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Storytelling – A Means of Creative Destination Development?

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Project

The objective of this project is to analyze the potential of storytelling as a tool for destination development. The project will explore five different storytelling cases, one in each Nordic country. In particular the project will focus on how storytelling is practiced, how it is organized and if and how a specific communication platform can improve storytelling practice in the Nordic countries and function as a means of closer stakeholder cooperation and improved tourist experiences.

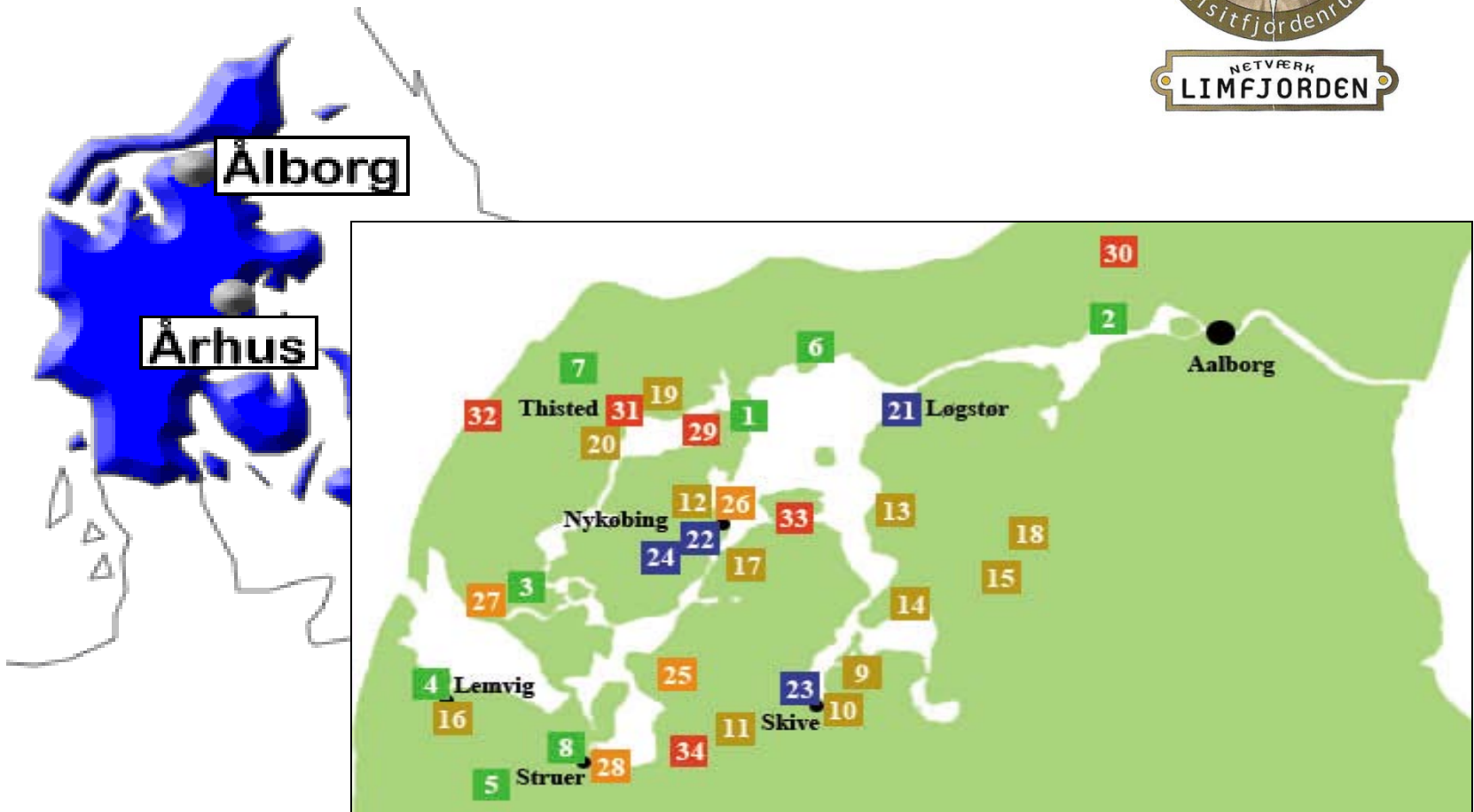
The objective of this paper is to scrutinize the possibilities and drawbacks of using storytelling as a means of developing and marketing Nordic tourism destinations.

On the basis of five selected Nordic cases, the paper sheds light both on the ways in which storytelling is practiced and how stakeholder cooperation unfolds and seeks to determine the prerequisites for using storytelling as part of a destination development strategy.

The Swedish case : The shellfish journey



The Danish case: The Tales of Limfjorden

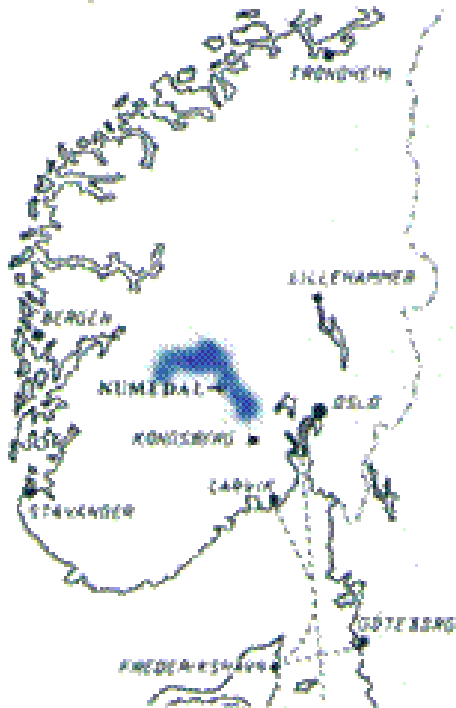


The Norwegian case: The Medieval week

LUKTE - KJENNE - SE - ØPPLEVE - GJØRE

Middelalderuka

i Numedal 26. juli - 1. august 2009



The Finnish case: The Neanderthal family



Table 2. Theoretical model –Storytelling and destination development

STAKEHOLDERS (local / non local) (public / private)	STORYTELLING PROCESS	OUTCOME OF STORYTELLING PROCESS (year 1, 2, 3...)	DESTINATION DEVELOPMENT DIMENSIONS
<p><i>A Stakeholders</i></p> <ul style="list-style-type: none"> - Initiators - Decision makers - Owners 	<p><i>A Agenda setting</i></p> <ul style="list-style-type: none"> - Theme - Selection of stories and participants - Selection of target groups - Ownership - Financing 	<p><i>Further concept development</i></p> <ul style="list-style-type: none"> - Storyline and communicative strategies - Servicescape design - Number & type of storytellers/location providers - Packaging <p><i>Marketing output</i></p> <ul style="list-style-type: none"> - Earnings - Number and types of guests - Media coverage/attention <p><i>Inter-organisational outcome</i></p> <ul style="list-style-type: none"> - Coeration (create / strengthen / destroy) - Knowledge & skills (new ways of using existing resources / use of new resources) 	<p><i>Economic</i></p> <ul style="list-style-type: none"> - New ventures - Extend season - Destination brand <p><i>Socio-cultural</i></p> <ul style="list-style-type: none"> - employment - training - infrastructure - image & identity <p><i>Environmental</i></p> <ul style="list-style-type: none"> - strengthen / weaken / no change
<p><i>B Steering committee</i></p> <ul style="list-style-type: none"> - Combination of A & C stakeholders / actors 	<p><i>B Design of the storytelling concept</i></p> <ul style="list-style-type: none"> - Storyline - Servicescape design - Program & packaging - Market communication (logo, web, language, PR...) - Souvenirs 		
<p><i>C Actors</i></p> <ul style="list-style-type: none"> - Storytellers - Storytelling location providers - Service providers 	<p><i>C Implementation</i></p> <ul style="list-style-type: none"> - What? - How? - Where? - When? - Why? 		

Preliminary findings

Possibilities of using storytelling

- A platform that unite different type of actors, involve and create networks between organizations across sectors
- Strengthen local identity
- Opens up the possibility for visitors to be active and immersed into the story, in line with the theory of experience co-creation

Obstacles of using storytelling

- Co-operation is critical , actors to involve and management (different roles)
- To understand and to implement the storytelling concept
- Authenticity