EFTI completed the “Mapping iMotion of Sweetwater Wetlands Park (SWP) Visitors” project with the city of Gainesville.

EFTI just completed the “Mapping iMotion of Sweetwater Wetlands Park (SWP) Visitors” project teamed up with City of Gainesville - Parks, Recreation and Cultural Affairs (PRCA). Sweetwater Wetlands Park, located at 325 SW Williston Road, is Gainesville’s newest park intended to mitigate several outstanding environmental problems and to provide numerous benefits to the environment, the residents, and visitors to the City of Gainesville and Alachua County.

The goal of this project is to examine the interrelationships between arousal, attention and emotion so as to identify the features of SWP that are the most and the least appealing to visitors. Using a wearable eye-tracker, a mobile arousal sensor and a GPS device, researchers could better understand how visitors interact with and respond to the park. Also an iMotion map that visualized tourist emotional reaction toward the SWP was created.

EFTI will also continue the investigation into tourism experience through senses and how to develop new methods and technologies to undertake innovative research in tourism.

**iMotion Mapping Process**
EFTI completed the “Mapping iMotion of Sweetwater Wetlands Park (SWP) Visitors” project with the city of Gainesville.

**High-Arousal Points**
- Beginning of the trails & nearby pavilion (1)
- Nearby the viewpoints (2)
- Right after the viewpoints (3)
- Change of scenery (4)
- Open view (5)
SMART DESTINATIONS Research about to Begin

Dr. Daniel Fesenmaier and Mr. Jason Stienmetz of the National Laboratory for Tourism and eCommerce have recently entered a three-year contract between the City of Gainesville Parks, Recreation and Cultural Affairs Department and Visit Gainesville to conduct a research project entitled “SMART Gainesville.” Additionally, Dr. Fesenmaier and Mr. Stienmetz are collaborating with Dr. Lori Pennington-Gray of the Tourism Crisis Management Initiative on a two year contract with Visit Jacksonville for the “SMART Jacksonville” research project.

Both projects represent the exciting beginning of EFTI’s SMART Destinations research agenda, which aims to develop tools and methods that utilize numerous sources of tourism data (including Big Data from sources such as social media) for improved destination management. The SMART Destinations system under development is an integrated process/platform which enables a destination to collect, store, analyze and present detailed and harmonized information describing visitors. The major components of both projects will include:

1. Visitor intercept surveys conducted using iPads,
2. Marketing evaluation using an online survey methodology,
3. Destination analytics including the generation of detailed visitor profiles, visitor spending patterns, and the connections and synergies among the various attractions within the destinations, and
4. The creation of an online dashboard reporting system that will summarize in real-time destination performance metrics.
EFTI Aims to Design Engaging Destination Advertisements

EFTI has launched the new interdisciplinary project teamed up with Madden Media, a leading destination marketing company to measure impacts of online destination advertisements by tracking actual emotional and cognitive responses. This project is a part of larger study - “Mapping iMotion” which aimed to integrate emotions with experience design using state-of-art technology such as an eye-tracker and an arousal sensor.

As the goal of tourism advertising is to build emotional connection with people, places, and experiences the ability to place facts in context and deliver them with emotional impacts becomes more important. EFTI is trying to examine how key elements of interactive storytelling in online tourism advertising affect viewer’s attention, emotional engagement, and memory towards advertisings and destination, and whether they encourage or discourage a specific action.

In brief, a total of 196 destination online advertisements from 48 destinations in the U.S. were examined and grouped into four different groups based on story characteristic and point of views. After a series of web and lab-based experiments, final 38 advertisements will be examined using eye-movement, emotion tracking, and self-report questionnaire.

A part from providing proper choice of online advertising components, it is expected that each storytelling technique deliver a unique value to the experience of online advertising, thereby delivering great value for both viewer and advertiser. By leveraging various combinations of interactive storytelling, advertisers can maximize the impact of online advertising and create successful cross media marketing campaigns. EFTI will also continue to incorporate new attention and emotion measuring technology (e.g., real-time tracking, EDA sensing) to provide point-to point and actionable insights for experience design.