

“The Tales of Limfjorden”

A DANISH CASE OF
STORYTELLING AND DESTINATION DEVELOPMENT

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**Jacob R. Kirkegaard Larsen
& Anette Therkelsen**

Tourism Research Unit
Aalborg University





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



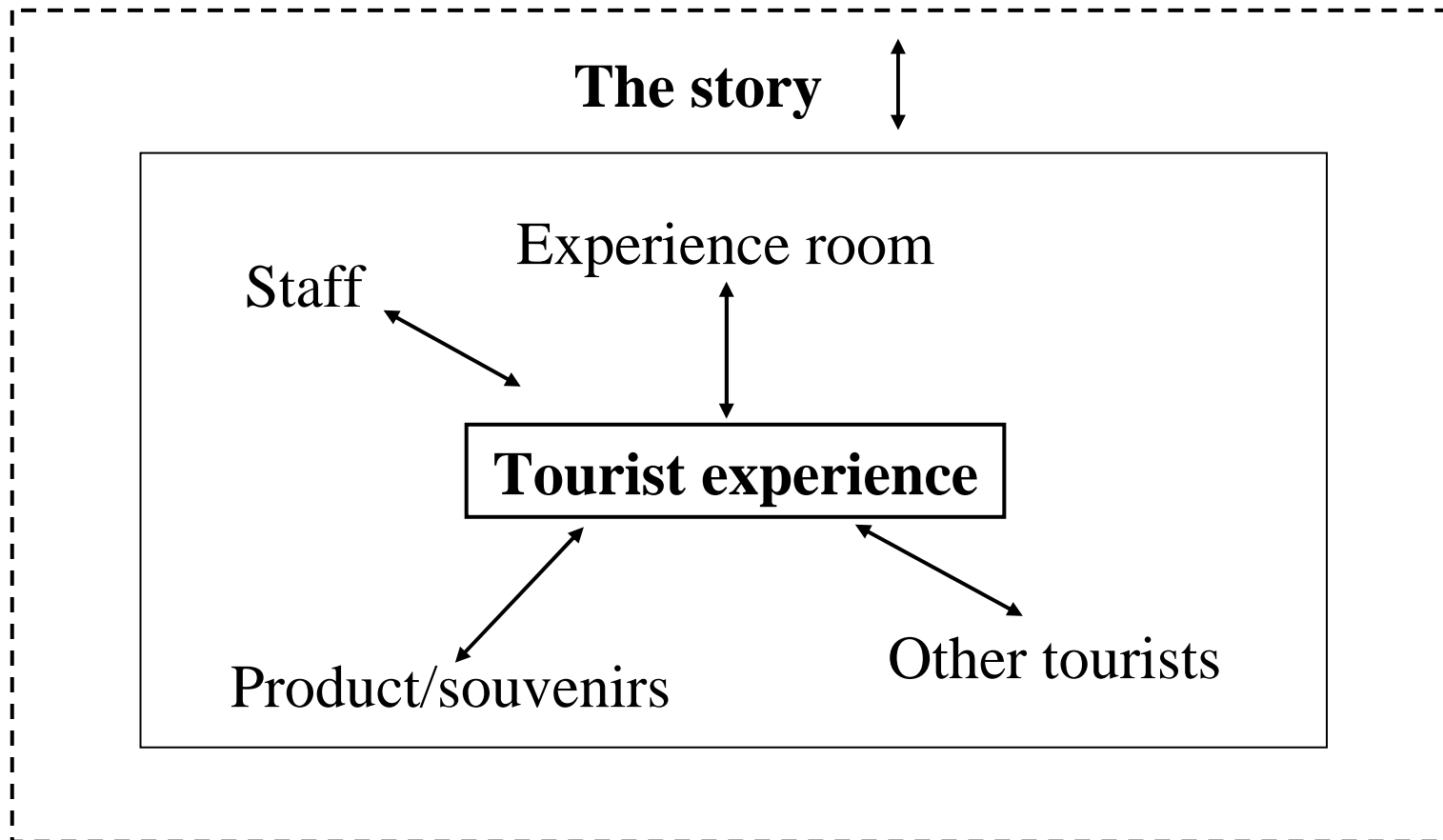
Conceptual framework:

Storytelling & tourist experience

- Composition and storyline
- Immersion in the unexpected and non-ordinary
- Tourists as actors (co-creators)

Conceptual framework:

Storytelling & tourist experience



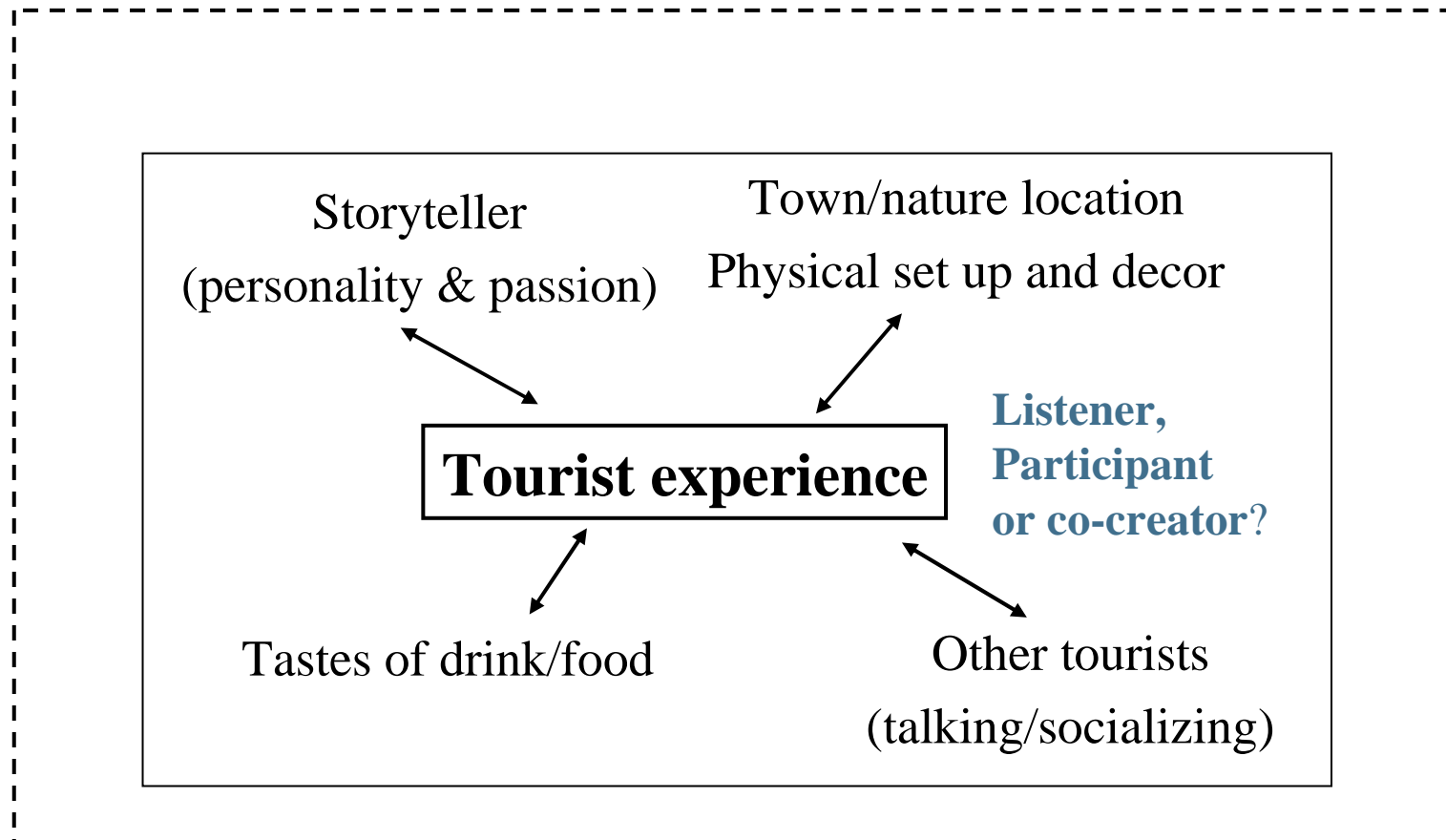
Inspired by Mossberg & Johansen 2006 p.37

Storytelling & experience in The Tales of Limfjorden

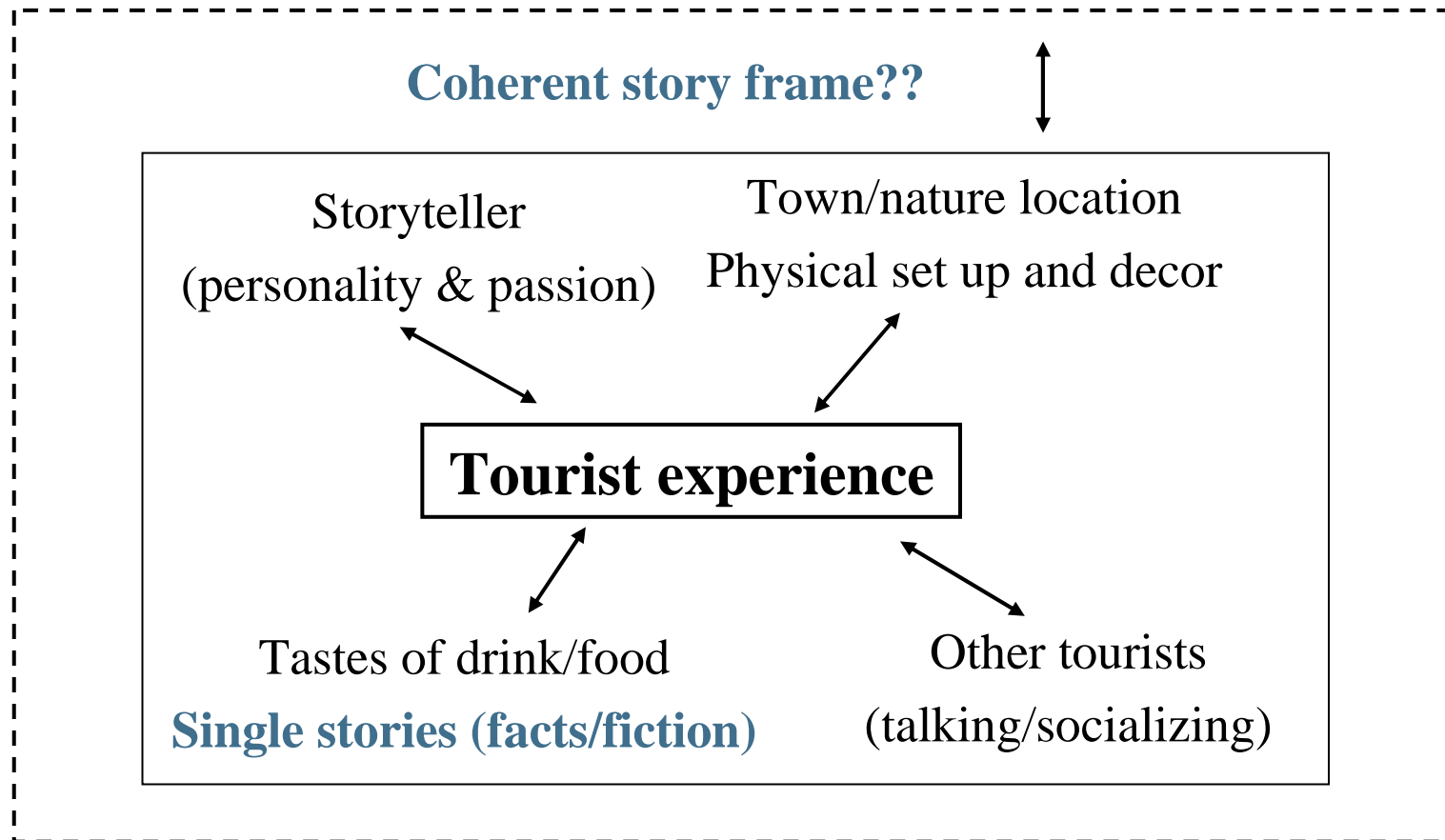
- Story content & composition
 - Facts/fiction
 - Place attachment
 - Taste of products
 - Walk and talk – engaging breaks
- The storyteller
 - Place belonging
 - Passion and personality
 - Storyteller-tourist relationship



Storytelling & experience in The Tales of Limfjorden

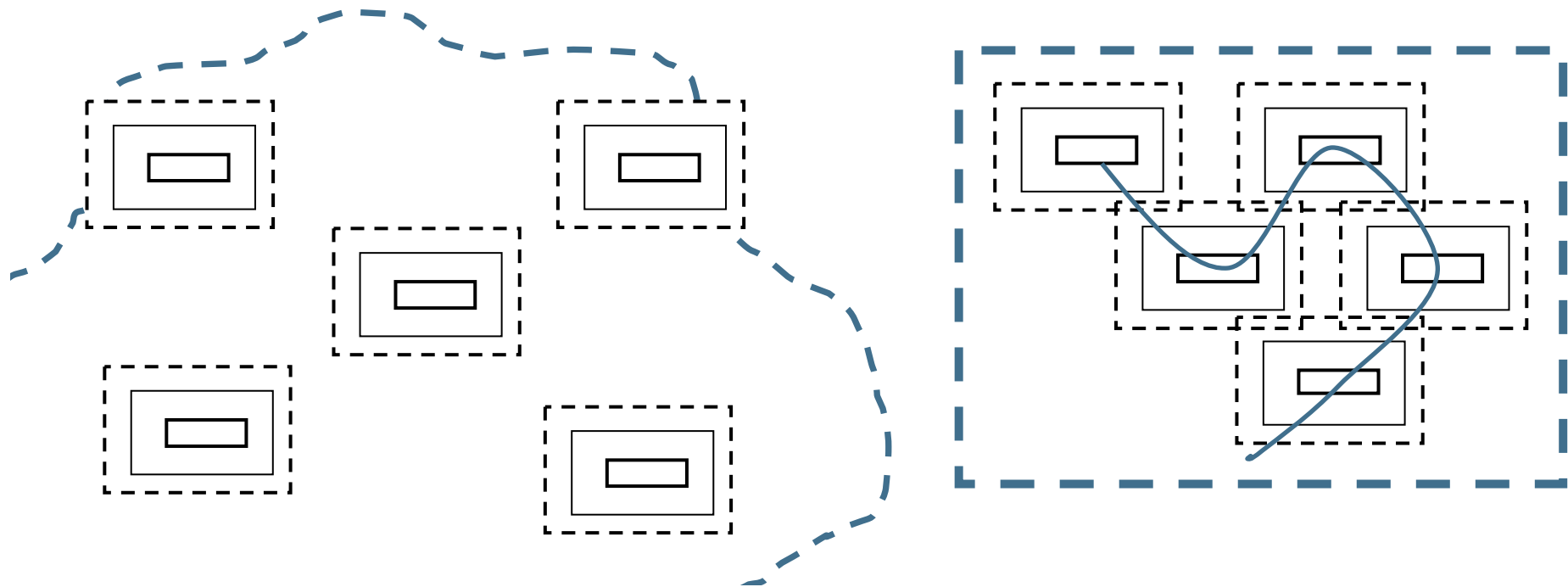


Detached stories or coherent story frame - the events...



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*