

Title	カルチャーツアー・オントロジーとそれに基づくツアー設計支援
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## Dissertation Abstract

Traveling is one of the most anticipated activities. It does not only give travelers a sense of relaxation, but also a chance to learn new things and to experience different cultures. Recently, traveling has been targeted at several types such as natural based traveling, cultural based traveling and adventure traveling. In Thailand, the campaign of cultural based traveling has been raised to promote Thai cultural heritages. In cultural touring, a visited site may contain many interesting contents in several aspects. These include tangible heritages such as object, product and intangible culture heritages such as folklores, rituals and traditions. For tangible heritages, each site has its own story worthy of learning for tourists in terms of cultural importance. The story may involve several aspects such as its creator, its former place, related tales, etc. These are background knowledge of heritage to connect tangible and intangible cultures together that are able to implicitly provide travelers with experience of surrounded cultural knowledge.

However, background of the heritages is apparently scattered in museums and in tales of their surrounding areas. Only historical or cultural experts accumulate the knowledge while typical tourists can rarely access the information and lack opportunity to fully appreciate the cultural heritages in these aspects. For cultural-based travelers, their points of interest can be individually different; some may enjoy sightseeing of heritages based on their favorite characters (such as famous poets or kings) while some may follow their religious belief for the sacred artifacts according to the tales (such as a tale of Naga, mythical being in South East Asia worshiped to reward in prosperity). Despite their favorite, very few people visited all related heritages or missed to learn the related details because of the lack of cultural story knowledge. Hence, transferring knowledge in these cultural aspects is crucial in promoting cultural tourism activities.

The aim of this work is to connect cultural heritages with their relation in several aspects. To allows users to learn more about cultural aspects hidden within heritages' history and let them fully experience the culture traveling despite the lack of initial background knowledge of the tourist site. Furthermore, it can also help to promote the hidden value of heritages and motivate to learn more of the related heritages since they learnt some insight details.

**Keyword:** Tour Design Support, Extend Viewpoint, Cultural Aspect, Ontology, Mixed Initiative Search