From Mythos to Logos:

A bilingual thesaurus tailored to meet users’ needs within the ecosystem of cultural tourism

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In the beginning is the:
a collection of concepts represented by terms in interlinked relationships
What is cultural tourism?

a learning-intensive experience!
forms of cultural attractions
material
material  intellectual
material  intellectual  spiritual
culinary heritage
music
creative industries
thesaurus scope

- Focus area: East Macedonia and Thrace
- Framework: R&D project (Athena & Democritus University of Thrace)
- Languages: el, en
the Project: Mythotopia

- Starting point: mythology
- Recording, mapping, highlighting tourist attractions
- Outcomes: online bilingual, multimodal platform
- Facilitate user-based itineraries
myth role
myth role gender
myth name
myth

mythical characters
myth description
myth

myth character
myth
dreams
myth literature
myth bibliography
linked myths
linked myth places
linked artifact
artifact

artifact type
artifact
artifact description
artifact location
artifact origin
places

region
geotagging

places
settlement

places
moving around infrastructure
moving around

transport
points of interest [POI]

outdoor activities
points of interest [POI]
gastronomy
points of interest [POI]

folklore
points of interest [POI]
museums
points of interest [POI]

exhibition areas
points of interest [POI]

archaeological sites
points of interest [POI]
historical sites
points of interest [POI]

religious sites
points of interest [POI]
tourist services
(almost) poetry in motion!
three data entry points

- Myths
- Points of interest
- Multimodal material

- Geotagged with geospatial metadata > route creation
thesaurus structure

POIs

Οικισμός (BT)

Πόλη (NT)

Καβάλα (NT)

Ξάνθη (NT)

Κωμόπολη (NT)

Χωριό (NT)

Δραστηριότητα (BT)

Ξενάγηση (NT)

Αθλητισμός (NT)

Settlement (BT)

City (NT)

Kavala (NT)

Xanthi (NT)

Town (NT)

Village (NT)

Activity (BT)

Guided Tour (NT)

Sports (NT)
thesaurus relations

- Relations between
  - concepts > interoperability [APOLLONIS, national Infrastructure for Digital Arts, Humanities and Language Research]
  - concepts and terms
  - terms
  - concepts and named entities, i.e., proper nouns (names of mythological characters, names of artists, place names with historical and dialectal variants)
sample of taxonomic schema
• Controlled vocabularies & detailed guidelines for
  • Standardization
  • Homogeneity
interlinked data example

Literary texts:
Strabo, Pausanias, Dionysius Periegetes

Artifacts
Nature
Multimodal photo
POI outdoor activity
POI gastronomy

[Βορέας] [Voréa]
Itinerary example

- A route following the traces of the myth of Voreas
- A route visiting points of interest on the hills of Pangaion
- A route in the wider area for
  - Climbing
  - Hiking
  - Birdwatching
  - Tasting local delicacies
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