“The Tales of Limfjorden”

A DANISH CASE OF STORYTELLING AND DESTINATION DEVELOPMENT

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Background: A Nordic Project

A two-year NiCe-sponsored project:

"Storytelling and Destination Development"

**Purpose:**

*Can stories be used for developing and marketing Nordic tourism destinations and make them more attractive on international tourist markets?*

**Partners:**

- Handelshögskolan BI, Oslo, Norway
- Hanken Svenska Handelshögskolan, Vasa, Finland
- Icelandic Tourism Research Centre, Akureyri, Island
- University West, Trollhättan, Sweden
- Aalborg University, Denmark
"The Tales of Limfjorden"

- Launched 2005
- Niche product
- 34 stories in the main season
- 5 themes
- 5000 visitors pr. year (2009)
- Target group: Danish couples 45+

Data
- 12 interviews w. stakeholders & storytellers
- 6 observations of storytelling events
Purpose of Danish Case Study

Investigate whether the storytelling project "The Tales of Limfjorden" is instrumental in building "Limfjorden" as a tourism destination

- Internally: management, stakeholder involvement, ownership
- Externally: market communication, storytelling events
Today’s story…

- Storytelling and tourist experience
  - How can the storytelling events around Limfjorden be classified in terms of a tourist experience?
  - Is storytelling established as a coherent story and experience frame or detached stories – within the events and within the destination?
Conceptual framework: Storytelling

"Everybody loves a good story"
(Storyteller / The Tales of Limfjorden)

- Emotional appeal
- Convincing, credible and realistic
- It takes two...

... One good story is not loved by everybody
Conceptual framework:
The tourist experience

- Subjective matter
  - Sense impression
  - Emotional founded

- "Inner readiness" <-> "Outer experience frame"

- The extraordinary experience
  - Non-ordinary setting
  - Beyond the expected
Conceptual framework:
Storytelling & tourist experience

- Composition and storyline
- Immersion in the unexpected and non-ordinary
- Tourists as actors (co-creators)
Conceptual framework:
Storytelling & tourist experience

Inspired by Mossberg & Johansen 2006 p.37
Storytelling & experience in The Tales of Limfjorden

- **Story content & composition**
  - Facts/fiction
  - Place attachment
  - Taste of products
  - Walk and talk – engaging breaks

- **The storyteller**
  - Place belonging
  - Passion and personality
  - Storyteller-tourist relationship
Storytelling & experience in The Tales of Limfjorden

- Storyteller (personality & passion)
- Town/nature location
  - Physical set up and decor
- Tastes of drink/food
- Other tourists (talking/socializing)

**Tourist experience**

Listener, Participant or co-creator?
Detached stories or coherent story frame - the events...

Coherent story frame??

Storyteller (personality & passion)  Town/nature location

Tastes of drink/food  Physical set up and decor

Tourist experience

Single stories (facts/fiction)  Other tourists (talking/socializing)
Detached stories or coherent story frame - the destination...

• Single stories with integrated intentions
  ▫ “Story theme” vs. “Routes of stories”
End of story...

• The storytelling events as tourist experiences
  
  *Personal interactions with outer experience frame that correlate with the inner readiness of the target group*
  
  -> *emotional appeal and experience opportunity* ...

  - *But is it extraordinary?*

• Coherence of the stories
  
  *Weak storyline between stories and detached story events*
  
  -> *stories don’t promote coherent tourist experiences*