



BALTIC SEA TOURISM

Story Workshop



tarinakone
Story Design
Case Study



About the Project

“The StoryTree method was used to identify common narrative elements”

Tarinakone was involved in Common Future for Baltic Tourism II seminar organized by Turku Touring in September 2011. In the seminar, Tarinakone facilitated two Story Design Workshops.

The seminar was conducted in English. In the workshop, the Tarinakone StoryTree method was used to identify common narrative elements within the rural and coastal tourism industry.

After the workshop, Tarinakone made a summary of the event findings. In the future, the summary will be used to further develop a common story for the Baltic Sea tourism operators.

The Objectives

“Creating a common story will help the service providers to deliver better services”

The objective of the seminar was to create a foundation for the common story for the Baltic Sea tourism industry. The narrative elements that we came up with together in the seminar can be used in the future to create a common story and story identity. This will help the Baltic Sea tourism service providers to deliver better services, in which the customers can experience the common story of the Baltic Sea region. [See case study slideshow!](#)

Customer Comments

“Reflect on the importance of your story identity in productization and marketing”

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The Tarinakone story design training helped entrepreneurs and organizations to reflect on the importance of story identity in productization and marketing. The training also helped to structure fragmented ideas into larger themes, which they can be to develop and work on in the future.

Päivi Oliva

Project Coordinator, Baltic Sea Tourism, Turku Touring

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Tarinakone’s strength was their dedication to the project and the ability to obtain background information. The work was also efficient and systematic. Especially small businesses - both in tourism as well as creative industries - could benefit from outside professional insights and working methods.

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The training gives you tips on working with the story and helps you to define your company values, identity, and core themes for strategy and marketing.