



Travel Journalism, Communication and Social Media

Module 11: 'Effective Communication Strategies in Travel: experiential storytelling'

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‘Effective Communication Strategies in Travel: experiential storytelling’

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Module's Outline

Course title “Travel Journalism, Communication and Social Media”

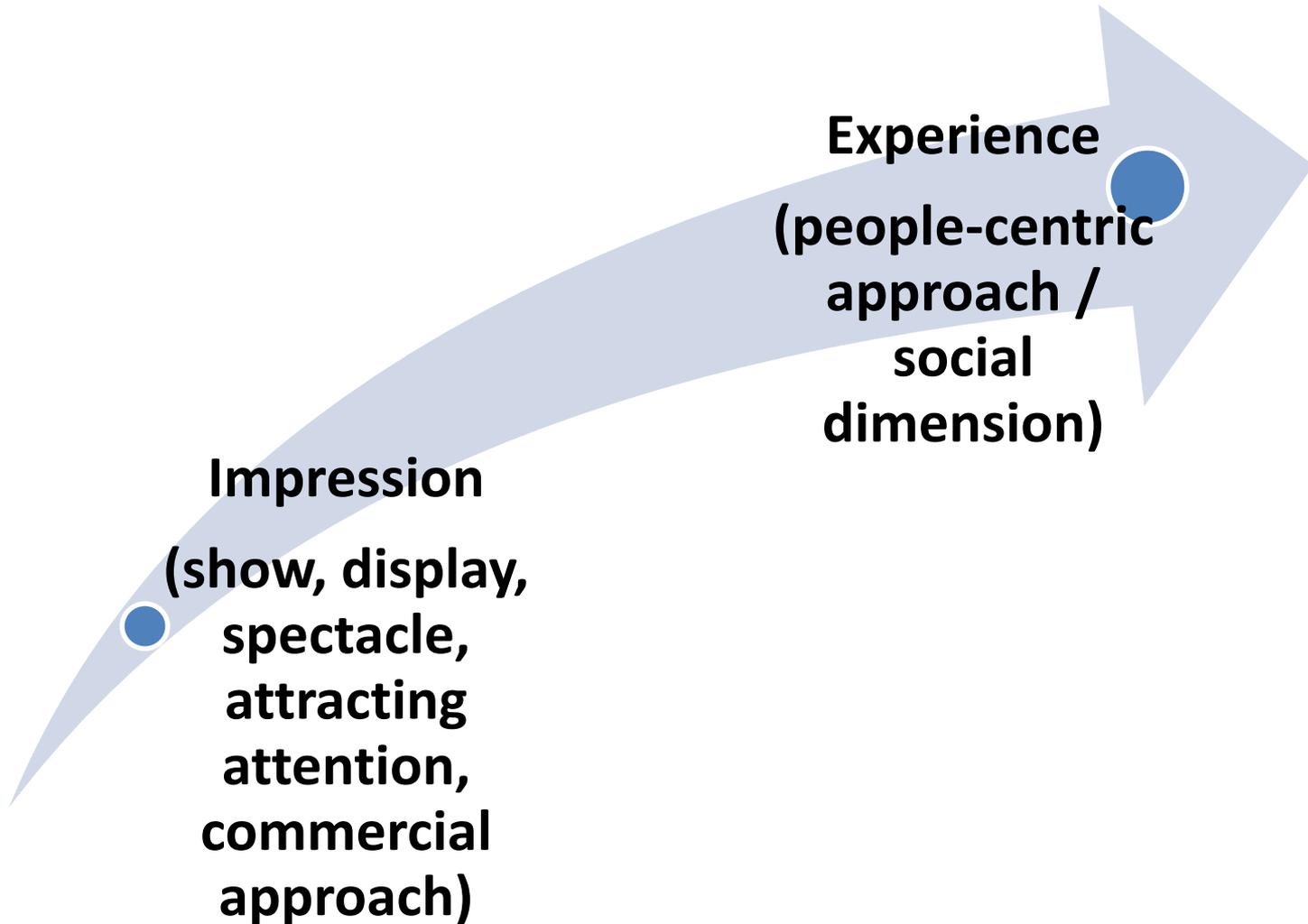
Module title

**“Effective Communication Strategies in Travel:
experiential storytelling”**

- The transformation of travel: From Impressions to Experiences
- Travel Communication: share your story
- Experiential Storytelling

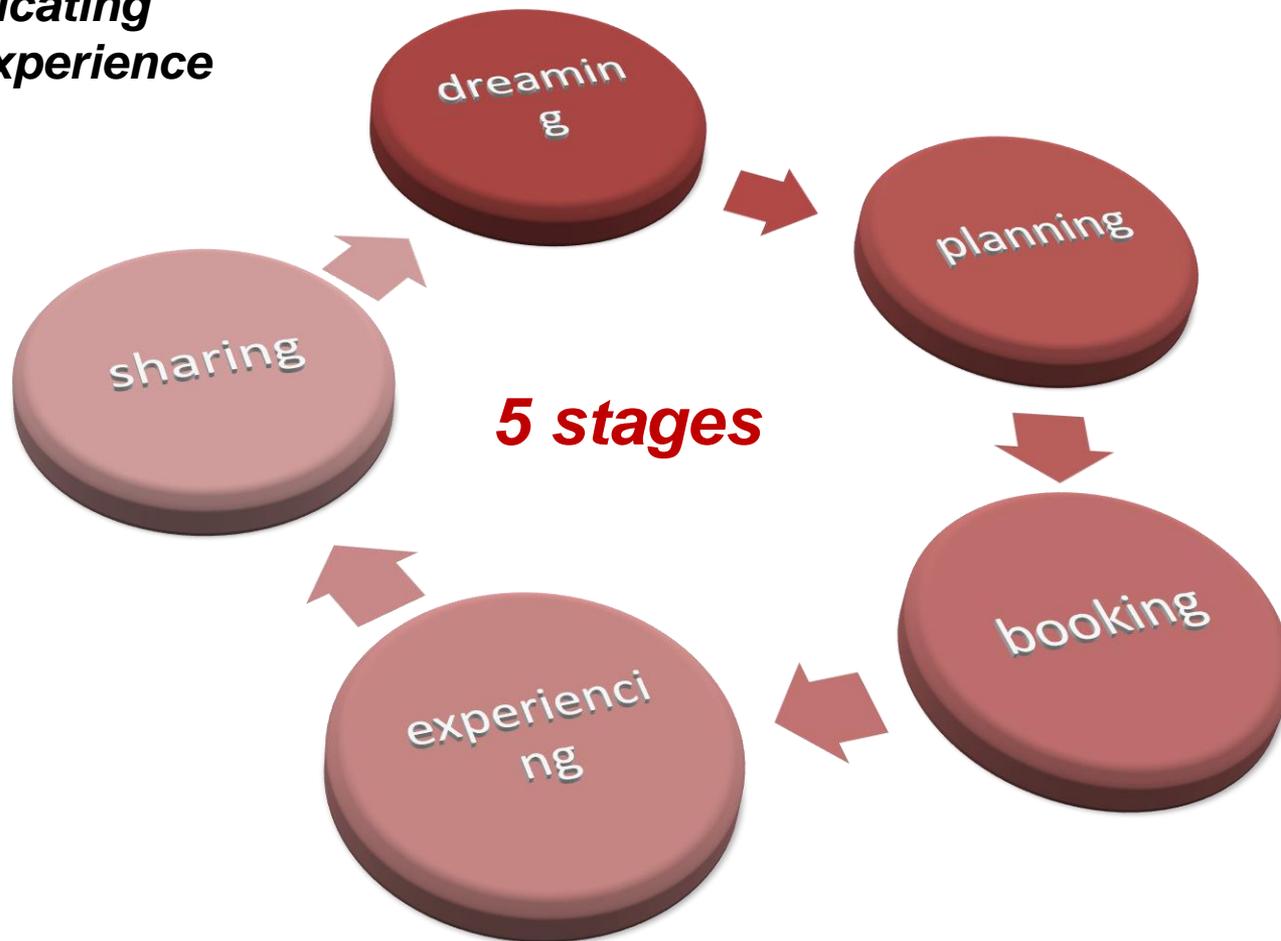


Travel (1)

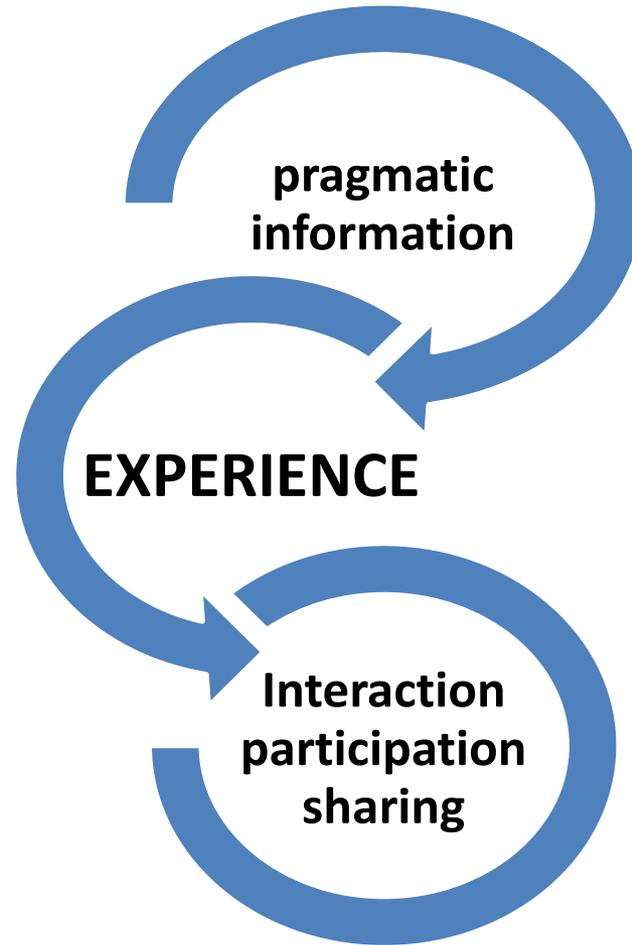


Travel (2)

*communicating
the travel experience*



Travel Communication (1)



Travel Communication (2)

Techniques

- Describe persons instead of quoting sources
- Offer experience and participatory engagement and not only information (static view)
- Communicate experience rather than viewpoints or impressions

(Scanlan, 2008)

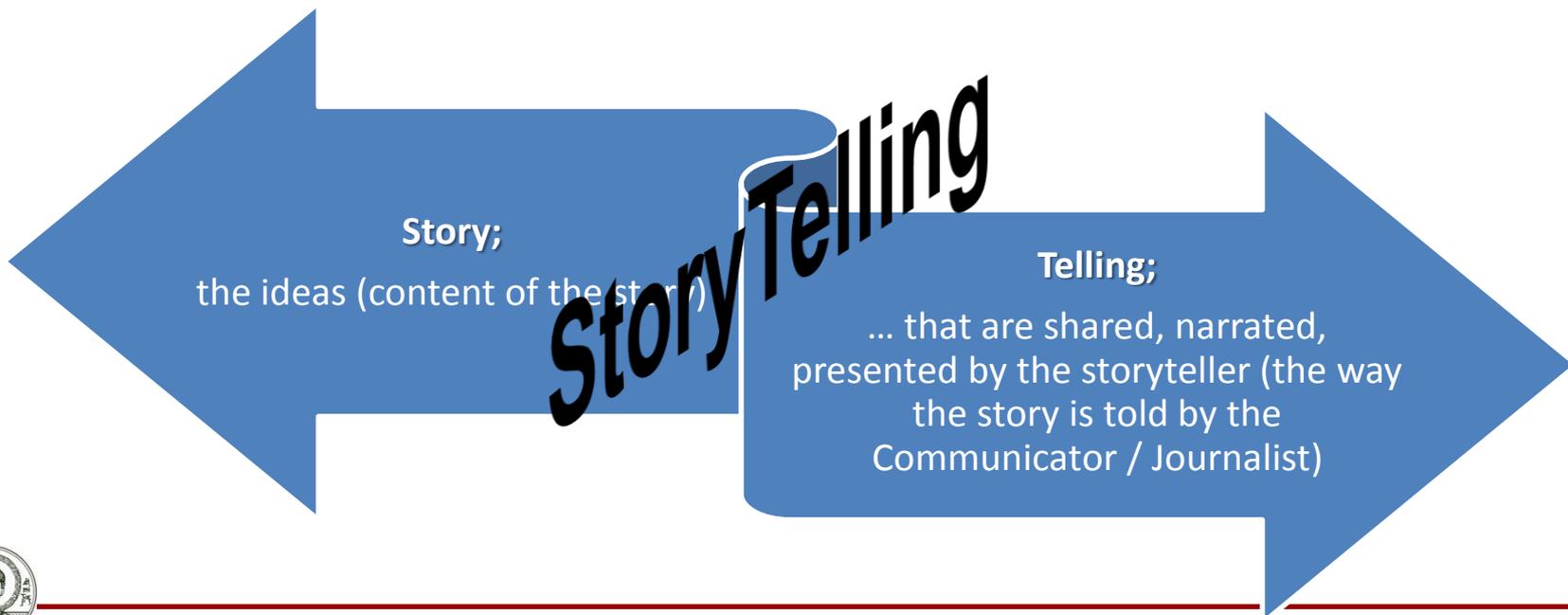
- Be aware of the process and the participation not only the result (increase the number of travelers)
- Describe vividly instead of just summing up
- Tell and share a story ... by exploiting all the senses of the public-audience: (vision, smell, hearing, taste and sound, our sense of time, of place, of people, of drama and of meaning)



Communicating 'Experience'

- Communication doesn't happen in a vacuum.

...developing sustainable *travel storying*



**communicators;
truth-tellers
and sense-makers**

facilitators

**Travel
Communicator /
Journalist
become
highly flexible**

**mediators;
reporters / journalists**

**thinkers;
explainers / educators**



Experiential Travel StoryTelling

Travel
storying
&
travel
experience

Communication and Journalism are about how people shape reality and how reality shapes people

The **fundamental questions** that guide a Communicator / Journalist are: what, who, when, where, why and how

The Travel Communicator / Journalist is the one who **finds – tracks all the stories (like a compass) down that make up a place** and reports/shares them in the hope that the public can understand it better

Travel Communication / Journalism **is like a map**; it shows us where we are in relation to the others, provides us a glimpse or a better understanding of a ‘new world’ / culture

The more we discover and understand these ‘new worlds’ / cultures, the more care we take in them and in the world
[travel literacy and sustainability]



Communicating Experience (1)

how do we
communicate an
experience?

we tell a story;
StoryTelling
a form of
communication and
a way of passing
down knowledge
and information

a story is the
vehicle that takes
public on an
engaging journey
to the fulfillment
of some human
need to matter.

...develop a
sustainable *travel*
storying

a **Story** is
a narrative
visualization ,
an arrangement of
synchronous or bits
of information that
persons try to find
some relevance
and create
connections
between

a **Story** captures a
moment, or the
whole story of the
world.

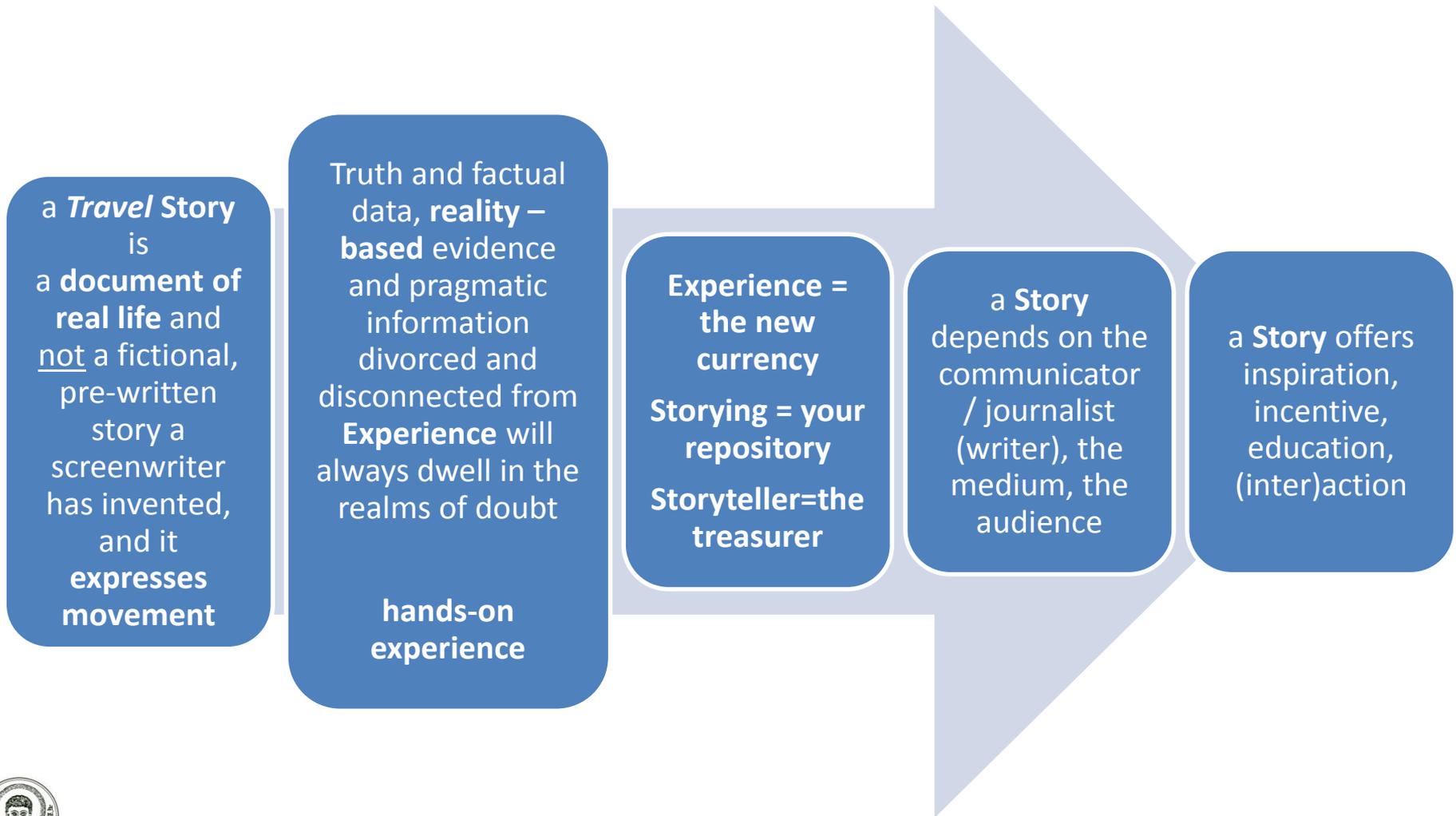
It can be a
disconnected and
fragmented
approach: **episodic**,
or

in more general
abstract context
and a wide-angle
approach with one
plot line: **thematic**

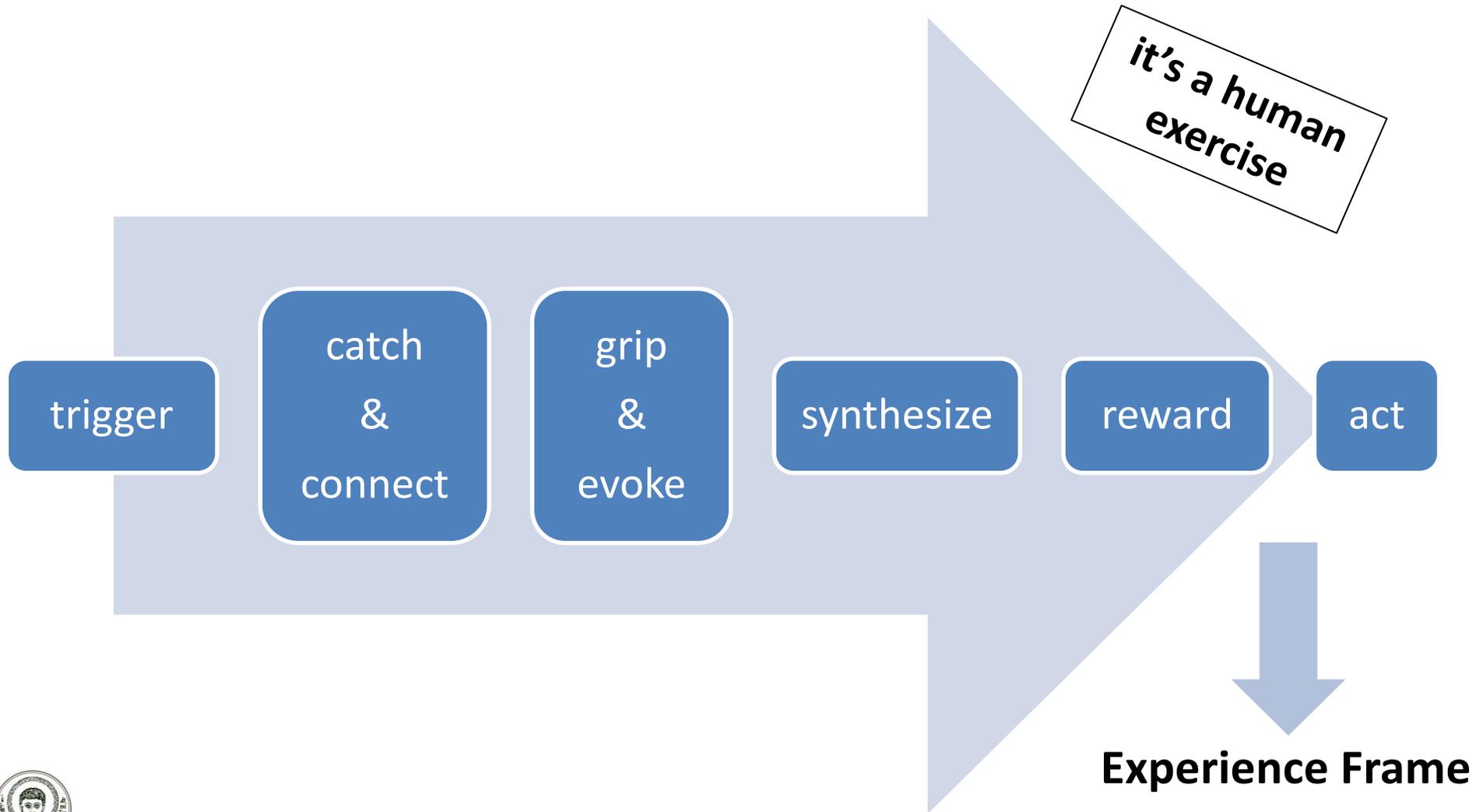
[frames]



Communicating Experience (2)

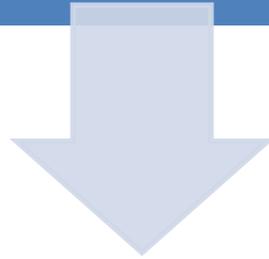


Communicating Experience (3)



Communicating Experience (4)

how do we communicate an experiential story?



FRAMING



how do we communicate an experiential story?

components
and
techniques

- use any kind of language (words, music, film, etc.) and expression
- communicate not only what, but also how and why
- address prospective concerns, make them anthropocentric, make a point and provide information that facilitate putting things in perspective and broader context
- layer the experience based on different levels of information and participation; make the traveler part of the story and ask how can this impact a traveler's experience
- do not propagate or embellish things, do not just list things, and in the digital era we show, we do not tell only (social media)

- make the story location-aware using real-world locations as added-value

!!! a place is more than a landscape; is the human testimonials, the personal – political – economic – cultural forces that shape a place and its people

**STORIES ARE EVERYWHERE AND
ARE WAITING TO BE HEARD, TOLD/SHOWED AND SHARED**



Experiential Storytelling (1)

The travel communicator or the traveler is not only looking for experiences,

*'experiences are everywhere;
a place and/or a community are limitless spaces
where endless series of experiences may occur'*

but he/she is also longing to share these experiences with his/her friends

*'I am the stories I tell;
the traveler is the whole of all his/her unique experiences of travelling life
which he/she tells and shares'*

and these friends of his/her, the listening public to whom the experiences are communicated to, will dream also of these experiences, and, on top of that, they will also look for similar experiences.



'Experience' Frame (1)

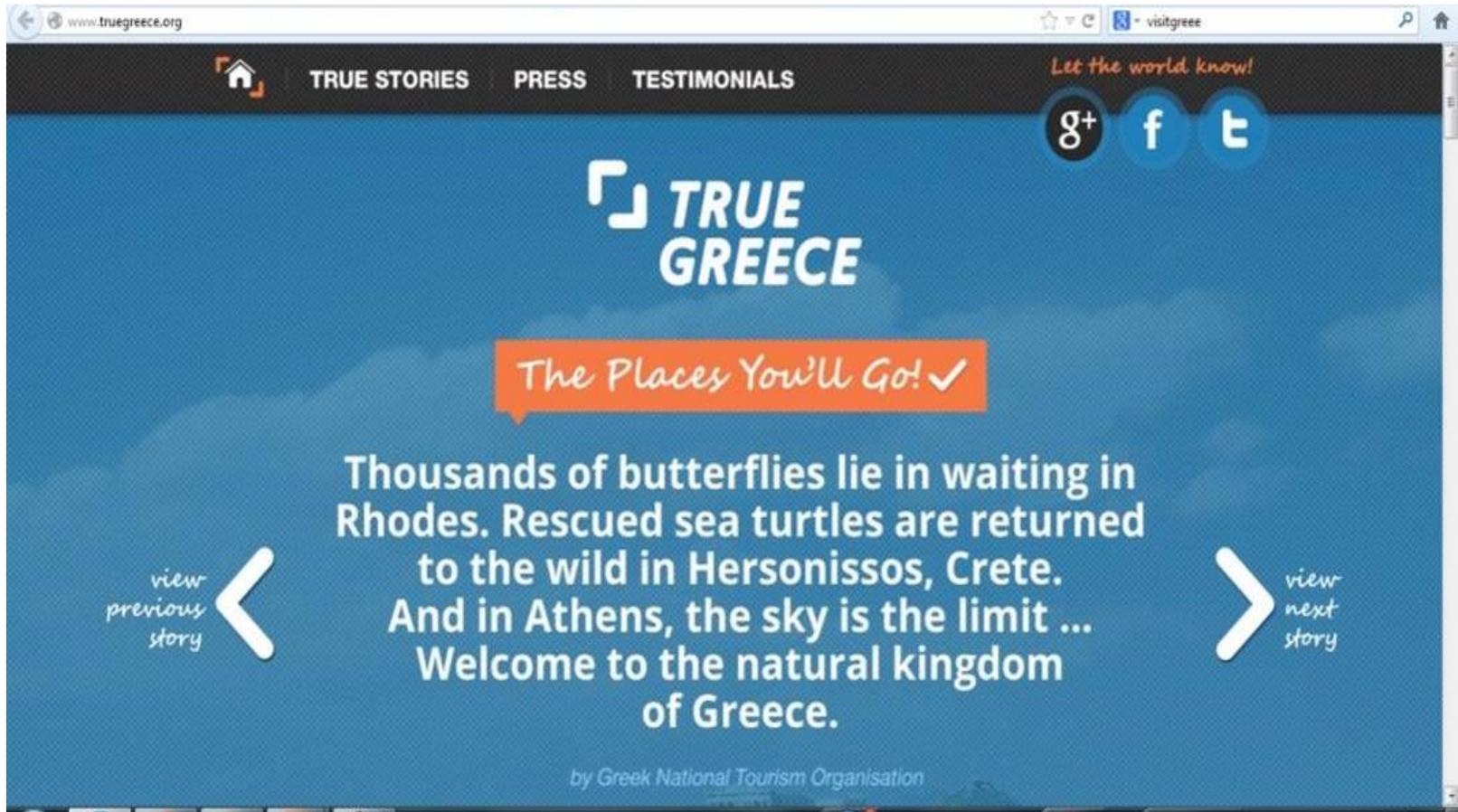


Figure 1: TRUE GREECE initiative

<http://www.truegreece.org/>



'Experience' Frame (2)

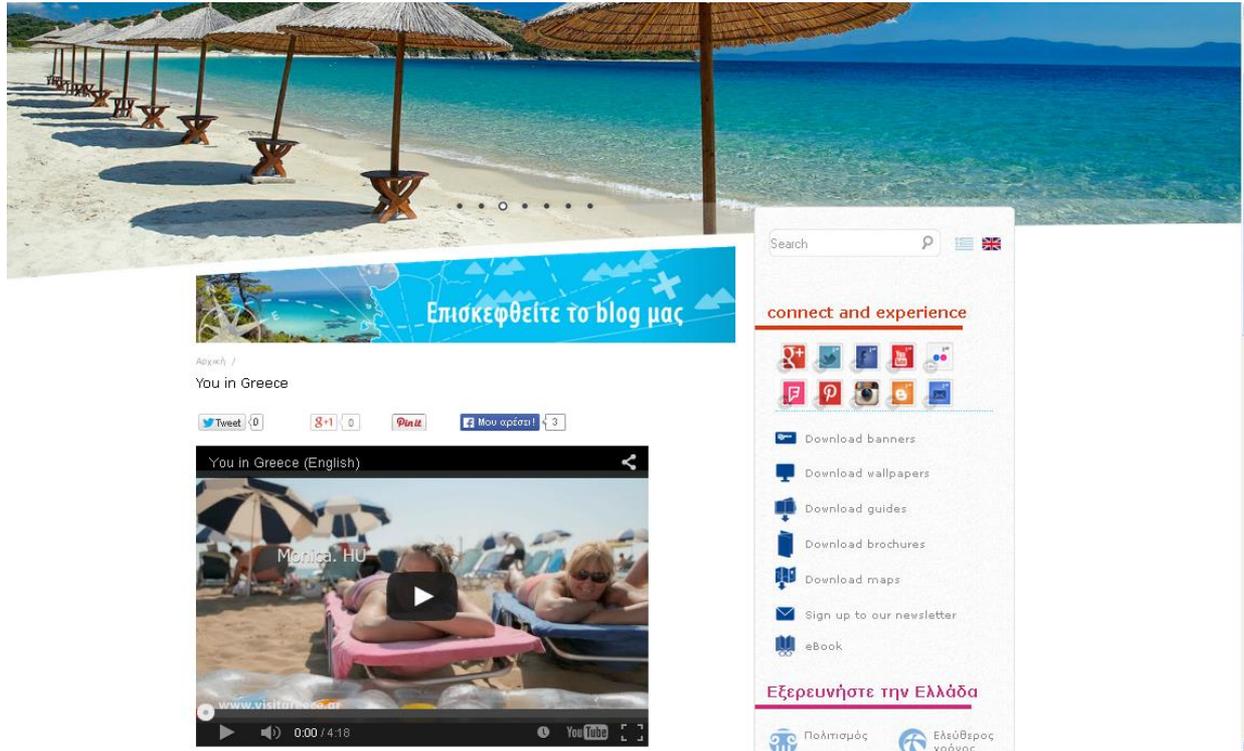


Figure 2: Video from [visitgreece.gr](http://www.visitgreece.gr)

http://www.visitgreece.gr/el/video/you_in_greece

http://www.visitgreece.gr/el/video/you_in_athens



'Experience' Frame (3)



Figure 3: Visit Greece | Gods, Myths, Heroes



Figure 4: Visit Greece | Gods, Myths, Heroes

Visit Greece:

<https://www.youtube.com/watch?v=5L0jzJTm9ug>



Experiential Storytelling (2)

It tells you a story and
leads you to want to discover it, 'dive' into it ...
to be able to see, hear, feel (all senses), ...
to really experience it.

It makes you part of the ecosystem
and leads you to want to share it...

– it is the essence of *'altogether'*: engaging everything (the place
and its people)



'Experience' Frame (4)

Crete the island inside you

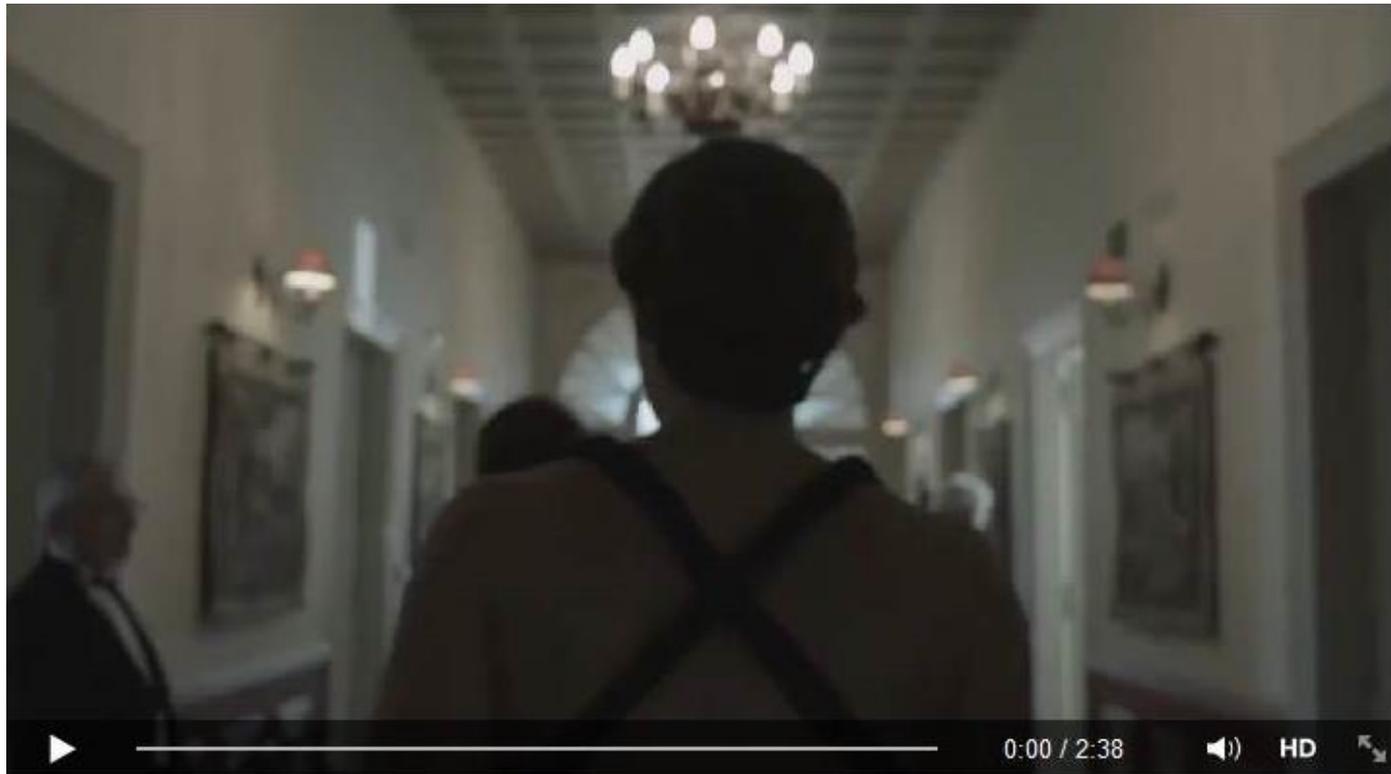


Figure 5: "Crete the island inside you"

<https://www.facebook.com/video.php?v=10152576496543915&fref=nf>



Experiential Storytelling (3)

It offers experiences that are created (not produced) revealing personal engagement

- An idea or theme that unfolds a story that leads to adventure (travel explorations and discoveries) [*concept*]
- A location with its unique characteristics (nature, culture, society and people) ... [*location-based*]
- ... that leads the way to experience [*experience-scape*]
- People that make the story and the experience come alive (local community, engaged public: travelers, visitors and by passers, locals) [*characters*]



Experiential Storytelling (4)

- Authenticity, creativity and interaction; the elements that cultivate synergy and communication

... and, then, travel becomes experience and personal engagement, which act as key influencers, and facilitate the development of a sustainable travel storying.



Creative Task (1)

Be a travel communicator;

Tell us travel stories ... from your personal travel experiences ...

Offer us a real-life testimonial with reliable information and experiences on a story line and a narrative visualization.

Communicate the travel experience of yours by sharing it with us, and make us dream about the place or the community and the experience by describing it vividly. Hook us at your story theme, hold our interest in your story plot and pay us off by inspiring, motivating, educating us, and also proposing an (inter)action. Select, emphasize and present, arrange the information in a plot line, so that we can engage and interconnect to your story. Remember, it is reality-based storytelling of personal engagement. No fiction and no mediators!



Creative Task (2)

Be a travel communicator, and mediator and educator;
Find, track down and share with us travel reality-based experiential stories that you consider good practices and examples of sustainable travel storying. Explain us why you think it corresponds to a good example of taking public on an engaging journey. What does the story evoke and offer from the elements of the Experience frame? How does it contribute to the creation of the authentic experiences repository and to the transition from the traditional identity of the traveler to the anthropocentric and social dimension of travel?



References

1: Εικόνα 1: *TRUE GREECE* initiative

<http://www.truegreece.org/>

2.: Εικόνα 2: Video from [visitgreece.gr](http://www.visitgreece.gr)

http://www.visitgreece.gr/el/video/you_in_greece

3,4 : Εικόνα 3: Visit Greece | Gods, Myths, Heroes

<https://www.youtube.com/watch?v=5L0jzTm9ug>

5: "Crete the island inside you"

<https://www.facebook.com/video.php?v=10152576496543915&fref=nf>



End of Module 11

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