






The EU Erasmus+ Project: SMARTDEMA (Smart Destination Management)

KA203 - Strategic Partnerships for higher education

Project Official Info	
Project number:	2020-1-TR01-KA203-092920
Applicant Organisation:	Dokuz Eylül University
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.
Acronym:	SMARTDEMA
Duration:	24 months (2020-2022)
The Official Web Site:	https://smartdemaproject.org/
Motto of the Project:	"Stories that move you"
Social Media Accounts:	 : smart_dema  : smart_dema  : smartdemaproject
SmartDema Mobile App.	https://smartdema.org/
Announcement of the Results:	https://www.ua.gov.tr/haberler/2020-ka203-sonuclari/

SMARTDEMA (Smart Destination Management), 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, our faculty member Assoc. Prof.Dr. Emir OZEREN is currently the coordinator of the Project.

The Project partners are Necmettin Erbakan University (Turkey), Foca District Directorate of National Education (Turkey), Stichting for Education on Agility Liberating Structures (SEALS- Netherlands), Université Gustave Eiffel (France), National Gallery of Slovenia.

Within the scope of the project, it is aimed 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 (Open Badge, Geographical Mapping, etc.) and services.

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 is going through, affects travel and destination preferences, we tried to design a concept called smart destination management, taking into account smart cities. The point reached in the tourism industry is not only to provide a service, but also to create new, original, unique and unique experiences that can stir emotions. We have developed a digital application to understand the emotion-based experiences of the destination, which offers the opportunity to express the emotion of the destination through the stories that users will share about the places visited in tourism.

Thanks to the mobile application called SmartDEMA, we will be able to discover the "emotional routes" of the city and discover which emotion is experienced more intensely in which destination. Thus, people will be able to travel to places and destinations that they think best reflect the emotion they want to feel. For example, the sadness route, the entertainment route, the adrenalin route or the gastronomy route.

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

Some of the intellectual outputs planned to be realized within the scope of the project are as follows:

- SMARTDEMA training program: an innovative training program on mobile application-based digital destination management
- A training program for the creation of Geo-Referenced Stories
- Virtual Nutrition Healthy Chef: an app to engage relevant local stakeholders in delivering healthy food
- Digital Storytelling training program to understand how to design and create mobile-based stories
- Transforming and testing the prepared stories into an application that can be used free of charge in learning environments by gamification method