more tourists.

What is Open badge and how it has been used by SMARTDEMA projects (10:00-10:30)

After the presentation of the App, the participants listen to Joumana Boustany explaining the importance of open badges nowadays and especially for an association. The active members of InLitAs are brought to educate and train young people from difficult neighbourhoods. Open badges can be a driving force to reward these young people and allow them to showcase the skills they have acquired.

The participants were able to understand the stakes of open badges, how to design them and the questions to ask before going into practice. The last part of the session was dedicated to the creation of open badges adapted to their needs.

Visiting a touristic place in Val d'Europe (Center Parcs) and practising on SMARTDEMA App (13:30-16:00)

After the Lunch break, participants created accounts on the App, a reminder has been done on how to use the App and how to write stories. The participants split up to test the app by discovering the tourist place, practising the activities and visiting the emblematic places, including some specific gardens and writing stories describing their feelings.

Collecting feedback on the SMARTDEMA App and Closing session (16:00-16:30)

After the test, participants gave feedback on their experience and especially with the interface of the APP. They made some suggestions to improve it. For example, to change the interface to allow people to add a story from the home page without being obliged to click on the map first, etc.

For the closing, participants have been thanked for their contribution.