MODULE 1

Principles of Storytelling

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1. Introduction

1.1 Target Group of the Module

Tourism students and educators in Vocational Education and Training, and tourism professionals

1.2. Learning Objectives and Outcomes

1.2.1. Objectives

Main Objective: The main aim of this module is to emphasise the importance of storytelling in different disciplines and to examine its effects.

Sub-Aims:

- To examine the components of storytelling in different disciplines and their contribution to the effectiveness and impact of storytelling.

- To examine the various benefits of storytelling in different fields and to understand how these benefits can be utilised.

- Emphasise the structural importance of storytelling and examine storytelling structures used in different contexts.

- Analyse the different techniques of effective storytelling and understand how these techniques can increase the impact and engagement of stories.

- To present the basic steps in crafting a compelling story with relevant target audiences in mind.

1.2.2. Outcomes

- Tourism students and tourism professionals understand how storytelling is used as a powerful communication tool in tourism, psychology, healthcare, brand management, leadership, education and cultural contexts and evaluate its potential impact in this field.

- Tourism students and tourism professionals will understand the elements of storytelling, namely story structure, visualisation techniques, communication, collaboration, empathy, emotional arousal and the use of technology, and how these elements can be used effectively in storytelling in different fields and contexts.

- By understanding how storytelling can provide benefits in different fields such as psychology, health, education, management, marketing, and in tourism, tourism students and tourism professionals will be able to apply these benefits and use it as an effective communication tool in these different contexts.

- Tourism students and tourism professionals will be able to understand why the structure of storytelling is critical in terms of organising a story, directing the flow of the story and influencing the audience. They can also explore storytelling structures used in different fields and learn how these structures can be used effectively in different contexts.

- By analysing this text, readers will be able to understand effective techniques of storytelling and how they can be used to make stories more impactful and engaging. They can also evaluate the benefits and importance of effective storytelling in different contexts.

- By understanding the basic components and steps of storytelling, tourism students and tourism professionals can learn to create stories suitable for different story purposes and target audiences. In addition, by continually improving their storytelling skills, they can increase their ability to create compelling stories.

1.3. Methods Used During the Lesson

- Short intro to the topic

- Short animation video

- Self-reflection and self-learning

- Guided discussions

- Practical exercise

1.4. Necessary Equipment and Materials

- A laptop / desktop

- A projector

- Handouts provided by the teacher / educator

- Short videos / animation video of the selected good practice

- Digital support (websites e.g. Mentimeter, to promote learners to assess their own knowledge at the beginning and / or at the end of the lesson

1.5. Structure of the Lesson Plan

- **An ice-breaker Activity**
- **Theoretical Part**
  - Introducing the topic
- **Practical Part**
  - Analysing
  - Synthesizing
  - Creating a story and telling the story
- **Evaluation of the module's topic**

1.6. Timetable

ACTIVITIES	TIME
Ice-breaker activity	10 min.
Introducing the topic	20 min.
Summary and discussion	20 min.
Analysing	15 min.
Synthesizing	15 min.
Evaluation	10 min.
Total:	90 min.

1.7. Ice-breaker Activity

"The Most Interesting Memory of Your Life"

This icebreaker is a great way to grab learners' attention and immediately get them into storytelling mode. It encourages everyone to tell a story from their own life, while at the same time showing how expressive storytelling can be.

1. Preparation: At the beginning of the lesson, ask the learners to think of one of the most interesting or memorable moments that happened in each of their lives.

2. Turn-taking: Encourage learners to take turns to stand up and briefly describe their chosen interesting memory. Ask them to share why this memory was important to them and what impact it had on them.

3. Enrichment and Questions: Ask questions to help learners elaborate on their memories. Let them deepen their stories with basic questions such as who, when, where, why and how.

4. Interaction and Connection: Provide opportunities for other learners to ask questions about the shared stories and share similar experiences. This can increase class interaction and help learners connect with each other.

5. Summary and Connection Rings: After each story is told, you can ask learners to find similarities or connections between that story and other learners' stories.

> Tips for teachers:
> This can help to discover common themes or experiences between different stories. This icebreaker can raise the energy at the beginning of the lesson by keeping learners focused on the storytelling. It also encourages learners to get to know each other better and create a bond within the class.

2. Theoretical Part

2.1. Introduction

2.1.1. The Principle of Storytelling

The principle of storytelling has been widely studied and recognized as a powerful tool for various disciplines and fields. Storytelling is not only a means of entertainment but also a way to convey information, express values, and create a shared understanding of the world. It has been explored in the realms of tourism, psychology, literature, linguistics, nursing, medicine, brand management, leadership, education, and more.

In the field of psychology, storytelling has been examined in terms of its impact on the construction of reality. Bruner (1991) discusses how storytelling plays a role in how individuals perceive and understand the world around them. He argues that storytelling is a fundamental aspect of human cognition and that it aids individuals make sense in comprehending their experiences and creating meaning. Similarly, White (1980) examines the significance of narrativity in representing reality and asserts that storytelling is a ubiquitous human activity that allows for communication of messages about a shared reality.

In the field of nursing, storytelling has been recognized as an important dimension of the human experience. Carroll (2023) emphasises the connection between storytelling and nursing practice, stating that storytelling is a fundamental component of nursing and helps situate nursing within the everyday impact of practice. Furthermore, Rushton and Reid (2019) performed an integrative review of storytelling interventions

for patients with cancer and concluded that storytelling can provide a constructive influence on patients' psycho social well-being.

Storytelling plays a substantial role in brand management and marketing. Dias and Cavalheiro (2021) emphasise the importance of storytelling in generating brand love by adding symbolic and emotional value to products and creating identification among consumers. Additionally, leaders benefit from possessing storytelling skills. Clark and Kayes (2019) contend that utilising storytelling enables leaders to clearly communicate their personal brand, reflect on previous experiences, express their principles, and elucidate their leadership identity.

As a pedagogical tool, the employment of storytelling has been researched in the education domain. Clark and Kayes (2019) expound upon the significance of storytelling for cultivating leadership aptitude and present an interactive exercise involving partnership between management and drama students to enhance storytelling proficiency. Similarly, Hà and Bellot (2020) concluded that employing storytelling is a productive means of enhancing reading comprehension and language acquisition in the EFL primary classroom.

Storytelling also carries implications for social and cultural contexts. Khdour et al. (2020) investigated the influence of organisational storytelling on organisational performance, and concluded that it has a positive impact on organisational values, creativity, and team management. Furthermore, storytelling has been employed to support mental health, promote awareness of gender-based violence, and

encourage public engagement with science (Mannell et al., 2018; Booker et al., 2023).

Storytelling has a close relationship with tourism, which is the main topic of this module. It serves as a powerful tool for connecting individuals to brands, destinations, and cultural heritage sites. Palombini (2017) defines storytelling as a narrative form that recounts events involving individuals and leads to a change in situation. Motahar, Tavakoli, and Mura (2024) emphasise the goal of storytelling marketing to establish connections between customers and brands or visitors and destinations. Moreover, Cultural Heritage storytelling, as highlighted by Doyle and Kelliher (2023) and Pera (2017), utilises anecdotes, personal experiences, and narratives to convey knowledge and meaning about past events, traditions, and values associated with specific cultural heritage sites or artefacts. Visitors are provided with an opportunity to establish a connection with a particular place and time, as suggested by Dennis and Sampaio-Dias (2021) and Mandal, Gunasekar, Dixit, and Das (2022).

In addition to its cultural and marketing aspects, storytelling plays a crucial role in tourism research. Research in this field can be categorised into two main streams. Firstly, there's a focus on tourists sharing their experiences (Nimrod, 2008), exploring how these stories are disseminated and evaluated (Banyai and Glover, 2012). Secondly, researchers investigate how marketers use storytelling to create effective advertisements (Ben Youssef et al., 2018), recognizing the power of videos in enhancing brand-consumer relationships, especially on social media

platforms (Papadatos, 2006). This underscores the emotional impact a good story can have on tourists, as noted by Robledo and Batle (2017).

Furthermore, storytelling is not merely about sharing experiences but also about persuasion and strategic communication. Myers and Kitsuse (2000) emphasise storytelling's role in enabling people to share experiences and perspectives, while Throgmorton (2003) discusses its strategic application for persuading others to adopt new perspectives and change behaviours. However, the effectiveness of storytelling depends on various factors, including the actions of framing agents, credibility, salience, and strategic selectivity (Benford and Snow, 2000). Framing agents play a vital role in sustaining storytelling and building connections among actors (Snow and Benford, 1988), highlighting the importance of credibility and salience in effective storytelling. Nonetheless, excessive selectivity can diminish credibility and salience (Salmon, 2010), emphasising the need for strategic storytelling approaches.

Overall, storytelling is a powerful tool that has been recognized and studied in various disciplines. It has the ability to shape perceptions, convey information, express values, and create shared understanding. Whether it is used in tourism, psychology, nursing, brand management, leadership, education, or other fields, storytelling has proven to be a valuable and effective means of communication and engagement.

2.1.2.The Elements of Storytelling

The elements of storytelling encompass various components that contribute to the effectiveness and impact of storytelling in different contexts. These elements have been explored in fields such as visualisation, education, digital media, and organisational communication. The references provided shed light on the different aspects of storytelling and its elements.

In the field of visualisation, storytelling has gained significant attention. (Figueiras, 2014), Segel and Heer (Tong et al., 2018), and (Tong et al., 2018) have investigated the incorporation of narrative elements into visualisations to create storytelling experiences. They analyse case studies and propose design models for narrative visualisation. Additionally, Hullman et al. design the structure of a visualisation to present storytelling.

The structure and plot of a story are crucial elements in storytelling. Aristotle's three-act structure, developed thousands of years ago, is still considered fundamental in structuring a story (Shah et al., 2023). This structure guides the plot, order, conflict, and direction of a story. Similarly, storytelling models and frameworks serve as guides for shaping stories in various media, including computer animation (Shah et al., 2022) and digital media (Baharuddin and Rosli, 2022). These models provide a structure for organising the narrative elements and storytelling techniques.

Communication, collaboration and technology are crucial for successful digital storytelling. Hollinda et al. (2022) have identified three key aspects of facilitating digital storytelling for people living with dementia: clear communication, effective collaboration and the use of relevant technology. Facilitators employ these elements to co-create compelling digital narratives, which affirm identity and facilitate person-centred care. Furthermore, Baharuddin and Rosli (2022) examine the visual storytelling components of social media educational tools and recognize characteristics such as customization, practicality, narrative structure and capacity for sharing.

Empathy and emotional arousal play crucial roles in storytelling. Hsiao et al. (2013) investigate the impact of storytelling blogs on readers' travel plans. They ascertain that perceived aesthetics, narrative structure, and self-reference could affect readers' intentions through empathy and attitude. Emotional arousal, specifically, is highly correlated with science videos' popularity (Huang and Grant, 2020).

In education, storytelling supports the promotion of writing skills and advances learning experiences. Lim and Noor (2019) examine how the elements of digital storytelling tools impact students' writing skills, such as the purpose of the story, dramatic questions, content selection, narrative pacing, image quality, and appropriate grammar and language usage. Additionally, they suggest rubrics for evaluating digital stories. Kahtali (2021) examines the perspectives of Turkish educators regarding the

application of digital storytelling in Turkish language lessons and emphasises the enhancement of storytelling through digital platforms.

Storytelling has also been examined in the context of organisational communication. Gans and Zhan (2022) analyse the effect of storytelling on organisational voice intentions and conclude that persuasive strategies involving storytelling are more efficacious in promoting speaking up. Narrative transportation serves as a mediating factor in this process.

Overall, the elements of storytelling encompass various components such as narrative structure, visualisation techniques, communication, collaboration, empathy, emotional arousal, and the use of technology. These elements contribute to the effectiveness and impact of storytelling in different fields and contexts.

2.1.3. The Benefits of Storytelling

The benefits of storytelling have been extensively studied and recognized in various fields, including tourism, psychology, communication, education, healthcare, and organisational management. The references provided offer insights into the different benefits of storytelling in these domains.

In the field of psychology, storytelling has been found to have persuasive effects on beliefs and evaluations. Green and Brock (2000) conducted experiments that demonstrated how transportation, defined as absorption into a story, can enhance story-consistent beliefs, and favourable evaluations of protagonists. They also found that

transportation was unaffected by labelling a story as fact or fiction. This suggests that storytelling can influence individuals' perceptions and attitudes.

Storytelling has also been examined in connection to cancer prevention and control. Kreuter et al. (2007) recommend a classification of narrative application in cancer control, featuring the separate capabilities of storytelling, such as overruling resistance, aiding information processing, providing alternative social connections, and tackling emotional and existential topics. They contend that narrative can serve as a useful instrument in advancing analytical thinking and comprehending the impacts of cancer discourse.

In the healthcare sector, research has demonstrated that storytelling can have beneficial impacts on both psychological and physiological well-being. Pennebaker and Seagal (1999) discovered that constructing a narrative is representative of positive psychological and physical health. The act of composing emotional accounts of personal experiences can lead to enhancements in both physical and psychological health (Pennebaker and Seagal, 1999). This finding has been replicated across different populations, suggesting the broad applicability of storytelling as a therapeutic tool.

Storytelling has also been recognized as an effective strategy in education. It can enhance students' interest in reading, improve reading comprehension, and motivate students to learn (Satriani, 2019). Additionally, storytelling has been found to foster vocabulary

development in children when combined with interactive and elaborative techniques (Vaahtoranta et al., 2019). By engaging children as storytellers, vocabulary acquisition can be enhanced.

In organisational management, storytelling has been identified as an effective leadership behaviour. Stark et al. (2021) explore the effects of storytelling on both leaders and followers, focusing on the moderators that affect interaction and the mediators that affect emotions. They contend that storytelling can elicit positive emotions in followers and encourage positive behaviour, promoting high-quality leader-member exchange and transformational leadership.

Furthermore, storytelling has been acknowledged as a valuable tool in brand management and marketing. Dias and Cavalheiro (2021) explore the role of storytelling in creating brand affinity, emphasising how it can add symbolic and emotional value to goods and generate customer identification. Storytelling has the potential to establish the context for the brand, express values, and enhance brand value.

In summary, storytelling offers numerous benefits across various domains. It can influence beliefs and evaluations, promote critical thinking, enhance mental and physical health, improve educational outcomes, foster leadership behaviour, and contribute to brand management. These findings highlight the power of storytelling as a communication tool and its potential for positive impact in different contexts.

2.1.4. The Structure of Storytelling

The structure of storytelling plays a crucial role in effectively conveying a narrative and engaging the audience. The references provided offer insights into the different aspects of storytelling structure in various contexts.

A well-known narrative structure is Aristotle's three-act structure, which comprises an introduction, development, and conclusion (Shah et al., 2023). This structure acts as a foundation for formulating the plot, sequence, tension, and trajectory of a story (Shah et al., 2023). It establishes a system for structuring the narrative components and moulding the story's advancement.

In the realm of early childhood education, storytelling is widely regarded as a method for natural teaching and learning with young children (Maureen et al., 2020). It has been discovered that a controlled storytelling approach appreciably augments the literacy and digital literacy abilities of children (Maureen et al., 2020). Educators can establish the foundation for early literacy skills in young children by utilising storytelling activities (Maureen et al., 2020).

In corporate branding and reputation management, storytelling is utilised to construct the corporate brand (Spear and Roper, 2013). Nonetheless, a gap frequently exists between storytelling theory and practice in which important elements such as stakeholder benefits, emotion, and aspects of the corporate strategy are ignored by organisations (Spear and Roper, 2013). Incorporating these essential

elements into corporate stories can significantly contribute towards fortifying the corporate brand (Spear and Roper, 2013).

Storytelling structures also vary across different domains. In science communication, storytelling is compared to the structure of magic or illusionism to explore their effectiveness (Ilić-García et al., 2021). The analysis of storytelling structures in destination marketing reveals variations in narrative approaches, such as the Petal and Hero's Journey structures (Kvítková and Petrů, 2021). These structures aim to engage the audience, communicate emotions, and transfer experiences (Kvítková and Petrů, 2021).

Overall, the structure of storytelling is essential for organising the narrative elements, guiding the plot, and engaging the audience. Whether it is in early childhood education, corporate branding, science communication, or destination marketing, understanding and utilising effective storytelling structures can enhance the impact and effectiveness of storytelling in various contexts.

2.1.5. Techniques for Effective Storytelling

Techniques for effective storytelling encompass various strategies and approaches that enhance the impact and engagement of narratives. The references provided offer insights into the techniques and benefits of effective storytelling in different contexts.

One approach to successful storytelling is transportation, which involves immersing the audience in a story (Green and Brock, 2000). Green and Brock (2000) discovered that transportation can enhance

story-consistent beliefs and positive evaluations of protagonists. This can be achieved by using vivid descriptions, captivating characters, and immersive storytelling methods to generate mental images, arouse emotions, and engage the attention of the audience.

Another technique that has been linked to the health benefits of storytelling involves forming a narrative (Pennebaker and Seagal, 1999). In their study, Pennebaker and Seagal (1999) discovered that writing about personal experiences in an emotional manner can enhance mental and physical well-being. This technique entails organising complex emotional experiences into a coherent narrative that can impart a sense of meaning, comprehension, and catharsis.

Effective storytelling also depends on the use of language. Pennebaker and Seagal (1999) discovered that individuals who gain the most from writing use a substantial amount of positive-emotion words, a moderate quantity of negative-emotion words, and increase their utilisation of analytical vocabulary over time. This method requires incorporating descriptive and stimulating language to provoke the reader's emotions and imagination.

In the context of digital brand storytelling, Shahrin et al. (2022) highlight the importance of engendering emotional responses and creating sustainable consumer engagement. This technique involves crafting narratives that resonate with the target audience, evoke emotions, and align with the brand's values and identity. It can be

achieved through compelling storytelling techniques, visual elements, and interactive experiences.

Personalisation is another technique that can enhance the effectiveness of storytelling. Concannon et al. (2020) discuss the design of personalised films to support public engagement with open data. This technique involves tailoring the storytelling experience to the individual preferences, interests, and needs of the audience. Personalization can be achieved through interactive elements, adaptive narratives, and customised content.

Overall, effective storytelling techniques involve transportation, the formation of a narrative, the use of language, emotional engagement, personalization, and alignment with the brand's values and identity. By employing these techniques, storytellers can create engaging and impactful narratives that resonate with the audience and convey their intended messages.

2.1.6.What is Storytelling Method?

Linear Narrative: This is the most straightforward storytelling technique, whereby events are presented in chronological order, typically with a clear beginning, middle and end. It is commonly used in novels, films and traditional storytelling.

Non-linear Narrative: This technique presents the story in a non-chronological order. Flashbacks, flash-forwards, and multiple timelines are regularly employed to generate intrigue and gradually

disclose information. Non-linear narratives can add complexity and depth to a story.

The Method of In Medias Res: meaning "in the middle of things" in Latin, begins the story in the middle of the action or a critical moment, and gradually reveals backstory through flashbacks or exposition. This engages the audience's curiosity immediately.

Using a framing device is another technique that can create interest and context. A framing device employs a secondary story or narrative surrounding the main story, frequently providing context or commentary to it. "The Princess Bride" exemplifies this approach, with a fairy tale being read by a character to a sick child.

First-Person Narrative: Telling the story from the viewpoint of one of the characters, employing "I" or "we." This approach offers an understanding of the narrator's emotions and opinions, yet restricts readers from accessing viewpoints of other characters.

Third-person Limited: The story is narrated by an external voice, but it focuses on the thoughts and experiences of a single character. This approach allows for some degree of objectivity whilst still providing the viewpoint of a character.

Third-person Omniscient: In this technique, the narrator knows and discloses the thoughts and emotions of all characters in the story. It provides a broader perspective but can be challenging to handle effectively.

Epistolary Narrative presents the story as a series of letters, diary entries, or documents written by the characters. This method can create intimacy and authenticity in storytelling.

The Stream of Consciousness technique is also an option. This method aims to capture a character's inner thoughts and experiences as they occur in a continuous, unfiltered low. It can be challenging to follow but offers a deep exploration of a character's psyche.

Dialogue-driven stories rely heavily on conversation between characters to convey information and move the plot forward. Well-crafted, dynamic dialogue can be a potent narrative tool.

Symbolism and Allegory: The use of symbols or allegorical elements allows storytellers to convey deeper themes or meanings indirectly, without resorting to subjective evaluations.

Symbolism enhances the interpretative depth of a story.

Montage: In film and video storytelling, montage is a visual technique involving the sequence of short shots or scenes edited together to condense time or convey a series of events. Interactive storytelling is an approach that enables the audience to actively participate in the narrative development through their choices, thus creating a personalised and individual experience.

Interactive Storytelling: This approach enables the audience to make decisions that impact the outcome of the narrative. It is commonly employed in video games, choose-your-own-adventure literature, and digital interactive media.

Visual Storytelling: In visual storytelling, the focus is primarily on communicating the storyline through imagery, as seen in graphic novels, comics, or silent films. Maintaining consistency, no matter the platform is crucial in this type of storytelling.

Multi-platform Storytelling: This approach entails narrating a tale across different media channels, such as integrating a TV program with webisodes, content on social media, or books to produce a more engaging encounter.

2.1.7. How to Create Storytelling?

Creating a captivating storytelling experience involves a series of crucial steps. Whether constructing a story for personal pleasure, a business presentation, marketing campaign or any other objective, a comprehensive guide to crafting a compelling story includes the following:

Determine Your Purpose and Target: Audience - ascertain the reason behind telling the story and define your intended audience. Are you striving to entertain, educate, persuade, or inspire? Recognizing your aim and your audience's interests and needs is vital.

Choose a Central Message or Theme: Establish the primary message, theme, or key point you want your audience to apprehend from your story. This idea will shape the progression of your narrative.

Develop Your Characters: If your written work involves the use of characters, strive to create well-rounded, relatable and engaging

characters. Provide them with backgrounds, motivations and challenges which will resonate with your intended audience.

When crafting your plot, ensure that you have outlined a sequence of events that will effectively convey your message or theme. A conventional plot structure comprises an opening, a build-up, a turning point, a decrease, and a conclusion.

Ensure an Increase in Conflict and Tension: Conflict serves as a core element of any story. Present hurdles, complications, or predicaments that your characters must grapple with. This brings complexity to your story and sustains the interest of your audience.

Consider Dialogue and Character Interaction: If appropriate, use dialogue to reveal character personalities, advance the plot, and create authentic interactions between characters.

Structure and Flow: Ensure your story has a logical flow and structure. Begin with an attention-grabbing introduction, introduce the key elements, and build towards a gratifying conclusion.

Edit and Revise: After writing your first draft, review and revise it. Ensure clarity, consistency and pace by removing extraneous details or tangents.

Practice and Refine Delivery: If you plan to present your story verbally, rehearse your delivery. Work on your tone, speed, and expression to engage your audience effectively.

Visuals and Media (if applicable): Depending on your medium, consider using visuals, graphics or multimedia elements to enhance the storytelling experience.

Seek Feedback: Share your story with others and seek feedback to help identify areas for improvement and ensure your message is clear.

Iterate and Improve: Storytelling is a developing skill. Keep practising and refining your storytelling methods based on feedback and your own experiences.

Engage Your Audience: While telling your story, involve your audience by encouraging questions, reactions, or discussions to create a more interactive experience.

3. Practical Part

3.1. Introducing a Good Practice

Some of the good storytelling practices are presented below. For more examples, please click on the link https://enforce-project.eu/interactive-map

Example 1. Lavender Fragrant Village

Source: https://www.kulturportali.gov.tr/turkiye/isparta/gezilecekyer/kuyucak-koyu-lavanta-tarlalari

Lavender Fragrant Village - Isparta

The fate of Kuyucak Village, which started to emigrate years ago due to its barren and waterless lands, is reversed today with lavender. Lavender was brought to the village for the first time by a Turkish worker in France in the 70s and production was started by distributing 15 roots each to 30 families. Today, in an area of approximately 3000 decares, it meets 93 percent of the total lavender production in Turkey according to 2013 data from the Turkish Statistical Institute. With the effect of the Future is in Tourism project, the Lavender Scented Village Women Entrepreneurs Cooperative is established, the women in the village receive training in many different fields with great enthusiasm. And they turn this experience into a source of income. Tourists who visit this place especially in July and August have the opportunity to enjoy the lavender festival, harvest lavender, join lavender soap-making and lavender–oil making, lavender

sachet making workshops and they can own a tiara made of lavender and keep it as a souvenir.

> Tips for teachers:
> Lavender Fragrant Village is given here as an example. You can share the answers with your learners to help them find the principles given above. You can share the handouts and work on them together.

Beginning: Character and Location Introduction: Our story begins in the past when Kuyucak Village started to migrate due to unproductive lands and lack of water resources. However, the fate of the village begins to transform with lavender.

Defining Time and Place: The story begins in the 1970s when a Turkish labourer working in France brought lavender to the village for the first time. Lavender production starts by distributing 15 lavender roots to 30 families. Today, the story is based on 2013 data, which shows that the village covers an area of approximately 3000 decares, accounting for 93 per cent of the total lavender production in Turkey.

Conflict and Problems: The village's infertile soils and lack of water represent the main problems that caused them to migrate in the past. However, with the production of lavender, these problems are being overcome.

Turning Point: With the impact of the Future is in Tourism project, the Lavender Scented Village Women Entrepreneurs Cooperative is established and women in the village receive training in different fields. These trainings turn into an experience to contribute to the economy of the village.

Emotional Bonds: The fact that the women in the village receive training with great enthusiasm and turn their experiences into income adds an emotional dimension to the story.

Action and Adventure: Tourists who come to this place, especially in July and August, have the opportunity to experience the lavender festival, participate in lavender harvesting, lavender soap-making and lavender-oil production, and lavender-pouch making workshops.

Educational Messages: At the end of the story, the importance of combining agriculture and tourism can be emphasised by highlighting how Kuyucak Village was transformed and grew economically thanks to lavender.

Conclusion and Closing: The story tells how Kuyucak Village has been transformed thanks to lavender and how the village is now thriving with tourism. It tells the story of this beautiful village where tourists can participate in lavender-related activities and make lavender tiaras to keep as souvenirs.

Example 2. Cer Modern Arts Centre

Source: https://www.cermodern.org/ziyaret.html

For more information: https://www.youtube.com/watch?v=G4Kga7Q07Mg

Cer Modern Arts Centre - Ankara

Cer Ateliers, which were built right after the nationalisation process of the railways in the first years of the Turkish Republic (1926-1927), have an important "memory" value in terms of our Republic history, contributing to the development of Ankara's cultural and artistic production, Cer Modern is an art centre created by converting an old railway workshop. Opened in 2010, Cer Modern enables the exhibition of national and international art events and works with its large exhibition halls, social areas, congress centre and hospitality services.

Cer Modern is a platform that brings together different disciplines of contemporary art. Here you can see art genres such as painting, sculpture, photography, video, installation and performance. Cer Modern

also hosts culture and arts events such as jazz, classical music, theatre and dance.

In addition to art, Cer Modern is also an important part of education. Various workshops, seminars and talks are organised here for children and adults. Cer Modern's library and archive are also open to art lovers.

Beginning: Character and Location Introduction: Our story begins with the Traction Workshops, which were built immediately after the nationalisation of the railways in the early years of the Turkish Republic. These workshops have an important "memory" value in the history of the Turkish Republic.

Defining Time and Space: The story of Cer Modern dates back to 1926-1927, just after the nationalisation of the Turkish railways. The workshops are transformed into an art centre created by converting an old railway workshop in order to contribute to the development of Ankara's cultural and artistic production.

Conflicts and Problems: The challenges and obstacles encountered during the construction and transformation of Cer Modern may be the main conflicts of this story. Issues such as how to integrate art into railway facilities and the impact of this transformation on society may come to the fore.

Turning Point: "Opened in 2010, Cer Modern contributes to the dissemination of art with its large exhibition halls where national and international art events are exhibited, social areas, and congress centre and accommodation services. This is an important milestone in Cer Modern's transformation.

Emotional Ties: Cer Modern creates emotional bonds as a platform that brings together different contemporary art disciplines. Visitors can see art genres such as painting, sculpture, photography, video, installation and performance.
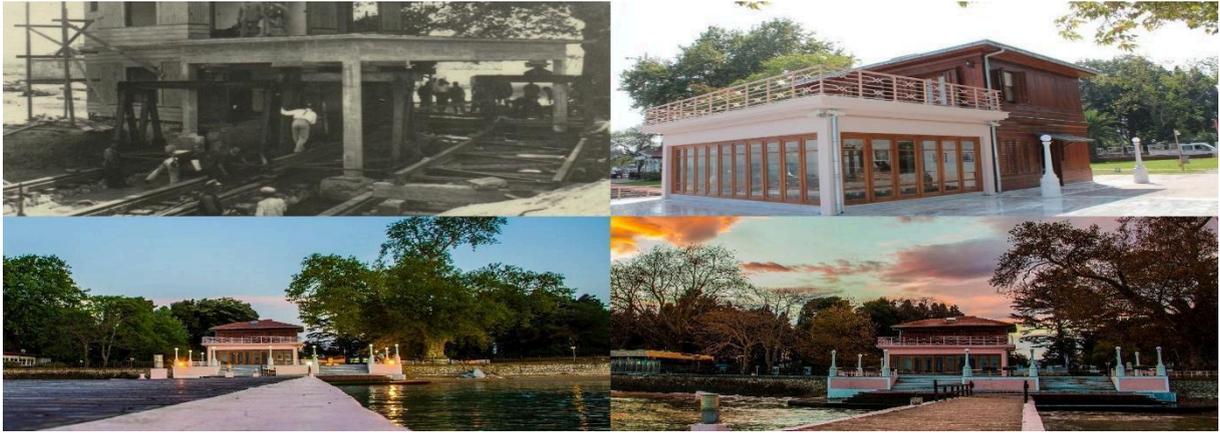
Action and Adventure: In addition to art events, Cer Modern also hosts cultural and art events such as jazz, classical music, theatre and dance. This emphasises that Cer Modern is a place that brings art and entertainment together.

Educational Messages: Cer Modern is also an important source for education. It organises various workshops, seminars and talks for children and adults. In addition, Cer Modern's library and archive, open to art lovers, provide important resources for education and research.

Conclusion and Closing: The story of Cer Modern tells the birth and evolution of an art centre that contributed to the development of Turkish art and assumed an important role as a cultural hub.

3.2. Analysing

Practice 1. Please read the story and discuss the elements of storytelling you have learnt throughout the module.

Source: https://www.kulturportali.gov.tr/turkiye/yalova/gezilecekyer/yuruyen-kosk

For more information: https://www.youtube.com/watch?v=Ya5tuCgbNlk

Walking Pavilion –Yalova

The Walking Pavilion is a symbol of Atatürk's love and respect for nature. In 1929, while sitting under a large plane tree overlooking the sea in Yalova, Atatürk (founder and the first president of the Turkish Republic) decided to have built a mansion next to it. The mansion was completed in a short time and Atatürk spent his time there. In 1930, Atatürk came to the mansion and saw the gardeners trying to cut the branch of the plane tree. The branch was hitting and damaging the roof of the mansion. Atatürk did not want the gardeners to cut the tree, and he asked them to move the building instead of cutting the branches of the tree. The engineers and technicians from the Istanbul Municipality dug the soil around the mansion and laid tram rails and they moved the mansion slowly away from the plane tree. Both the tree and the pavilion were saved. Items used by Atatürk, photographs and documents are exhibited in the mansion. Visitors can also watch a documentary about the shifting of the mansion and can sit under the plane tree which is more than 400 years old.

Beginning: Character and Location Introduction: In 1929, sitting in the shade of a large plane tree while watching the sea view in Yalova, Atatürk decided to have built the Walking Pavilion, a symbol of his love and respect for nature.

Defining Time and Space: Set in 1929, this story begins under a large plane tree at the edge of the sea in Yalova. Atatürk decided to have built a mansion in this magnificent landscape.

Conflict and Problems: In 1930, when Atatürk visited the mansion, he saw the gardeners trying to cut the branch of a plane tree. The branch was damaging the roof of the mansion. However, Atatürk did not want the tree to be cut down and told the engineers to move the mansion instead of cutting the branches.

Turning Point: Engineers and technicians from the Istanbul Municipality excavated the soil around the mansion and laid tram tracks. They slowly moved the mansion away from the plane tree. This meant that both the plane tree and the mansion were saved.

Emotional Bonds: Atatürk's love and respect for nature form the emotional dimension of this story. In addition, elements such as Atatürk's belongings, photographs and documents exhibited in the mansion also create emotional bonds.

Action and Adventure: The efforts of engineers and technicians to remove the mansion from the tree and the technical details constitute the action and adventure aspect of the story.

Educational Messages: At the end of the story, the importance of protecting nature and living in harmony with nature can be emphasised. Atatürk's decision to protect the plane tree and the mansion is an example of sustainable use of natural resources.

Conclusion and Closing: The story closes with a conclusion in which the mansion and the plane tree are preserved. At the same time, it allows visitors to see the items used by Atatürk in the mansion, to examine the documents and to experience this historical moment by sitting under the plane tree, which is more than 400 years old.

Practice 2. Please read the story and discuss the elements of storytelling you have learnt throughout the module.

Source: www.bademlerdogalyasamkoyu.com

For more information: https://www.youtube.com/watch?v=CVtou17_BOg

Bademler Natural Life Village – Izmir

It is known that the people of Bademler lived nomadically in this region until the 1820s and made a living from woodworking. It is understood that they made boats, ploughshares, dibek (large stone mortar used with a pestle) and similar items for the surrounding villages, cut saddle trees and cut wood. In time, due to the force of some external factors, they left nomadism and started to settle down. Initially, the settlement consisted of 12 tents and 3 houses. The name of the place became known as BADEMLER because of a few almond trees in the immediate vicinity.

With the establishment of the development cooperative in 1962 the village increased its popularity. Built on an area of 315 hectares, it hosts many visitors to stay in bungalows, participate in activities in many agricultural production areas, get cooking training in the food workshop with the vegetables and fruits collected here. The village was selected as the cleanest village in Turkey as a result of a competition organised by the Ministry of Environment and Urbanization in 2012.

> Tips for teachers:
> Do not share the answers with your learners. You can share the handouts and let them work in a group or pair work. As they complete their work, discuss their answers and present your answers.

Beginning: Character and Location Introduction: Our story is based on the history of Bademler village. The village of Bademler was not settled until the early 1820s by people who lived nomadically in the area and made a living from woodworking.

Defining Time and Place: Dating back to the 1820s, this story sheds light on the origins and evolution of the village of Bademler. At that time, the villagers made boats, ploughs, ploughshares and similar products for the surrounding villages, cut saddle trees and produced firewood.

Conflict and Problems: In this part of the story, we can emphasise the period when the peasants, under the influence of external factors, give up their nomadic lifestyle and begin to settle down, and the difficulties of this transition.

Turning Point: The establishment of the development co-operative in 1962 led to an increase in the popularity of the village. Built on 315 hectares of land, the village hosts many visitors who want to stay in bungalows, participate in activities in the agricultural production areas and receive cooking training in the cookery workshop with vegetables and fruits harvested from here.

Emotional Bonds: The information that the name of the village comes from a few almond trees nearby explains an interesting origin of the naming of the village. Such small details add emotional ties to the story.

Action and Adventure: In this part of the story, we can describe in detail the exciting times and events that took place during this period, such as the establishment of the village development co-operative and the growing popularity of the village.

Educational Messages: At the end of the story, achievements such as the selection of the village as the cleanest village in Turkey provide
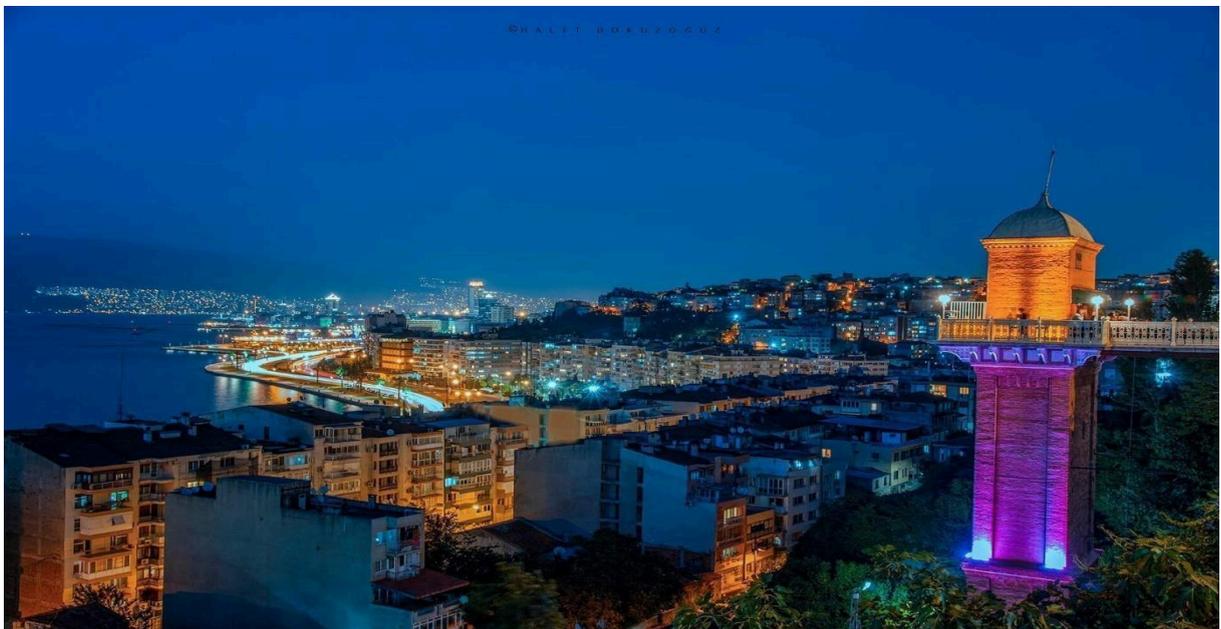
instructive messages emphasising the importance of nature conservation and sustainable living.

Conclusion and Closing: The story tells how the village of Bademler has transformed from the past to the present and emphasises the prestigious title it won as a result of the cleaning competition. In this way, it gives readers a full perspective on the interesting history and achievements of the village.

3.3. Synthesizing

Practice 3. Please examine the picture. Using the elements from the module, create a story and discuss.

Source: https://filmlocationsofturkey.com/anasayfa/yerdetay/145

For more information https://www.youtube.com/watch?v=r15S7ImOrT4

Historical Elevator-İzmir

Introduction of Characters: At the beginning of the story, introduce the main characters. In this story set in Izmir in the late 19th century, Leonidas, the owner or designer of the lift, can be chosen as the main character.

Defining Time and Place: Give details about the historical texture of Izmir and the location of the lift. Set in the late 19th century during the construction of the historic lift in the Karataş neighbourhood of Izmir, the story can add emotion to the time and place.

Conflict and Problems: A good story should include challenges that the characters must overcome to achieve success. Financial and technical problems or social obstacles encountered during the construction of the lift can add tension to this story.

Emotional Bonds: Add emotional ties to make the story more human. For example, the bonds between Leonidas' family or friends, or the emotional attachment of the people of Izmir to the lift can enrich the story.

Turning Point: Add a major turning point in the middle of the story. This could be the completion of the lift or an unexpected event. The turning point keeps the story engaging and exciting.

Action and Adventure: You can get readers more involved in the story by describing in detail the action and adventures during the construction of the lift. Construction scenes and technical challenges can be at the centre of the story.

Tutorial Messages: Including one or more teaching messages at the end of the story can help you emphasise the purpose of the story. For

example, you can emphasise how powerful human perseverance and creativity are.

Conclusion and Closing: At the end of the story, describe important outcomes, such as the completion of the lift and the reactions of the people of Izmir. It will be satisfying for readers to learn the fate of the characters and the end of the story.

3.4. Create a Story and Tell the Story

YOUR TURN: Create a story about a tourism destination with at least 300 words.

4. Evaluation of the Module

A. Read the statements and mark (T)True / (F)False

1. Relatability and empathy are crucial for crafting engaging characters.

2. Conflict is the driving force that keeps the audience disengaged from the narrative.

3. Only external conflicts contribute to character development.

4. The resolution of a story is solely focused on tying up loose ends.

5. A well-crafted resolution reinforces the story's themes and messages.

6. Storytelling principles remain consistent across different cultures and eras.

7. Conflict is not a necessary element in storytelling.

B. Now answer these questions. Write YES / NO.

8. Does the Transportation technique aim to pull and immerse the audience into the story?

9. Does emotionally narrating personal experiences enhance the health benefits of the story?

10. In effective storytelling, is the use of language that is descriptive and evocative important?

11. Does creating emotional responses in digital brand storytelling have no impact on its

effectiveness?

12. Is personalization of the story irrelevant to the audience's interests and needs in effective

storytelling?

C. Now, try to remember the words that fit best in the blanks

13. Aristotle's three-act structure guides the _____, _____, and _____ of a story.

14. Storytelling has been recognized as an effective leadership behaviour in _____

management.

15. The incorporation of narrative elements into visualisations can create immersive _____

experiences.

16. Personalization in digital storytelling involves tailoring the experience to the individual's

_____ and _____.

17. In science communication, the structure of storytelling is compared to the structure of

_____ to explore their effectiveness.

ANSWER KEY

1. T 2. F 3. F 4. F 5. T 6. T 7. F

8. Yes, the Transportation technique aims to pull and immerse the audience into the story.

9. Yes, emotionally narrating personal experiences enhances the health benefits of the story.

10. Yes, in effective storytelling, the use of language that is descriptive and evocative is

important.

11. No, creating emotional responses in digital brand storytelling does have an impact on its

effectiveness; it can enhance engagement.

12. No, personalization of the story is not irrelevant to the audience's interests and needs in

effective storytelling; it enhances engagement and relevance.

13. plot, order, direction

14. organisational

15. storytelling

16. preferences, needs

17. magic or illusionism

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