

**The concept behind an alternative
tourist tour model for mobile devices.
The case of the Chora of Mykonos Island**

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The background of the image is a photograph of the Eiffel Tower in Paris, France. The tower is shown in silhouette, rising from the bottom left corner towards the top left. The sky is filled with soft, wispy clouds, colored in shades of purple, pink, and orange, suggesting a sunset or sunrise. The overall mood is romantic and evocative of travel.

wan·der·lust

\`wän-dər-,ləst\ wandering, movement

a strong, innate desire to rove or travel about

VOLOS



SYROS





SYROS



Syros School of Design

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Subject:

The design of a tourist tour model for mobile devices

Goal:

Redesign the content

Aims at the development of the cultural characteristics of each place, in other words, it incorporates its rich folklore elements

The usual features of a guide

- Sight seeing
- Accommodation
- Food
- Night Life/Entertainment
- Shopping
- Info and services
- Beaches
- What to do, et cetera

- It also makes use of the technical features of the mobile devices such as pinpointing the geographical location of the user in order to show the nearest sights, restaurants etc.
- It also gives to user the ability to connect to social media (i.e. tweet, post and forward a photo on facebook)
- It offers rich audiovisual content through photographs and videos.

But... this information tends to be one-dimensional

Some examples of existing tourist guides

Greek tour guides for iphone and android devices:

- ***GREEK GUIDE app***
- ***TOURISTORAMA app***
- ***LIFE THINK app***



They share a common typology regarding the focus of their content on the constant update of the material of each place, including the aforementioned chapters, accommodation, food, entertainment.

Foreign tour guides for iphone and android devices:

- ***PODRUNS app (danish)***

offers audio material
regarding special
architerctural info that is
activated



- ***METRO PARIS app (french)***

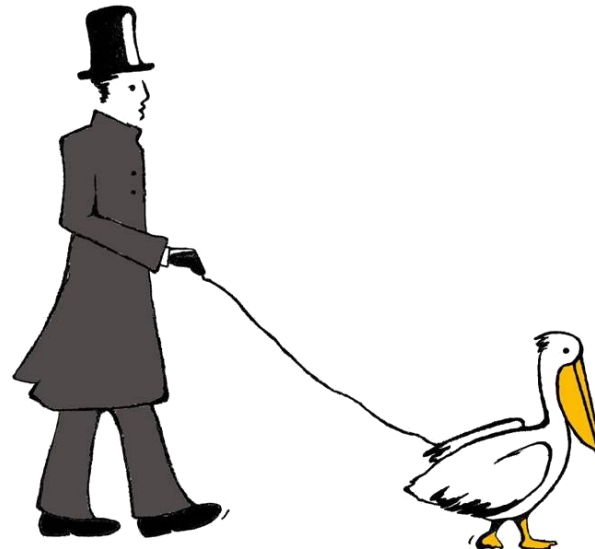
provides access to a wide
range of services for carefree travel
around Paris and for discovering
the most attractive locations in the
capital



Another approach

A new approach it is offered in this study on how the tourist will get acquainted with the place, making use of its "hidden" elements and further exploring other ones.

In order to apply such a tourist tour model, the use of new technologies is deemed necessary.



The proposed framework

A tour that will include alternative routes, highlighting the psychogeography of the location.

Psychogeography was defined in 1955 by Guy Debord as "the study of the precise laws and specific effects of the geographical environment, consciously organized or not, on the emotions and behavior of individuals."

Another definition is "a whole toy box full of playful, inventive strategies for exploring cities... just about anything that takes pedestrians off their predictable paths and jolts them into a new awareness of the urban landscape."

The places that one feels more familiar with are placed closer. In the synthesis of the map. This is an subconscious space organisation. A combination of known and unknown facts.

Mechanism

In order to achieve this objective, in this research, a bridge was built that links the science of the psychogeography with the data of urban geography. It combines the spatial experience with the monuments.

The synergy of the psychogeography and the urban geography forms the new data of a place.

MYKONOS



Research regarding the island of Mykonos

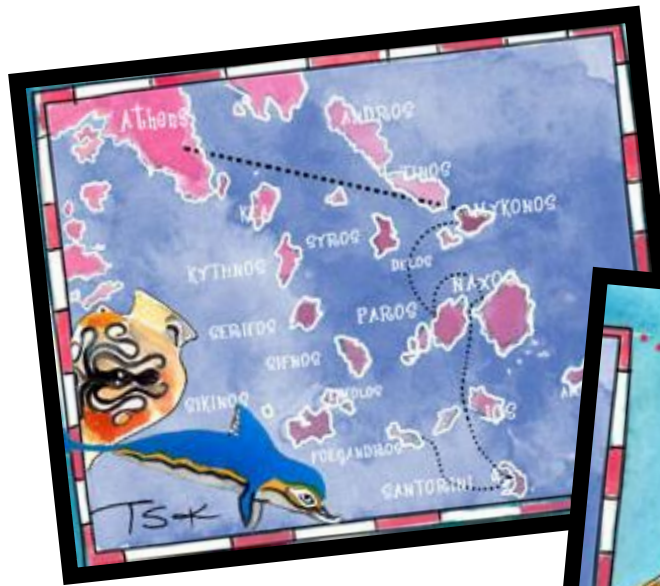
A search- attempt on how to apply this model on Mykonos.
To enrich the existing subjectivity with information that is long gone.

1) **Research through personal observation:**

mapping on how the visitors wander around the town

2) **Research through bibliography:**

additional information of highly visited places that are presented in the guides and how that information could be incorporated



Tour based on:

- Experiences
- Traditions
- Myths
- Riddles
- Proverbs

that enriches, even with unexpected information, the already structured space

Goal

It proposes not only tourist attractions, but also other not widely known landmarks.

The objective of this model is, on the one hand to highlight the identity of the area through the enrichment of the archive, and on the other hand to shape the empirical reality of the tourist by unfolding their personal pathway.

The ultimate aim is the experience that will affect both body and mind.

Conclusions

Fill the empty time of the visitor. When the visitor enjoys a cup of coffee and wants to pass the time creatively.

By practically presenting fairy tales and stories.

Conclusions

A region is described through its sights, that is a fact that can not be ignored.

There is a way to highlight the cultural heritage not only through the usual places of interest but also by enriching the information about a monument with the associated folklore element.

Ithaka

As you set out for Ithaka
hope the voyage is a long one,
full of adventure, full of discovery.
Laistrygonians and Cyclops,
angry Poseidon—don't be afraid of them:
you'll never find things like that on your way
as long as you keep your thoughts raised high,
as long as a rare excitement
stirs your spirit and your body.
Laistrygonians and Cyclops,
wild Poseidon—you won't encounter them
unless you bring them along inside your soul,
unless your soul sets them up in front of you.

Hope the voyage is a long one.
May there be many a summer morning when,
with what pleasure, what joy,
you come into harbors seen for the first time;
may you stop at Phoenician trading stations
to buy fine things,
mother of pearl and coral, amber and ebony,
sensual perfume of every kind—
as many sensual perfumes as you can;
and may you visit many Egyptian cities
to gather stores of knowledge from their scholars.

Keep Ithaka always in your mind.
Arriving there is what you are destined for.
But do not hurry the journey at all.
Better if it lasts for years,
so you are old by the time you reach the island,
wealthy with all you have gained on the way,
not expecting Ithaka to make you rich.

Ithaka gave you the marvelous journey.
Without her you would not have set out.
She has nothing left to give you now.

And if you find her poor, Ithaka won't have fooled you.
Wise as you will have become, so full of experience,
you will have understood by then what these Ithakas mean.

As you set out for Ithaka
hope the voyage is a long one,
full of adventure, full of discovery

And if you find her poor, Ithaka
won't have fooled you.
Wise as you will have become,
so full of experience,
you will have understood by
then what these Ithakas mean

A world map rendered in a soft, watercolor style. The continents are depicted with various shades of purple, magenta, and pink, with some areas showing darker, more saturated colors. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe, Africa, and Asia on the right. The overall effect is artistic and dreamy.

Travel is the only thing you
buy, that makes you richer