



jamk.fi

Storification in Global Wellbeing Tourism Marketing

Emmi Lahtinen

Bachelor's Thesis
March 2018
Hospitality Management,
majoring in Tourism

Jyväskylän ammattikorkeakoulu
JAMK University of Applied Sciences

Author(s) Lahtinen, Emmi	Type of publication Bachelor's thesis	Date March 2018
	Number of pages 46	Language of publication: English
		Permission for web publication: x
Title of publication Storification in Global Wellbeing Tourism Marketing		
Degree programme Hospitality Management, majoring in Tourism		
Supervisor(s) Holopainen Mari		
Assigned by Tarinakone: Kalliomäki Anne		
Description <p>Wellbeing tourism is a trending mode of tourism, and it is predicted to keep growing in the following decade, because of the global aging, increasing stress in everyday life, and the continuing movement to bigger cities with pollution issues. In the business design, storification is a growing trend, because of the customers are more aware of the reviews and have easier access to companies' information. Customers are also more willing to have comprehensive experiences. Storification helps companies to differentiate from the markets, and it takes the company closer to the customer in an emotional level.</p> <p>The commissioned company Tarinakone wished the author to find examples of wellbeing tourism companies outside Finland using the storification in their marketing, and the task was to browse through their webpages aiming to find these examples and to ask them more specific questions.</p> <p>The methods used in the research were qualitative research and document analysis. Hundreds of companies were found, and 45 of them were contacted to gather more in-depth information about their possible storification usage by sending interview questions by email. Approximately 10% of the companies participated in the research.</p> <p>The hypothesis was that storification was not commonly used outside Finland, and not among the wellbeing tourism companies, and this hypothesis proved to be true. Some storification elements were found, e.g. existing themes, but the comprehensive storification was missing. Of every responding companies was made a case where their storification was examined. These companies were made samples on how to improve their marketing with storification.</p>		
Keywords (subjects) Storification, story-based service design, wellbeing tourism, document analyzes, qualitative research		
Miscellaneous		

Tekijä(t) Lahtinen, Emmi	Julkaisun laji Opinnäytetyö, AMK	Päivämäärä Maaliskuu 2018
	Sivumäärä 46	Julkaisun kieli Englanti
		Verkojulkaisulupa myönnetty: x
Työn nimi Tarinallistaminen hyvinvointimatkailun markkinoinnissa maailmanlaajuisesti		
Tutkinto-ohjelma Matkailun koulutusohjelma		
Työn ohjaaja(t) Mari Holopainen		
Toimeksiantaja(t) Tarinakone: Anne Kalliomäki		
<p>Tiivistelmä</p> <p>Hyvinvointimatkailu on kasvava trendi matkailun alalla, ja sen odotetaan kasvavan lisää tulevan vuosikymmenen aikana. Syitä tähän ovat maailmanlaajuinen ikääntyminen, kasvava stressi jokapäiväisessä elämässä sekä muuttoaalto suurkaupunkeihin, joissa on kasvavia päästöongelmia. Tarinallistaminen on kasvava trendi businessmuotoilussa, koska kuluttajat saavat yhä helpommin tietoonsa yritysten arvosteluja ja tietoja, minkä lisäksi he hakevat yhä kokonaisvaltaisempia elämyksiä. Tarinallistaminen tarjoaa yrityksille mahdollisuuden erottua tarjonnasta, ja se tuo yrityksen lähemmäs asiakasta tunnetasolla.</p> <p>Tarinakone toivoi opinnäytetyöltä esimerkkejä sellaisista hyvinvointimatkailuyrityksistä Suomen ulkopuolelta, jotka hyödyntävät tarinallistamista markkinoinnissaan. Tehtävänä oli käydä läpi hyvinvointimatkailuyrityksiä ja poimia joukosta ne, jotka näyttivät käyttävän markkinoissaan tarinallistamisen elementtejä. Löydettyjä yrityksiä lähestyttiin sähköpostitse lisäkysymyksillä.</p> <p>Tutkimusotteena käytettiin laadullista tutkimusta ja dokumenttianalyysia. Tutkimukset veivät satojen erilaisten hyvinvointimatkailuyritysten kotisivuille, joista lopulta 45 yritystä sai sähköposteihinsa pyynnön osallistua tutkimukseen, joka liittyi tarinallistamisen käyttöön. Noin 10 % lähestytyistä yrityksistä osallistui tutkimukseen.</p> <p>Oletuksena oli, ettei tarinallistamista käytetä Suomen ulkopuolisissa hyvinvointimatkailuyrityksissä vielä nimeksikään, ja tämä oletamus piti myös paikkansa. Jokaisesta yrityksestä löytyi tarinallistamisen elementtejä, mutta kokonaisvaltaista tarinallistamista ei käytetty yhdessäkään. Jokaisesta vastanneesta yrityksestä tehtiin oma tapauksensa, jossa tarkasteltiin yrityksen tarinallistamista. Näille yrityksille tehtiin lopuksi myös ehdotelmat, kuinka tarinallistamista voisi alkaa hyödyntämään markkinoinnissa.</p>		
Avainsanat (asiasanat) tarinallistaminen, hyvinvointimatkailu, dokumenttianalyysi, laadullinen tutkimus		
Muut tiedot		

Content

1	Introduction.....	4
2	Research Design	5
3	Storification	6
3.1	Story Tree and Story Identity.....	8
3.2	Story Stage and Customer Story Path	9
4	Wellbeing Tourism	10
4.1	History of Wellbeing Tourism	13
4.2	Future Trends	14
5	Tarinakone.....	16
6	Research Implementation	17
7	Cases.....	20
7.1	Wildfitness	20
7.2	The Retreat Costa Rica.....	25
7.3	La Bicicleta Verde	31
7.4	Rogner Bad Blumau	35
8	Conclusions.....	40
9	Discussion	41
	References.....	43
	Appendices	46
	Appendice 1. Interview questions.....	46
	Appendice 2. The Enchanted Sleep.....	46

Figures

Figure 1. Story Tree	8
Figure 2. Health tourism.....	11
Figure 3. Segmenting Global Wellness Tourism in 2015.....	13
Figure 4. Wellness Sector Growth Projections in 2015-2020	16
Figure 5. Wildfitness' owner Tara Wood having a barefoot run with their guests in Zanzibar	20
Figure 6. Wildfitness activities in Crete.....	21
Figure 7. Story tree for Wildfitness	24
Figure 8. View from The Retreat Costa Rica's pool area.....	26
Figure 9. The Retreat Costa Rica accommodation	27
Figure 10. Story Tree for The Retreat Costa Rica	29
Figure 11. La Bicicleta Verde bicycle tour	31
Figure 12. Story Tree for La Bicicleta Verde	34
Figure 13. Rogner Bad Blumau's architecture.....	36
Figure 14. Hundertwasser art around hot spring pool	37
Figure 15. Story Tree for Rogner Bad Blumau.....	39

1 Introduction

Today's visitors have become more aware of all the possibilities of different destinations. Traditional holiday destinations are starting to be crowded, and travelers want to find new unique places to replace the already seen destinations. Social media pushes pictures of unique and yet unknown places to the followers, and the bloggers, vloggers, and other social media's celebrities are sent to these paradise destinations to explore these uncommon places. Commonly these destinations offer wellbeing services, such as spa treatments, sport activities like yoga or hiking, healthy organic food from the nearby farms, breathtaking nature, and/or some spiritual activities like meditation.

Holistic wellbeing and wellbeing tourism are current trends, and specialists predict this trend to maintain and grow even more in following decade. Self-conscious travelers know what they want, and the branding of the service producers play a significant role while choosing the destination, hotel, or activities for the holiday. To differentiate themselves from the wide selection of different kind of services, companies must create themselves more unique brand and the story behind it to earn the attention of their potential customers. Nowadays everyone has an easy access to all the information about one's recommendations, prices, and supplies, which strongly affects the buying decisions.

The goal of this thesis is to find out if the wellbeing tourism companies outside Finland use the story-based service design as a tool in their marketing by collecting few example cases. The second part is to study how these companies possibly use the story-based service design in their marketing, and the third part is to create these companies a sample story to support their marketing based on their interview answers and the information in their webpages.

The topic comes from the company Tarinakone, who helps companies to design their own story and run the business with the help of story-based service design. Tarinakone wants to find examples of the companies outside Finland using the story-based service design in their marketing. Story-based service design is a synonym for storification which is used from now on in this thesis when referred to story-based service design.

2 Research Design

The phenomenon behind the thesis are wellbeing tourism and storification. These two phenomena are currently trendy topics on the tourism field in Finland, which is why those were selected to be connected. The topic came from the commissioned company Tarinakone who is willing to find examples to use in their business of a wellbeing tourism companies using storification in their marketing outside Finland. This kind of topic is new on the field and has not been researched before. Topic is interesting because of its novelty value, and because the hypothesis is that there will not likely be many wellbeing tourism companies who would already use storification in their marketing.

The research problem is if there are wellbeing tourism companies outside Finland who use storification in their marketing, and how they are using it. The goal is to find examples of these companies and interview them to get deeper knowledge of how they are using the storification. There will be own case study for each company discovered. In case the hypothesis is true, and no qualified examples will be found, or the companies could improve their storification, chosen companies are helped to improve their storification by creating them example of how to dive deeper with the storification in their marketing.

This research gives valuable information to the commissioned company Tarinakone, since it will give good examples how storification is used in the marketing around the world and these examples can be shown as results for example in projects or lectures where the customers are often willing to experience how storification works in practice. In case the hypothesis is true, and no suitable examples are found, then the chosen companies abroad will get suggestions how to improve their storification in practice, and the knowledge of storification will be spread to world.

The qualitative research will be done by interviewing companies who use storification in their marketing to find out more about their knowledge of storification and to receive advanced information about the companies. The suitable companies will be tried to find from the literature, review sites such as TripAdvisor, search engines, articles and other sources that might come across during the research.

3 Storification

Rauhala and Vikström (2014, 56-57) tell that storytelling is an ancient and universal way of communication. Evolutionary biologists estimate that we have been addicted to stories already 100 000 years. Storytelling is a historical way of keeping communities together, and a way of preserving the information. For the entire history of men, stories have been the way of communication in all the known cultures, and the fact is that no matter where, the stories seem to have similarities in their cores and themes.

Stories have been used in many different purposes. Before the period of books and the period of Google, all the information had to be shared face to face, or next to the camp fire. Stories were used to share the vital information of the eatable plants, how to catch an animal, and how to know who the enemy is and who are their allies. Stories were also used to share the information how to behave and to share the rules of the community. Sharing the information in the form of a story made the learning faster and easier to memorize. (Rauhala & Vikström 2014, 58.)

Greek philosopher Aristoteles (384-322 BC) defined story as a verbal or written document, which includes facts and/or fiction, and a structured plot. His definition says that story has three phases: beginning, middle, and the end. (Rauhala & Vikström 2014, 59.) Story designer Kalliomäki (2014, 7) has a history with film production, and she is adding elements to her stories from dramatic storytelling. She is mixing facts and fiction to create thrilling stories for the companies.

Storification is about creating a red thread – a plot – for the company and following that red thread all the way from creating the business plan to marketing and to the service itself. Storification is a comprehensive part of company's strategy, service design, branding, marketing and productization. It binds together marketing and the service event, and hence gives the customer more authentic and memorable experience, and a great motivation and courage to jump in to the service with open heart. Storification makes companies more unique by differentiating them from the mass, and it also makes productization easier, when there is a clear script to follow. Well productized services are easier to sell and develop, and they make potential customers curious to get to know the service that differentiates from the others. Today's customers expect more from the services. They are willing to face new experiences,

gamification, surprises, and entertainment. Adding stories and playfulness to the services are a whole new business. (Kalliomäki 2014, 13-14.)

Storification can be used to create whole new concepts, or it can also be used to develop old ones. The process behind the storification is to create an experiential story-based framework, which reflects to company's values, customers' lifestyle, and their values, and shows customers the change in their lives they would receive after the purchase. Story must become real at the customer encountering, and it should be present in all the narrative ways. The foundation of the storification is the company's story identity, which includes their values, knowledge and vision, bind together with a story. (Kalliomäki 2014, 14-15.)

As a good example about a company using the storification in a coherent way Kalliomäki (2016, 7) mentions the Estonian restaurant Olde Hansa. Restaurant has medieval theme, which is seen in the building itself, in the interior, the way their staff are dressing and speaking, what food they are serving, how the food is named and how it is made with traditional way and served in the medieval style often on wooden plates. Even the way of writing and the used font are like straight from the 15th century. Occasionally there is also medieval performances like musicians and dancers. (Olde Hansa 1998.) The customers can really feel that they went into time machine and got transferred to Medieval feast, which is the main purpose of storification – giving an authentic experience which is participating the customers into the story.

3.1 Story Tree and Story Identity

Story designer Kalliomäki (2014, 80) created a path how the company can start storytelling and this path starts with a Story Tree. Kalliomäki chose to have a tree shaped tool, because it symbolizes the growth, and how the invisible roots are the diamonds under the ground which then become visible fruits in the service, facilities, and marketing. Roots carry all the invisible parts, like the company's history, their values, and their way of thinking and doing business. The most important thing is to understand company's core story, because that is where the whole story begins. (Kalliomäki 2014, 80-82). Roots give answers to questions why the company exists, what sensation they offer, what is core of the service experience, what is different about the service experience and what is the company's style. (Kalliomäki 2016, 2.)

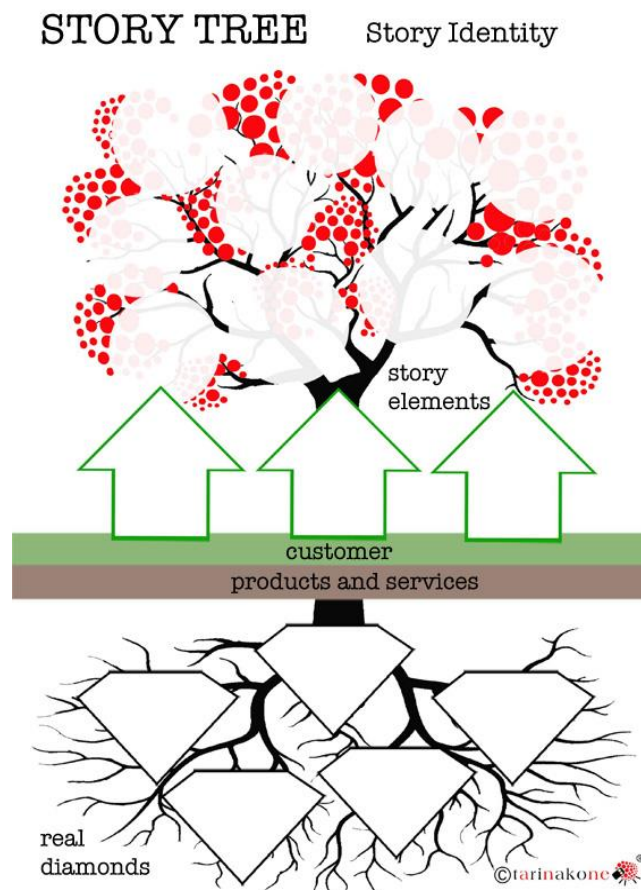


Figure 1. Story Tree (Kalliomäki 2016, 3.)

Trunk presents the customer, where the company must document their main customer segment, and make a customer profile of the most typical customer. The trunk answers to questions what the customer wants, what they are afraid of, what do

they value, and what is the company's solution for these matters. (Kalliomäki 2014, 80-82.) The top of the tree is the place where the story finds its elements. There should be answers to the questions what the company's theme is, is there some characters, what is the story behind the company's name, what elements they found from the company's history, is there something unique in the business environment and is there some sayings or symbols that could be connected to the company. (Kalliomäki 2014, 87-88.)

When the Story Tree is ready, it is time to start building the story itself. The most important thing when writing the story script, is to make clear what is the core message of the company that summarizes the company's story experience. The story script must contain the most relevant features from the tree. (Kalliomäki 2016, 4.) In the script company must decide their theme and maintain the theme throughout the entire story including the service environment, service, and the marketing platforms. When the story is coherent, the next step is to make sure that the service environment, services themselves, and the marketing are supporting the story, and their theme is loyal to the story script. (Kalliomäki 2016, 4.)

3.2 Story Stage and Customer Story Path

Story stage is the physical place where the service or product is offered. The service environment should be loyal to the story script, and it should support all the details from the story. To create more authentic experience, they must consider if the environment needs scents or sounds to support the story. (Kalliomäki 2016, 6.)

Customer Story Path is about blueprinting the whole service experience. Following the customer story path starts with writing a chronological script how the customer experiences the wholeness. This script must describe how the story looks, sounds, tastes, feels, and smells in the customer's point of view during the different points in the service. The story should be possible to modify slightly according to the current customer. (Kalliomäki 2016, 8.)

When the script is ready, the product or service can be implemented. This story script should be used while naming the products, or when packaging the services or products. When the storification is done, it can be waited that the result of it will

make the marketing and differentiating easier, it rises emotions amongst the customers, and it makes selling the service easier, more meaningful, and more fun. (Kalliomäki 2016, 8-10.)

4 Wellbeing Tourism

Visit Finland took out the term wellbeing tourism first time in 2002. Few years later they started to research the concept, and they started some projects including the concept of wellbeing tourism. (Tuohino 2012, 5.) The concept itself is not new, but it started to be recognized better recently, when the healthy lifestyle became a global trend, and the traditional tourism destinations got more crowded, which drove some tourists to find more quiet and unique destinations to visit. The best motivation to travel to some further unknown destinations is commonly the unique nature.

Health tourism, health-care tourism, medical tourism, wellness tourism and wellbeing tourism are all related to each other. Health-care tourism, medical tourism, wellness tourism and wellbeing tourism are generally seen as sub-concepts of health tourism as seen in the Figure 2. (Konu, Tuohino & Björk 2011, 4-6.) Visit Finland (2014, 5-7) made their own definitions about each concept to clear the picture. Health tourism itself appears when the primary motivation of travelling is to take care of one's physical, mental, and/or spiritual health by attending medical or wellness-based activities.

Health-care and medical tourism are both about one travelling outside home to receive some sort of medical treatment, which cures or prevents sickness. This can be for example a diagnose, surgery, rehabilitation, cure, or employee health tourism. Medical tourism overall gets more popular because of the global aging, the improvements in technology, and the cheaper prices or better quality of treatments than in one's homeland. Turun Sanomat (2017) wrote that most of the medical tourists in Finland arrive from Russia and Estonia, while most of the Finnish medical tourists travel to Estonia for their treatments. Among Russian tourists, the most attracting medical destination seems to be Germany, because of their successful branding as a medical destination.

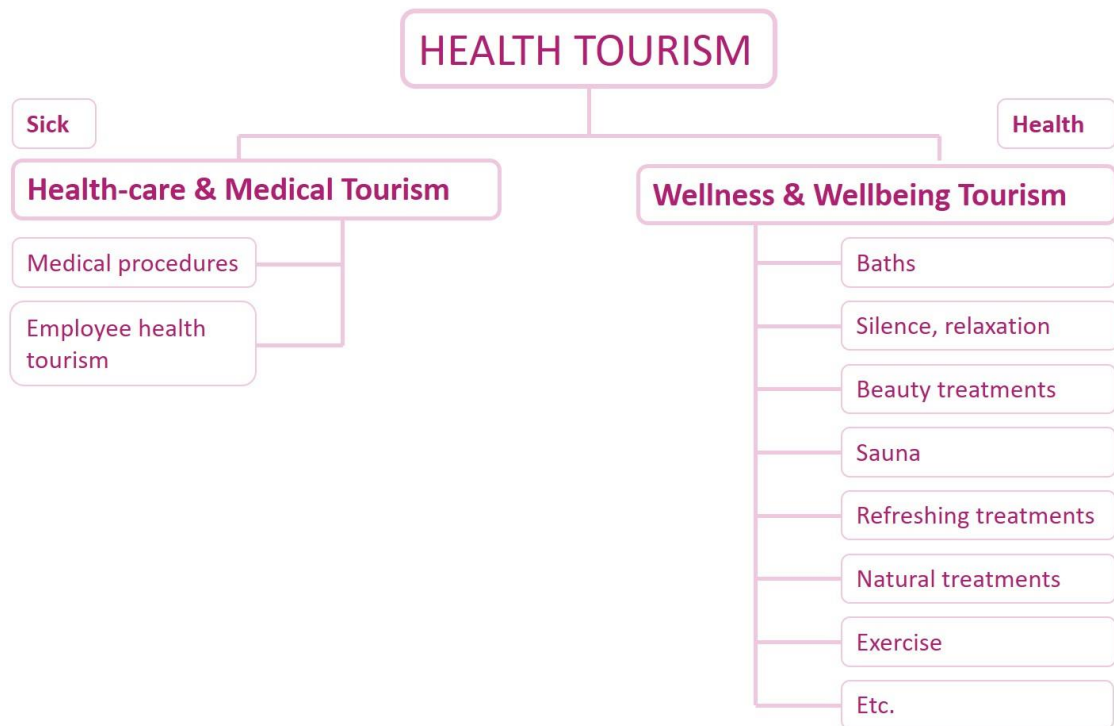


Figure 2. Health tourism (Konu, Tuohino & Björk 2011, 8.)

Wellness tourism and wellbeing tourism concepts are both about taking care of one's health and preventing sickness. Visit Finland use the word wellbeing when talking about the concept of wellbeing/wellness tourism, because it is more suitable for Finnish needs and the word itself is considered broader than the word wellness. Visit Finland differentiates wellness being a part of wellbeing tourism. They consider wellness being a high-quality service product, where customer's physical, mental, and spiritual needs are taken care of. The environment where wellness products are offered, are commonly quiet, calm, detailed, and esthetic, four to five-star hotels, which are mainly focused on adult customers. (Visit Finland 2014, 6.)

Pampering is also included to the concept of wellbeing tourism, but wellbeing is moreover about relaxation, soothing, healthy and local food, and different kind of activities, such as sports or fitness often offered outside in the nature. Visit Finland (2014, 5) defines wellbeing tourism as a tourism giving good feeling to the tourist during and after the holiday. It does not cure any sickness, or heal one's condition, but it maintains, improves and energizes one's quality of life. It produces individual and holistic good feelings, which pampers the wellbeing of mind, body, and soul. This

definition is built mainly to support the Finnish wellbeing tourism concept's purposes.

Smith and Puczkó (2009, 7) observe that concept of wellbeing or wellness tourism has various definitions and meanings depending on the content, country, and culture. In Asia, wellbeing tourism is about spirituality, like meditation and religiosity, and ancient natural medical treatments (Cochrane 2008, 379-381). In Europe then again, Germans consider wellbeing tourism more as a medical tourism, which intends to integrate wellness and medical treatments. Hungarians relate wellbeing tourism to the spa culture, and Southern Europeans relate wellbeing tourism commonly with sun bathing on the beach. Finnish wellbeing tourism includes sauna and relaxing in pure nature. Canada, Australia, and USA have widespread day spa, health, and beauty farm culture. (Smith & Puczkó 2009, 6-7.) The government of the Russian Federation stated in 2010 that curative and wellbeing tourism is highly important to every citizen for securing the long-term quality of life. Russian wellbeing tourism is strongly related to medical tourism (Tsymbal 2014, 3).

To keep it simple, in this thesis the concept of wellbeing tourism is commonly used when referring to any kind of product, service or activity that can generally be part of wellbeing tourism in global aspect.

Global Wellness Institute (2017) published in their Global Wellness Economy Monitor a figure about the share of wellbeing tourism from the total tourism. From the figure can be seen that the share of wellbeing tourism in year 2015 was 7 % (613 million trips) from the overall global tourism. From that amount 89 % were tourists who had some sort of wellbeing activity as a secondary during their trip, and 11 % went to holiday with wellbeing as their primary intention. Most of the trips were domestic, which means that people had for example a spa-weekend in their home country, or other kind of wellbeing activity. 17 % were international tourists travelling to other country wellbeing as their main intention. From the previous years, the amount of international wellbeing tourists has increased 22 %, while domestic wellbeing tourists' growth has been 17 %. (Global Wellness Institute 2017, 36-37.)

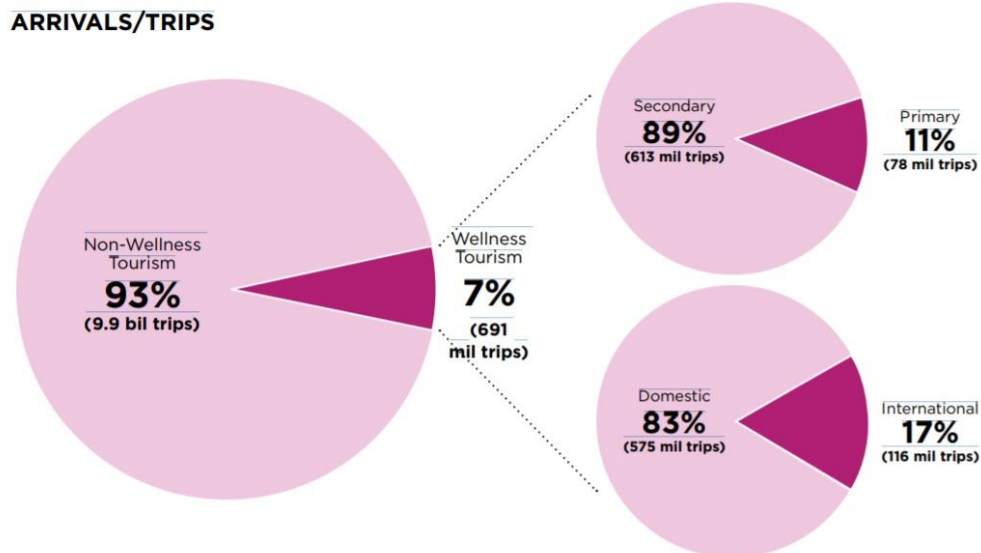


Figure 3. Segmenting Global Wellness Tourism in 2015 (Global Wellness Institute 2017, 32.)

4.1 History of Wellbeing Tourism

Smith and Puczkó (2009, 21) write about the history of wellbeing tourism. Health and wellness services around the world were built on the local traditions and cultures based on the existing natural resources. Many of the regions have developed their tourism facilities based on those unique habits. Each continent has their own history with health and wellness, but also the countries within the continents often have their own unique traditions, yet they commonly have some similarities with each other.

In Europe the spas, hot springs, mineral waters, and seawater played a big role in the emerge of wellbeing tourism. In Asia the spirituality, and medical treatments are the foundation of the Asian wellbeing tourism. And in Egypt, the cosmetics such as deodorant, kohl eyeliner, facial creams and different kind of beauty oils were used already 1400 BC. First reference to magical healing waters was written 1700 BC, and the earliest evidence of bathing culture was found from South Asia, next to the Inbus river. In this earliest spa, there was already ducts and bath pools. Ancient Greek warriors used cold water baths in 700 BC, and Persians were using steam and mud baths 600-300 BC. (Smith and Puczkó 2009, 21-22.)

The Roman Empire left a great legacy of baths to Europe. They used to have two types of baths called *therme* and *balneo*. Thermes were big facilities, with baths and leisure activities, like places for sports. Balneos then again were smaller and simpler places dedicated mainly for healing purposes. The forerunners for European wellbeing tourism has probably been the wealthy citizens of Augustan Society. Lifespan during Augustan's time wasn't more than 40 years, so the wealthier population started to make trips to baths and seaside resorts hoping to find treatments or cures from the healthier climates. (Smith and Puczkó 2009, 22.)

In the Northern Europe, the first saunas were built in Finland around 11th century. In the 14th century warm springs were found from the Middle Europe, for example from Hungary and Germany. In Venice in the year 1553 was made a list of all the current spas, having more than 200 spas listed. Modern massage was designed in Sweden in the 19th century, and hundred years later in Germany, spas started to offer treatment packages including treatments with fresh air, cold water and healthy diet. This package offer started a trend in Europe and America. (Smith and Puczkó 2009, 28.)

In Asia and Middle East, the benefits of different health treatments were noticed centuries before Europe. In Japan, the first *onsen*, hot spring, was opened in 737 A.D., and few centuries later they opened the first inns, offering accommodation, different kind of baths, gardens, and fine food. In Asian culture, the wellbeing is a summary of healthy body, mind, and spirit. They believe in encouraging body to heal itself. (Smith and Puczkó 2009, 23.)

4.2 Future Trends

Suontausta and Tyni (2005, 62-64) predict that around year 2025 the world has changed from today's information society to the new era called bio-society. Change has already started from the 2000, but it will be strongest around 2025. In the era of bio-society, the technology has taken a big step towards the bio technology, which is simulating biological processes, including for example gene and food technologies.

This era is also known as wellness revolution, which means that wellness service products will have an enormous growth. Suontausta and Tyni (2005, 63) predict that there might become a whole new wellness industry, which will be the alternative for

nursing the sickness. This wellness industry would offer service products for healthy people, helping them to preserve their wellbeing and beauty, preventing sickness, and slowing down the aging.

Smith and Puczkó (2009, 255) survey as well the future development of wellbeing tourism. They consider, that wellbeing tourism has two main directions to follow; First one is the development of individual companies, which either serve the upmarket, or the devoted holistic demand. This can mean for example the companies providing more unique service based on the story behind their business.

The other direction Smith and Puczkó mention is blending the services and forms, which they call as *well-blending*. Well-blending is about companies trying to differentiate themselves creating new labels and words to describe their services or products in a more unique way. For example, spas taking influences from the other culture's traditions and modifying those to suit their purposes, like European spas offering Thai massage. They expect well-blending tourism become a next form of mass tourism. The problem with this kind of merging is, that everything is available everywhere, and it is harder to find uniqueness from the service products. The only differentiation will be with the companies who provide a product based on the natural resources and assets of the area. (Smith & Puczkó 2009, 255-258.)

They also mention that the customers become more demanding, what comes to the services and products. Customers expect more experiences tailored to meet their individual wishes and requirements. The current main motivations for a wellbeing tourism are stress relief, anti-aging treatments and weight loss, but these will quite likely become even bigger part in the upcoming years. (Smith & Puczkó 2009, 260-262.)

Global Wellness Institution (2017, 17-18) made their forecast about the future in wellbeing tourism. GWI predicts people around the world to turn more into wellbeing-focused activities during their holidays, as a response to the rising stress and lowering health. They also predict wellbeing economy to continue the growth for several reasons; the global middle class's incomes are rising, which gives them more money to spend to their quality of life, increasing interest towards maintaining health and preventing aging and sickness, and the growing awareness about their wellbeing and

relationship with nature among more educated and wealthy consumers, who are willing to experience more authentic activities, which are often happening in the wild.

In the forecast made by Global Wellness Institution (2017, 17) they use five wellness sectors to track the changes in the wellbeing tourism. According to this figure the wellness tourism is going to grow with 7.5 % in the revenue, which will grow from 2015's 563.2 billion dollars to 808 billion dollars in year 2020. The changes in the spa facilities, thermal/mineral springs, workplace wellness, and wellness lifestyle real estate are all growing also the wellness tourism revenue. Each of these sectors are connected to each other. GWI mention in their report that all these sectors will grow a rate faster than global gross domestic product (GDP) between the years 2015 and 2020.

	Projected Market Size (US\$ billions)		Projected Average Annual Growth Rate
	2015	2020	2015-2020
Spa Facilities	\$77.6	\$103.9	6.0%
Thermal/Mineral Springs	\$51.0	\$64.6	4.8%
Wellness Tourism	\$563.2	\$808.0	7.5%
Workplace Wellness	\$43.3	\$55.1	5.0%
Wellness Lifestyle Real Estate	\$118.6	\$152.8	5.2%

Figure 4. Wellness Sector Growth Projections in 2015-2020 (Global Wellness Institution 2017, 17.)

5 Tarinakone

The assignment of researching the wellbeing tourism companies outside Finland using the storification as a tool was commissioned by a company called Tarinakone.

Tarinakone is a Finnish story design agency, and the entrepreneur behind the business is Anne Kalliomäki, who founded the company 2008. She is the pioneer of storification in Finland and has published a book about storification in 2014 called *Tarinalistaminen – Palvelukokemuksen punainen lanka*, translated *Storification – The red thread of service experience*. (Tarinakone 2018.)

Tarinakone combines dramatic storytelling and service design, which helps their customers to success. Tarinakone helps their clients with the story design and helps them to make their story identity visible. Most of the clients are from the hospitality field, but Tarinakone has also worked with museums, wellbeing companies, event providers and artisans. As a result, after successful storification the clients can offer their customers better customer experience and memorable service, it also helps to create stronger emotional bond with the customers. (Tarinakone 2018.)

The owner Kalliomäki started her career at the young age of 6 reading comic strips to the baby pigs in the sty. She ended up studying audiovisual marketing and started her media career at the Finnish television channel YLE TV2. Afterwards she graduated as a media producer and went to England to study about scriptwriting. After her studies Kalliomäki was working in many Finnish TV channels, and when she got tired with her work, she decided to study a bit more. She started to study creative writing in university, and after graduation she found her own red thread, which led her to create her own company designing stories for living in 2008. (Kalliomäki 2016.)

6 Research Implementation

The goal of this thesis was to study if wellbeing tourism companies outside Finland are using storification in their marketing or not in the way that the storification is presented in this thesis based on the theory of the commissioned company Tarinakone. The second part is to study how they are using the storification in case they are using the tool in their marketing. The third part is to create them a sample of a story to use in their marketing with the help of the *Storification Guide's Story Tree* (Kalliomäki 2016) based on their answers in the interview and the information found from their webpages, YouTube and social media.

The hypothesis is that wellbeing tourism companies outside Finland are not using storification in their marketing and have not even heard about that in the way that it is presented in this thesis. The assumption is that the companies have their founding story written to their webpage, but that story is not visible in their marketing.

The reason behind this thesis is that the commissioned company Tarinakone is willing to find examples of the companies using storification outside Finland, which they could then use as an example cases in their lectures and events. Storification is relatively new tool, so it is important to find existing examples to support the storification theory and to spread the knowledge of the storification to companies who are still not aware of it, but who could find it useful.

The most suitable research method for this study was qualitative research, and more specifically document analysis. Kananen (2017, 32-33) writes that qualitative research is used when studying a new phenomenon, which does not have yet much theories, knowledge or researches, phenomenon that researcher wants to have deeper knowledge, phenomenon which needs more theories and hypothesis, and which is needed to have coherent theory. Qualitative research has one main question: "What is this phenomenon about?". The goal is the representation, understanding and interpretation of the researched phenomenon (Kananen 2017, 35), in this case the union of wellbeing tourism and storification.

Document analysis is a method where conclusions are written down from the communicative, symbolic, or verbal material. This kind of material can for example be webpages, interviews, emails, discussions, diaries, drawings, or reports. The aim is systematically analyzing these materials and create a coherent picture of the studied phenomenon. (Oppariapu 2015.)

These methods are the most suitable for this study, since there are not yet more studies about the wellbeing tourism companies using storification in their marketing, so the phenomenon is new. Document analysis was chosen because the materials used in this research are the companies' webpages, social media channels, and the interviews with the companies, which makes document analysis the best method for the research.

Gathering the material for the research was hard. To find suitable companies to contact with, it took lot of time to search for the wellbeing tourism companies worldwide from the internet and social media. The criterion for the suitable company was a decent looking webpage, with good information about the company preferably in English, and that they were offering wellbeing services in their facilities and having some theme or story in their company. There is a huge number of spa-hotels, yoga retreats, sport resorts, meditation centers, boot camps etc. in the world, and finding suitable ones to contact took time and nerves.

To gather more specific and deeper information we created together with the commissioned company Tarinakone seven questions where we wanted to have answers for. Those questions were then sent in total to 45 wellbeing tourism companies around the world, from Sweden to Costa Rica and India. Every continent got their mail. The companies were selected based on the research made online to find suitable companies who seemed to use already some sort of theme or story in their marketing.

Getting the answers was difficult, and majority of the companies did not bother to answer. One company answered that the needed information is in their webpage, one sent PDF with further information of the company, one company wanted to have Skype interview and two companies answered by email to the questions. Even if there were not too many answers, these answers and researching numerous webpages helped to create a picture of the status of storification worldwide based on their marketing online.

To analyze the gathered material, which were email and skype interviews, webpages, videos, social media, and reports, there will be own case for four responded companies, and in the end a summary if the storification is used in the wellbeing tourism companies, and if, how. Third, with the guidance of Storification Guide and the Story Tree (Kalliomäki 2016, 3), a sample of storification for marketing purposes will be created for each case and sent to these companies for them to use.

7 Cases

The case companies are the ones who gave answers when contacting them via email, and they can all be categorized under the wellbeing tourism. The companies locate in Costa Rica, Chile, Austria, and one is operating in different locations around the world. These following companies have some unique features or themes in their marketing or in the business itself, and that is why they were contacted. The questions we wanted to get answers were what their core story or theme is, what are their values, what makes their company unique, how would they describe their brand, who are they targeting, is the core story somehow visible in their marketing, and what benefits they have faced with the possible storytelling.

7.1 Wildfitness

Wildfitness is a company founded by Tara Wood in 2001. Her inspiration for the company came when she lived with her family in Kenya, and she saw the change in her friends when they came to visit them and got to spend time outside in the nature while doing all kinds of activities. Wood says that their friends were filled with joy and relaxation always after their holidays in Kenya. That is how she got the idea of creating her business which would encourage people to be more in the nature. Wood has been studying evolutionary sciences, which encouraged her to create her business. She feels that modern human has gotten too far from their origins, and too



Figure 5. Wildfitness' owner Tara Wood having a barefoot run with their guests in Zanzibar (Wildfitness 2017.)

far from the nature. Her aim is to re-wild her customers, and help them to return to their origins, benefitting the food, movement, and nature. (Wood 2015).

The purpose of the holiday is to re-wild the participants, which means trying to get them closer to the nature with the help of the international and professional Wildfitness coaches. The activities during the holiday are designed to imitate the natural movements that our ancestors and animals use, such as barefoot running, lifting, climbing, balancing, jumping, playing, fighting, and dancing in the nature. In the nature it is easier for the people to free their inner animals, and to enhance their relationship with the nature. The food served during the re-wilding is organic, and coming from the local farms, and the resorts are always near to ocean, which guarantees fresh fish and seafood straight from the ocean. To make sure the participants are continuing their healthy eating, they are also offering cooking workshops, where the chef is teaching them how to make healthy food also at home. Between the activities there is optional massages, therapies, and simple relaxing in the luxury resort area. (Wood 2015).



Figure 6. Wildfitness activities in Crete (Wildfitness 2017.)

Wildfitness resorts locate in Costa Rica, Zanzibar, Crete, Menorca, and Somerset. Their customers are a varied group of single travelers between the age 18-70, although Walters (2017) told in the interview that their target customer segment is females above age of 45 from all around the world. Walters says that the trigger for their customers to join their retreat is a realization of the effects of their current lifestyle, where they have too much stress, bad food, not enough rest and peace, and not enough nourishing movement.

With the email interview with Wildfitness Director Eric Walters (2017) told their core story is the story about how the founder Tara Wood figured out while living in Kenya, that the impact of nature is so major for human beings, and how nature and natural food helps them to empower and de-stress. With this realization Wood created the three pillars which are nowadays constructing the philosophy of Wildfitness: Wild Eating, Wild Moving, and Wild Living. This core story and the philosophy are used in their marketing, but it does not completely fulfill the idea of storification. Their webpage and advertisement in their social media (e.g. Instagram @wildfitnessofficial) are very practical, telling the facts, but not really involving the potential customer into the experience itself.

In the Story Tree model filled below (Figure 5.) with the gathered information of Wildfitness is seen in the roots that the reason of their existence is re-wilding their customers. Their core service experience is decreasing the stress and empowering the customer. What is unique in their service experience is the exceptional relation with nature, where they really respect the way that our ancestors moved and what kind of food they ate. The sensations they offer are the wild eating, wild living, and wild moving, meaning the way that they work out in the way our ancestors moved in their everyday life, wild living which includes plenty of leisure time for everyone's own activities, relaxing, and socializing with the rest of the tribe, and wild eating, which means enjoying the un-processed food from organic ingredients from nearby areas. Their style is being one with the nature.

Next part of the Story Tree is the trunk, which represents the customers and their will, fears, values and the solutions. Wildfitness customers are often searching for de-stressing, empowerment, healthy food and lifestyle, and they are willing to get

leaner and fitter. They are presumably afraid of losing their health because of their unhealthy choices in their everyday life and getting more stressed and eventually burning out. They seem to value good and healthy food, personal service, peace and quiet in the resort, guided exercise, activities, relaxing, and empowering. The solutions provided for customers' problems are guided exercise, healthy food included to the experience, possibility to chill out, workshops, massages, and therapies.

The story elements are the theme, which are nature and wilderness, also the character is the wild nature the activities in the nature, but there is no character with personality. The history element is Kenya, since the company's roots are there. The unique business environment is wild nature, and the unique resorts the retreats are taking their place. Company's saying is: Unplug the mind. Reawaken the body. Live exuberantly.

STORY TREE Story Identity

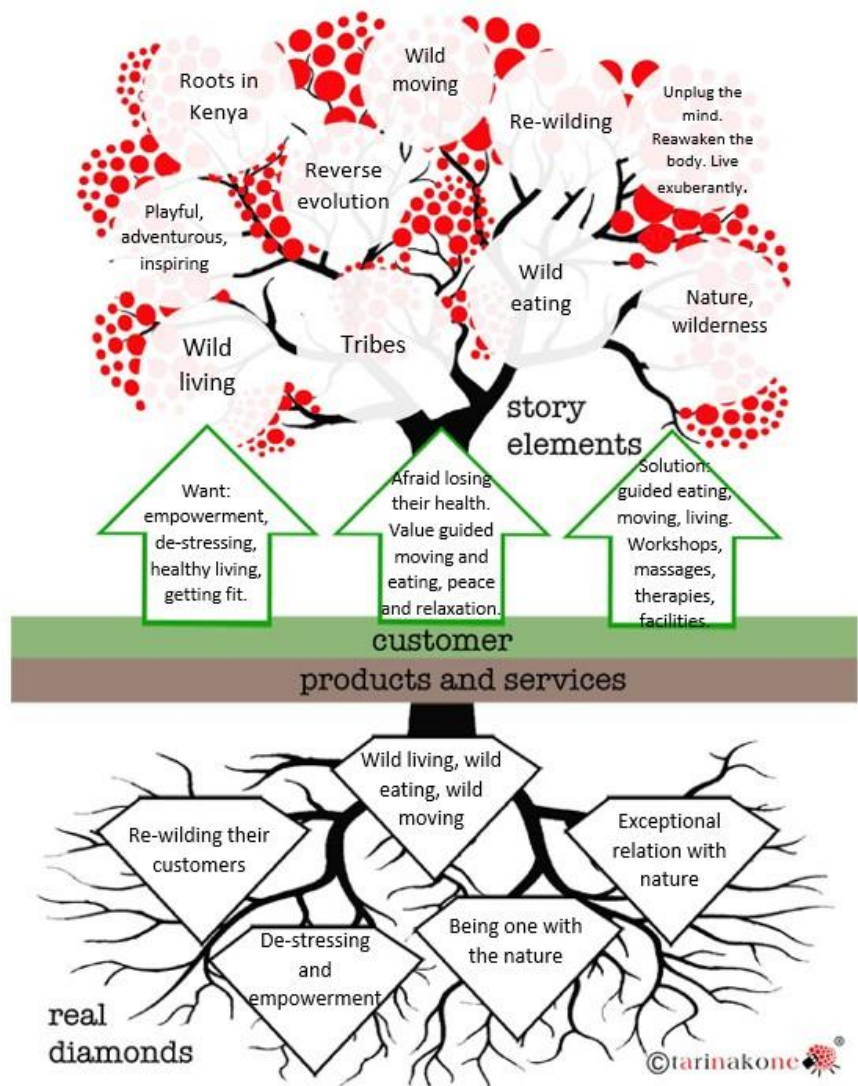


Figure 7. Story tree for Wildfitness (Kalliomäki 2016, 3, modified.)

To storify Wildfitness, and more specifically storifying their marketing, we need the elements from the Story Tree. The most used words to describe Wildfitness experience within the guests' reviews were fun/playful, adventurous, and inspiring. That could also be seen in the marketing, for example making the whole visit of their social media (Facebook and Instagram) and their webpage more adventurous and playful. In the Wildfitness guest is the hero, and the nature is their stage. That is why the webpage could present example a character who would remind the visitor of their current stage: possibly a bit stressed, and not-so-wellbeing individual, who just got from work and is desperately willing to crash on the couch. Webpage visitor could

have a virtual Wildfitness experience in the wanted location, where this character would join the retreat, eat well, rest well, exercise well, try some of the activities online as a game and after the experience the whole character would have changed like the participants are changing during their holiday: brighter eyes, more energized, fresh, well rested, de-stressed, inspired and full of nutritious food. Most of the people also losing some weight during the holiday.

Another idea would be to use the reverse evolution in their marketing in a playful way. Wildfitness idea is to get the participants more connected with the nature like our ancestors were long time ago. That basically means going backwards in the evolution, and it would be clever to use it also in the marketing and promoting the company. Character could be a person, who wants to connect with wilderness, and decides to use Wildfitness' professionals to return back to way that the ancestors were living. Picture a photo of ancestors becoming a homo sapiens, and the homo sapiens turning back and saying the ancestors e.g. "This does not work out, let's go back!".

7.2 The Retreat Costa Rica

The Retreat Costa Rica was founded by Diana Stobo in 2014. The Retreat is a luxury wellness center, which was built to be "Heaven on Earth". It has a home-like environment, where its guests can feel themselves safe, and nurtured. It is located on a Crystal Mountain's slope in Atena's province in Costa Rica, having a view to Pacific Ocean. In the Retreat they offer the facilities for relaxing getaway from the busy lives, with luxurious facilities, spa treatments, peaceful environment, good quality service, workshops, light activities, like yoga and meditation, excursions, and locally produced healthy and clean food from farm to fork. (The Retreat Costa Rica 2014).



Figure 8. View from The Retreat Costa Rica's pool area (The Retreat Costa Rica 2014.)

Diana Stobo (2017) is known as a celebrity chef, life coach, spirit coach, and a writer. After suffering from health issues all her life, she decided to make a change and started to study how the food affects our bodies, and that is how she started to reform her life. She had a dream about creating a retreat center where she could help people to change their lives, and after her divorce, she decided to follow her dream, and she ended up building a retreat center in Costa Rica. Stobo's growth story is a passionate story about a woman who did not give up and who wanted to follow her dreams, and that is what she wants her guests also experience when visiting her resort. The key words in the company are peace, harmony, and tranquility.

According to Stobo their values are connection, education, authenticity, respect, and empowerment. The connection is representing the home-like environment, where everyone can feel themselves cozy, safe, nurtured, and where they can surrender to the peace and let themselves heal. For education, in the Retreat the guests have possibility to learn cooking from the chef, they can plant trees with the gardener, explore the nature, or stretch your body with the yoga teachers. Authenticity is how

the staff treats their guests, they do their best to help them to have a great experience, and they take extremely good care of their customers, which can also be seen from their public reviews online. (Stobo 2017).



Figure 9. The Retreat Costa Rica accommodation (The Retreat 2014.)

The resorts demographic range is from early 20's to mid-60's. Most of the customers are solo female travelers, but there are also men, and couples, who are searching for relaxation, wellness, and romance. About 55-60 % of the customers are from USA, but otherwise they also draw customers from Canada, and recently from Europe as well. (Stobo 2017).

The Retreat Costa Rica has some storification elements; Stobo's growth story is told multiple times online by videos and short stories in the webpage, which is good since her story is the testament for what the whole Retreat stands for. Retreat's Instagram page @theretreatcostarica and their Facebook page are filled with beautiful pictures from their facilities, and about offers, which could be changed to have more consistent story and characters in it. The Retreat has a lot potential to storify their company, and their marketing, but as Stobo answered in the interview, they do not really know how to start doing it. Their theme in the resort is heaven on Earth, but as Stobo says, the heaven is different for everyone, and they are willing to offer everyone the

kind of heaven that they picture in their minds, which makes it a bit tricky, and the heaven theme is not too visible in their webpage or in their social media.

In the Retreat's Story Tree (Figure 6.) the roots, trunk, and the top are filled with the information gathered from the interview, webpage, YouTube videos and social media. The company exists, because of believing in one's dreams and following those. It is a place to gather energy, live healthy life, learn new things about your mind and body, to relax and let everything flow. Company's core service experience is healing and empowering, de-stressing and creating good and magical feeling to their guests. The sensation they offer is the feeling of stepping into heaven. They fulfill this feeling with the heavenly facilities, atmosphere, healthy food and the service. The difference about their service experience is the personal growth story behind the company and the personal passion for the business, which is also seen in the quality of the service. The owner herself also spends time in the facilities and they have a close connection with their guests.

In the trunk we see that target customers arrive to the resort to relax, to learn something new from the healthy lifestyle, to eat and rest well, and to let go of the stress following them in their everyday life. They are presumably afraid of losing their health and getting sick from their everyday lifestyle. The guests value the healthy way of living, having good and clean food prepared for them, the good quality of service and facilities, and the possibility to just take time for themselves and relax. The solutions provided for the guests are the well-prepared from farm to fork kind of food, home-like environment where guests feel safe and nurtured, and the way how the staff takes care of their guests. They offer good quality spa treatments, and the privacy and peace of the resort. They also offer community room for everyone to use, where they can meet new people and relax.

The top of the tree is filled with the story elements, that are part of the story behind the company, and which are picked from the ones used often when talking about the Retreat. Thai monk was the one who proposed the whole idea to Stobo for the first time, when they got lost while hiking in Thai jungles. Ever since the idea about retreat center has been Stobo's dream, and after getting many "you cannot do that" from her family and friends, she has just become surer about that one day she will

make her own center. The first time Stobo went to see the place her mum had bought earlier from Costa Rica for herself, she realized that this place was the one she had seen in her dreams and she felt it is the place she was meant to build her retreat center. Stobo, her staff and the guests are certain that the mountain has some magic and healing powers.

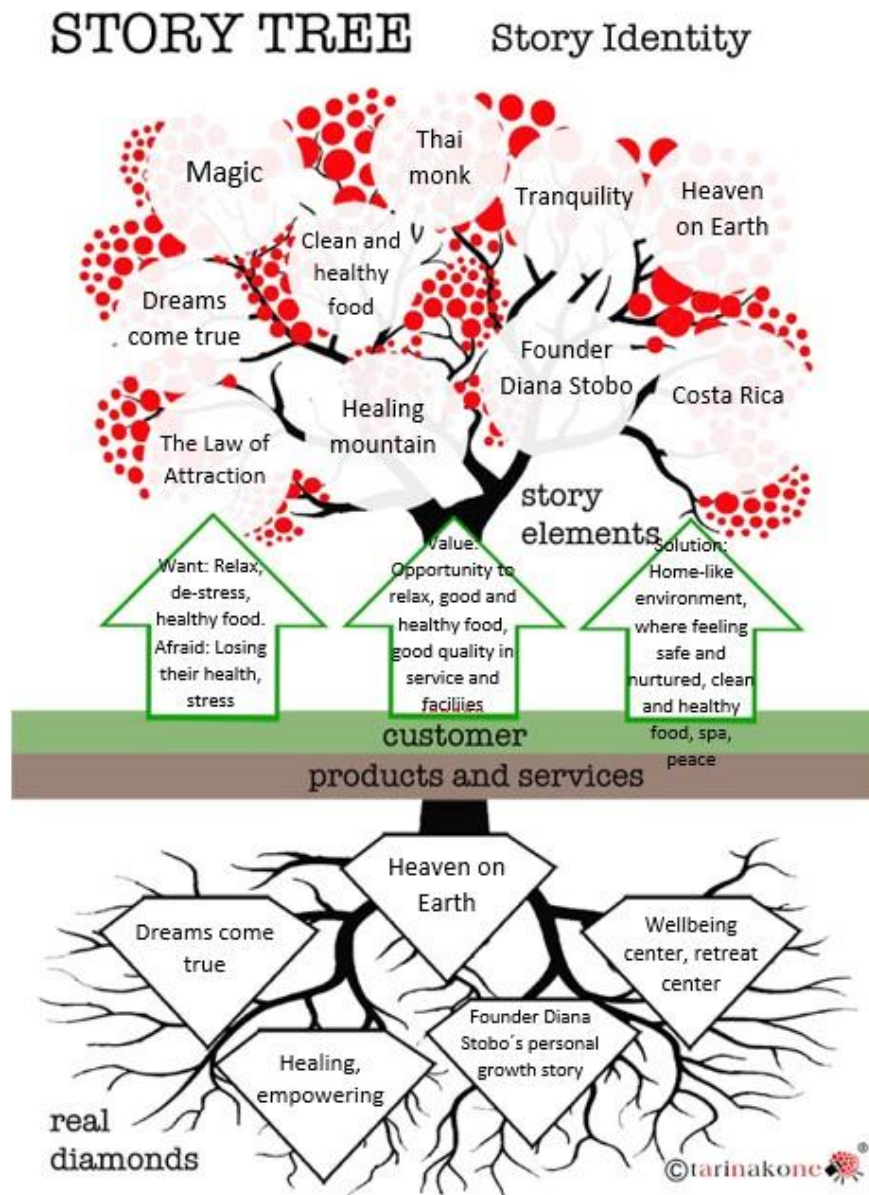


Figure 10. Story Tree for The Retreat Costa Rica (Kalliomäki 2016, 3, modified.)

Stobo says, that during their stay, the guests have a transformation in three days. The first day they are still a bit distracted from their journey and the climate change,

then the second day they start to investigate the place and to get to know the routines, and then in third day, a visible change is seen. Their shoulders go down, they feel more relaxed, and they are ready to take in the whole experience. This transformation story could be used in their marketing to show the results of the retreat.

The character could be either a human, animal, or as the logo is a tree, it could also be a tree that receives the transformation. The webpage could follow the story of the tree, which is suffering from the lack of nutrition, water, and light, and then finds the perfect place for its roots where it can start slowly nurture itself and transform to a beautiful blossoming tree. The tree cannot find the new better spot for its roots without help, so the tree needs help from the saving human to make this transformation happen. Not so much text, but more short sentences or words, or pictures, that are making you *feel*. Words like safe, nurturing, empowering, healthy, are all creating comfortable feelings.

Other idea is to make the heaven on Earth -theme more visible. In the webpage visitor could be lowered through the fluffy clouds to the paradise, where would be pictures or video of the Retreat facilities and foods. It would walk the visitor through the whole experience by scrolling down on the webpage, starting with the story why they exist for example with a video, moving them into the paradise-like resort and all its services, letting the visitor feel and imagine the emotions they would face during their stay in the resort. Stopping them to booking part, where they can book themselves a holiday. Powerful act would also be adding video greetings from the existing guests to tell about their experience and their story.

In storification one option is also using traditional folklore stories from the area in the storification. After studying Costa Rican folklore stories found online, it seems that the connecting theme among them is that they are either horror stories or having unavoidably a bloody ending, but perhaps there is also some more suitable stories or the story could have its roots in some other area.

7.3 La Bicicleta Verde

La Bicicleta Verde was established 2007 by Kansas born Peter Murphy Lewis, and Chilean Joel Martinez. Before putting the company together, Lewis worked in three different jobs, and the situation made him very stressed. That is when he decided to establish his own company. Lewis was a passionate cyclist, and he admired his adopted home town Santiago in Chile, so to put two of his favorite things together, he decided to create the first bicycle tour company in Santiago. After figuring out his idea, he decided to find someone as his partner, so he asked his Chilean friend to introduce him to the smartest guy in Chile, and that is how he found his business partner Martinez. Martinez had a full-time job in a law company, but he decided to take a leap of fate and see how the tourism field works, and that is how La Bicicleta Verde was born. (Lewis 2017).



Figure 11. La Bicicleta Verde bicycle tour (La Bicicleta Verde 2015.)

La Bicicleta Verde is a bicycle tour company, which has a guided bicycle tours in Chilean cities Santiago, Valparaiso, and Easter Islands. Their service includes the use of bicycles, helmets, and a guided tour around the city. There are few different options which kind of tour the guests will to take, from the city tour to wine tour around the

vineyards in famous wine area of Valparaiso. Each tour ranges from five kilometers to fourteen kilometers, which makes them suitable for basically anyone who knows how to cycle. Their goal is to be Chile's number one green tourism company, connecting the Chilean tourists with the culture and local people. They call their service as boutique experience, since the tours are designed for smaller groups. Their three values are commitment, consciousness, and contentment. (La Bicicleta Verde 2015).

From their values commitment means that La Bicicleta Verde is committed to respect the Chilean culture and showing it to their guests. They want their guests to see the authentic Chile, where they show them the local markets, local foods, show their own favorite places to visit, and let them know some local people. Consciousness is about knowing Santiago is very polluted city, that is why the companies' bikes are green, to highlight the fact that they are a green tourism company. Contentment means that they want everyone to be satisfied with their company, no matter if it is the guest, cleaning lady, or member of their staff, they want everyone to enjoy their time with La Bicicleta Verde. (Lewis 2017).

Lewis (2017) told that La Bicicleta Verde's regular guest is 35-45-year-old solo travelers. Commonly their customers are speaking two or three different languages, and they have common interest about the local culture. Lewis says that 30 % of their guests come from North America, 30 % from Western Europe, 30 % from Brazil, and rest are regularly from Australia or New Zealand.

La Bicicleta Verde's other owner Peter Murphy Lewis told during the Skype interview that their story that they use in the marketing is about Chilean culture. Their tours are not traditional tours where guests are learning only about the history and other facts, but they tell the story about Chile in a more exuberant way. Instead of staying in the theory and facts, they take their guests to see the local markets, where they are introduced to some local people, told what they recommend from the markets to eat, where to go for a night out, which parks are the nicest for a picnic and what they do themselves in the Chile. They also show the main attractions, but also their own vision of Santiago, Valparaiso and Eastern Islands.

They do not use the storification in their marketing or in their service in the way it is defined in this thesis, but they have a lot of good potential starting to storify their company. Story tree's roots were filled with the information received from the Skype interview, versatile information in their webpage, and the pictures and videos in their social media. The company exists because the owners want to introduce the Chile they love to the people who travel to their country, in a sustainable and fun way. Their core service experience is getting to know Chilean culture and the local places with the local guide on the bikes. The sensation they offer is a new and innovative way of getting familiar with the city, and even more getting to know it with local's eyes. The difference in their service experience is that they use bicycles instead of busses like most of the other tour providers in Chile. Also, they give their guests deeper and more local information from the city than the others. Their style is going green, encouraging Chile and tourists to choose more sustainable options. Also, Lewis mentioned that their style is being sexy, hipster, rebellious, and offensive.

In the Story Tree's trunk can be seen that their guests generally want to learn about the local culture, see the main attractions, and a lot more in an active way. They are often solo travelers, so bicycle tour is also a good opportunity to meet other similar people. They are presumably afraid of the pollution, unsustainable lifestyle, and mass tourism. What their customers' value are green choices, local culture, getting to know local people, and the unique way of having a city tour. The solutions La Bicicleta Verde offers to their guests is the green and fun choice to get familiar with the city and local life.

The story elements picked from their company are Chilean culture, which is the main purpose of the whole company's existence. Sustainable tourism is the reason of using the bikes, and green team is the way of calling their staff. Lewis told in the interview, that it does not matter how many bikes or routes they have, if their tour guides are good and inspirational people, who love their job and are happy to meet their guests and have a tour with them. The attractions they visit during their tours are mostly famous places in the cities, but they also show their own favorite places. In La Bicicleta Verde the staff – as known as green team – seems to be in a really important role and since many of them have moved to Chile from other countries, they have a close relationship with the entire company.

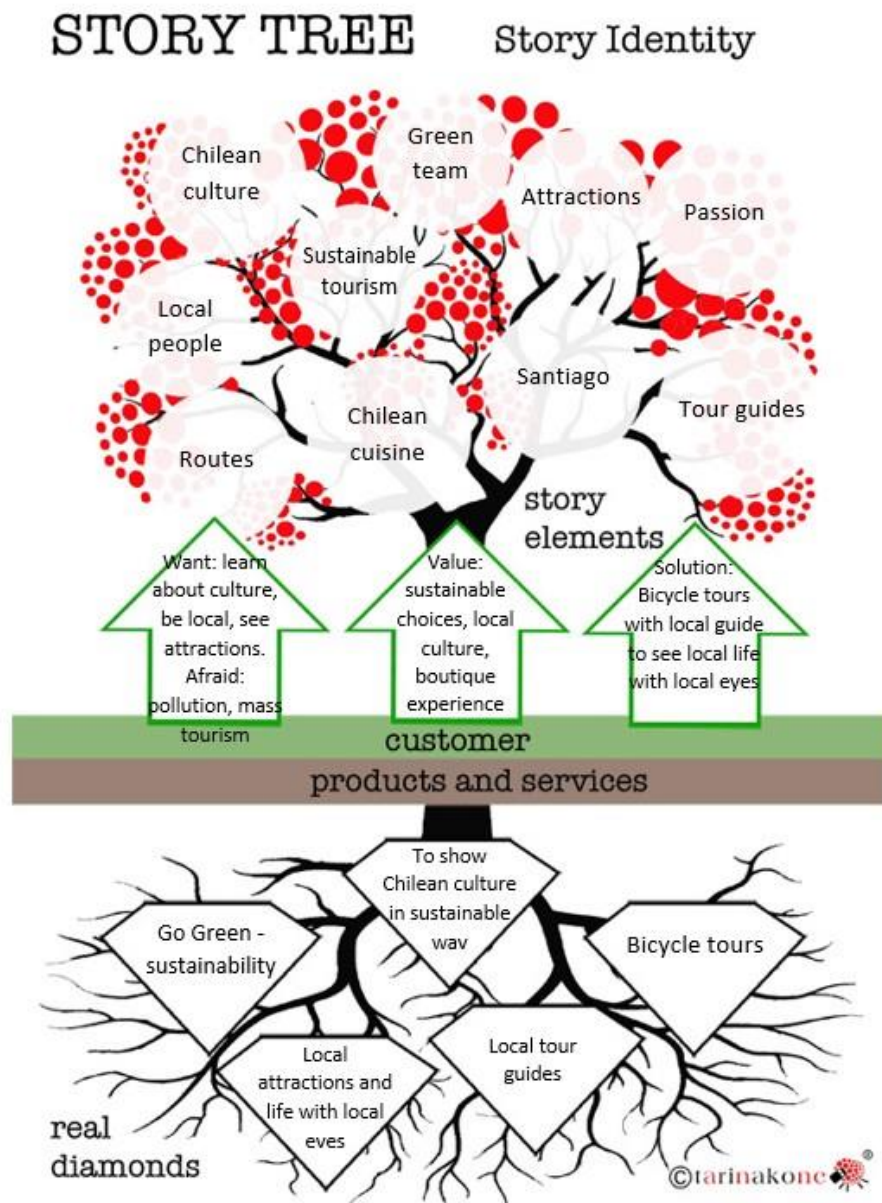


Figure 12. Story Tree for La Bicicleta Verde (Kalliomäki 2016, 3, modified.)

To storify La Bicicleta Verde's marketing, it would be recommended to find a character that would then be the guiding star through the webpage and booking system until to the service itself. What comes to storification, the webpage and social media could also include some fun facts about Chilean culture and the cities they are offering their service. In many pictures can be seen that the owner Lewis has a dog, who is often also attending the bicycle trips, and since the dog is local, it could easily be the character in their marketing. With the same theme their descriptions about the routes could be storified, so it would get the visitor more excited about the following

tour. Describing the smells, local flavors, views, could already generate emotions about the future trip, and make it likely even surer that the webpage visitor purchases a tour. Also, videos from the places that they will visit during the tours, would raise emotions and excitement.

One option to storify their routes, would be to use traditional folklore stories in their marketing and on the routes. In Valparaiso region there lives a legend about famous English sailor Sir Francis Drake (This is Chile 2016), who came to the area as a first European in 1578. He had with him a great amount of different treasures from jewels to gold, and he ended up burying them around the coastal area. Everyone trying to find these treasures has died, but the story says, that the most valuable treasure is hidden in the Laguna Verde cave, and in front of the cave there is a monstrous goat guarding the entrance. The goat is a bewitched young girl, and whoever is willing to save her, is having an opportunity to get the treasure to themselves. In storification, these kinds of stories could be used in marketing purposes, and in the service itself, to get for example one of the routes a more authentic Chilean sensation.

7.4 Rogner Bad Blumau

Rogner Bad Blumau is a wellbeing resort in Eastern Styria in Austria, in a small village of Bad Blumau. It was established by Austrian businessman Robert Rogner in 1972, after discovering two high quality hot springs in the area. After the discover Rogner got permission from the local government to build a resort around the hot springs, and to make this project even more dashing, he asked honored Austrian artist Friedensreich Hundertwasser to design the architecture for a thermal spa for him. (Erlache 2017, 4.)



Figure 13. Rogner Bad Blumau's architecture (Rogner Bad Blumau 2013.)

The architect Friedensreich Hundertwasser (1928-2000) was a young boy when he travelled across Europe, and made his philosophy, which can be seen in his paintings and design: "A life in harmony with nature". Hundertwasser had his exhibitions in Vienna, Paris, and Milano. He also painted the official poster for the Summer Olympics in Munich 1972, and had numerous architecture projects in Germany, Austria, Switzerland, California, Japan, and in his adopted home country New Zealand. Hundertwasser's architecture is known for its extraordinary shapes, colors, and the way his design is connected to the surrounding nature, as is also seen in Rogner Bad Blumau thermal spa resort. (Erlache 2017, 2.)



Figure 14. Hundertwasser art around hot spring pool (Rogner Bad Blumau 2013.)

When designing Rogner Bad Blumau the founder Rogner wanted to create a unique hotel with a soul, which would always put the guests' wellbeing first (Erlache 2017, 4). Resort's values are being aware of their responsibility, being honest and respectful for themselves, and their fellow people, working with joy, because people working with joy are more motivated, achieve better results, have fun in life, and are successful. In the resort they offer accommodation, spa treatments, children's club, several different kinds of saunas, and the usage of the hot springs. (Rogner 2013.)

Rogner Bad Blumau is a fascinating resort, with extraordinary architecture combined with curative hot springs. The story used in their webpage is the personal story of the architect Friedensreich Hundertwasser, and the story how the resort was founded by Robert Rogner. None of these elements are used in their marketing, which seem to be quite practical and concentrated to their services, like spa treatments, pools, and accommodation. They use lot of beautiful pictures from the resort to raise interest towards their unique architecture and good-looking services. Also, in their social media their advertising is very practical telling about their offers and other practical facts.

The Story Tree got answers to its questions from the Rogner Bad Blumau's webpage, information file sent by their marketing team leader Ines Erlacher (2017), and from

their social media. In the roots are the reason why company exists: the hot springs were found, and Rogner decided to build a resort around it in collaboration with Hundertwasser. The core of the company's service experience are the hot springs, which they have transformed to few different temperature pools, and the design in the resort. Their sensations are the architecture, hot springs, spa treatments, and gourmet food. The difference with other similar resorts, is the unique architecture. Their style is luxurious, but still relaxed resort, where the wellbeing and respecting the nature are the priorities.

The guests in Rogner Bad Blumau generally seems to want to relax, enjoy the curative effect of the hot springs, Hundertwasser's architecture, and the selection of the gourmet restaurants. They are presumably afraid of stress, not spending enough time with their closed ones, and losing their health, that is why they choose to travel to resort where wellbeing is the priority. Guests value beautiful and unique surroundings, curative water, their personal health, and quality restaurants. The solution provided for the guests is the selection of good restaurants, spa area with numerous pools, spa treatments, and extraordinary facilities.

The story elements found from the company are picked from their history and surroundings. First element is the architecture of the area, the different colors, shapes, and fairytale-like interior are unique. Also, the hot springs found from the area are said to have some curative powers, and one of those is leading the water into volcano built to the area. The village of Bad Blumau used to be a sleepy small suburb, until the internationally known resort was built. The village is presumably full of interesting stories about the local people and the local history. Around the resort there are meadows and forests, and the resort itself respects the nature with its design. Part of the buildings even look like they are part of the nature with their green roof tops and design that reminds the design from Disney's fairytales.

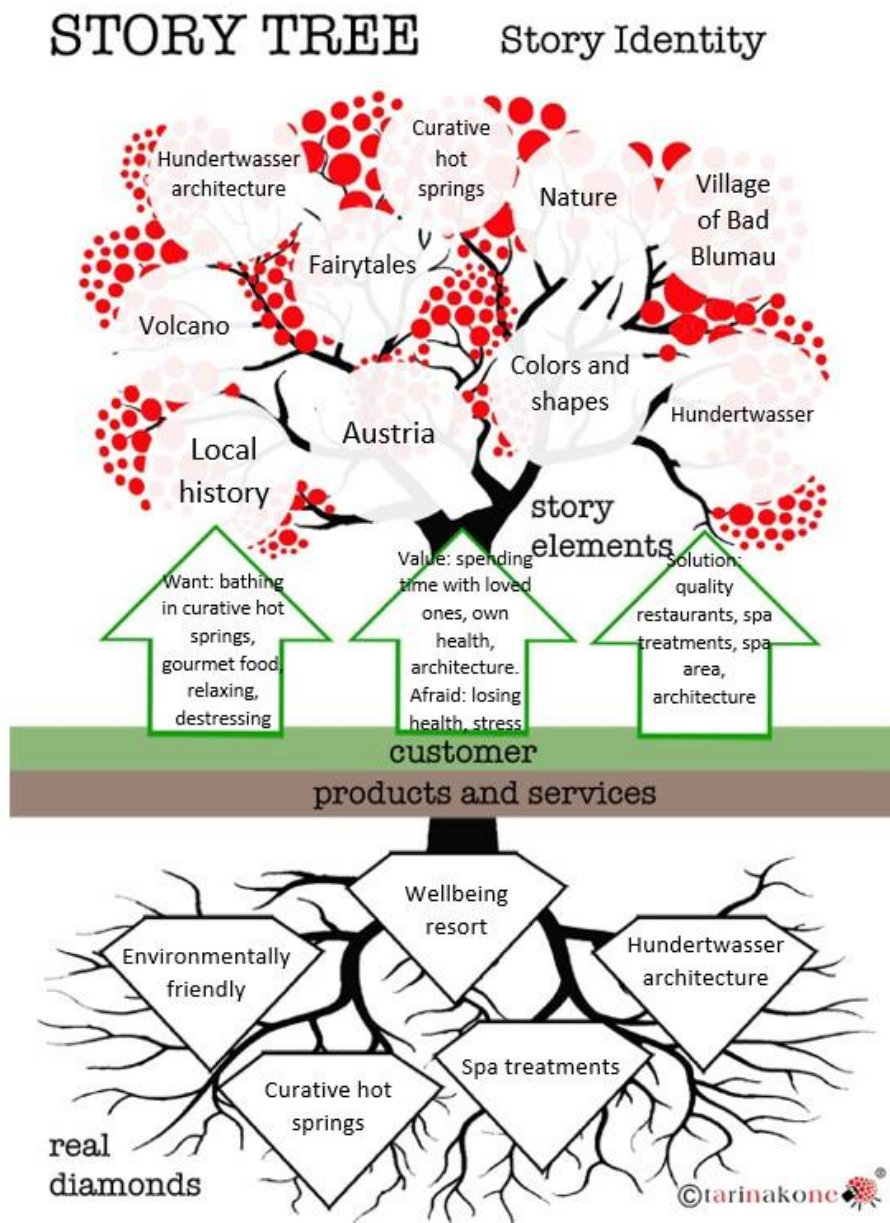


Figure 15. Story Tree for Rogner Bad Blumau (Kalliomäki 2016, 3, modified.)

The whole resort basically looks like it came there straight from some fairytale, but the storification is still missing. In Austria, there are plenty of different legends and myths about the country and its villages. One Austrian story called The Enchanted Sleep tells a story about three brothers who were willing to help their father with his sickness by traveling to the nearby region to get water from the healing spring. There are many difficulties on their way, and the two eldest brothers are jealous about their little brother's kindness and good will. Finally, they end up murdering their youngest brother, but fortunately he survives with the help of the animals he saved

before because of his kindness. After many adventures the father is healed, the little brother ends up marrying a beautiful princess whose family owns the healing spring and the older brothers are getting punished. The full version of the story can be found from the appendices in the end of this thesis.

One character from the story is the healing spring, and since the Rogner Bad Blumau is located to a place where there is a hot spring, this whole story could be used as a fictional background story for the company. The story could be used in the marketing, for example making a short movie about the story and locate it inside the resort. Stories can also be modified and made into a modern version, which would then be even more suitable for them to use in their marketing purposes.

8 Conclusions

The goal of the thesis was to find out if the wellbeing tourism companies outside Finland use the storification in their marketing, and if they are, how is it visible. After browsing through hundreds of wellbeing tourism offering companies' webpages and social media, it was already quite clear that storification is not used in marketing among these companies. Story is generally understood as the tab in one's webpage, where they are briefly telling their business or growth story, how the business started and who are behind the business, but that is where the story-using stops. After browsing through the wide selection, 35 companies were selected and contacted with personalized emails, but due to short of the answers, 10 more emails were sent, and in total about 10 % replied.

Some companies, such as the ones presented, have a theme, or some unique features in their business, but commonly it is only visible in the layout and colors of the page, but it is not visible in any other way in the marketing visible online. The offered services are introduced in a practical way and are often filled with brief descriptions and few pictures, instead of using more descriptive way of introducing the services and creating emotions, which is the most important thing in the storification – the story must go under the one's skin.

It seems that there is still plenty of work to do, until the storification reaches the worldwide markets, and before the influence can be seen in wellbeing tourism. Wellbeing tourism is generally good field for storification, because of the customers who choose to have some wellbeing activities during their holidays aim to receive positive emotions, and to raise positive emotions, the whole process could already start from the marketing and the climax would be reached in the service itself.

This researched was not successful in the way of finding ready-to-use examples about the storification, since no qualified examples appeared. Examples were tried to find via Kalliomäki's LinkedIn, contacting blogger writing about how to promote tourism companies with storytelling (Fuggie 2016) asking if she has any examples to give, browsing through hundreds of webpages and social media channels that were found from search engines, and reading books and articles about wellbeing tourism. Results were all the same: no ready-to-use examples of wellbeing tourism companies using storification were found. The companies willing to participate the research are used in this thesis, and they do have some good elements to develop their storification. The reliability of this research would be bigger if more companies would have answered the questions. The number of explored webpages, watched videos, and read articles still gave a glimpse of what the situation is with storification in global wellbeing tourism.

9 Discussion

This topic was hard with the numerous wellbeing tourism companies around the globe, and the shortage of knowledge of storification. In the beginning the topic felt challenging, but still it was assumed that there would be some good examples to give. Eventually no ready examples came along. Storification was understood differently in most of the companies, or they were not using any parts of it at all. Result was that there are no wellbeing tourism companies outside Finland that would use storification as it is described in commissioned company's owner's Kalliomäki's words.

Finding theory was clear, since there is plenty of literature and other sources about wellbeing tourism, and the theory about storification was mainly accessed from the commissioned company's literature and online materials. Finding the suitable companies that would fulfill storification criteria with their marketing was the tricky part. These companies don't seem to exist that would use overall storification in their marketing. Even if the company had a theme or used some other parts of storification, it doesn't fulfill the criteria of overall storification.

One future possibility in the research could be to help one of the case-companies to create them the full storification around their marketing and service. For example, The Retreat Costa Rica's owner Diana Stobo was interested about the tool and the possibilities that it enables. From these companies e.g., La Bicicleta Verde is often hiring foreign students for internship, and to create a full storification for some company, it is quite mandatory to see the business environment in real life and get more inside information from the culture and its elements. For some student that would be a great opportunity to have an internship and make a thesis about using storification for this company. Also, after few years it would be interesting to do this research again to see has the situation changed, and if the wellbeing tourism companies are more aware of storification and if they are trying to differentiate from the others with it.

One important thing about storification that needs to be highlighted is that storification is not only about marketing: it is about the whole process behind the company. It includes the service itself, service environment, communication, and all the processes inside the company. In this thesis it was decided to focus on marketing, since it is the only part that can be more easily researched without visiting the companies on spot.

References

Cochrane, J. 2008. Asian tourism: growth and change. Boston: Elsevier.

Erlacher, I. 2017. Information & facts about Rogner Bad Blumau. PDF file sent via email 20.9.2017.

Fuggle, L. 2016. How to promote your tourism company through storytelling. Accessed 4.1.2018. <https://www.treksoft.com/en/blog/promote-tourism-company-through-storytelling#comment-3691048034>.

Global Wellness Institute. 2017. Global Wellness Economy Monitor. Accessed 2.2.2018. <https://www.globalwellnessinstitute.org/2017-press-conference/?rq=Global%20Wellness%20Economy%20Monitor>.

Kalliomäki, A. 2014 Tarinallistaminen: Palvelukokemuksen punainen lanka. Viro: Talentum.

Kalliomäki, A. 2016. Service experience into a story experience. Slide show. Accessed 9.2.2018. <https://www.slideshare.net/tarinakone/service-experience-into-a-story-experience-anne-kalliomaki-tarinakone-storificationsdn-finland-31march2016-at-mediapolis-tampere>.

Kalliomäki, A. 2016. Storification Guide. PDF file via email.

Kananen, J. 2017. Laadullinen tutkimus pro graduna ja opinnäytetyönä. Jyväskylä: Jyväskylän ammattikorkeakoulu.

Kinnes, T. 2005. Austrian Fairy Tales and Legends. Accessed 8.2.2018. <http://oaks.nvg.org/austrian.html>.

Konu, H., Tuohino, A. & Björk, P. 2011. Wellbeing tourism in Finland: Finland as a competitive wellbeing tourism destination. Itä-Suomen Yliopisto. Accessed 16.5.2017. http://epublications.uef.fi/pub/urn_isbn_978-952-61-0585-7/urn_isbn_978-952-61-0585-7.pdf.

La Bicicleta Verde. 2015. Webpage. Accessed 29.1.2018. <https://labicicletaverde.com>.

Lewis, P. 2017. La Bicicleta Verde information and background. Skype interview 27.9.2017.

Olde Hansa. 1998. Olde Hansa medieval restaurant webpage. Accessed 5.2.2018. <https://www.oldehansa.ee/>.

Oppariapu. 2015. Dokumenttianalyysi. Accessed 25.1.2018. <https://oppariapu.wordpress.com/kirjallisten-lahteiden-analyysi>.

Rauhala, M. & Vikström, T. 2014. Storytelling työkaluna: Vaikuta tarinoilla bisneksessä. Helsinki: Talentum.

Rogner Bad Blumau. 2013. Rogner Bad Blumau webpage. Accessed 2.2.2018. <http://www.blumau.com/en/>.

Smith, M. & Puczkó, L. 2009. Health and wellness tourism. Amsterdam, Boston, London: Elsevier/Butterworth-Heinemann cop.

Suontausta, H. & Tyni, M. 2005. Wellness-matkailu: Hyvinvointi matkailun tuotekehityksessä. Helsinki: Edita.

The Retreat Costa Rica. 2014. The Retreat Costa Rica webpage. Accessed 29.1.2018. <http://theretreatcostarica.com>.

Stobo, D. 2017. The Retreat Costa Rica information and background. Email interview 18.12.2017.

Tarinakone. 2018. Tarinakone webpage. Accessed 9.2.2018. <http://www.tarinakone.fi/>.

This is Chile. 2016. Myths, legends and magic of Chile. Accessed 9.2.2018. <https://www.thisischile.cl/myths-legends-and-magic-of-chile/?lang=en>.

Tsymbal, J. 2014. Overview of Wellness Tourism in Russia. Accessed 4.8.2017. http://www.globalwellnesssummit.com/images/stories/gsws2014/pdf/Overview_of_Wellness_Tourism_in_Russia.pdf.

Tuohino, A. 2012. Löytöretki hyvinvointimatkailuun – Hyvinvointimatkailun nykytilakartoitus ja toimenpide-ehdotukset. Savonlinna: Itä-Suomen yliopisto, matkailualan opetus- ja tutkimuslaitos. Accessed 7.6.2017. [Http://www.visitfinland.fi/blog/library/loytoretki-hyvinvointimatkailuun-hyvinvointimatkailun-nykytilakartoitus-ja-toimenpide-ehdotukset](http://www.visitfinland.fi/blog/library/loytoretki-hyvinvointimatkailuun-hyvinvointimatkailun-nykytilakartoitus-ja-toimenpide-ehdotukset).

Turun Sanomat. 2017. Terveysmatkailu nostettiin tutkimuspöydälle. Accessed 2.8.2017. [Http://www.ts.fi/uutiset/paikalliset/3580691/Terveysmatkailu+nostettiin+tutkimuspoydalle](http://www.ts.fi/uutiset/paikalliset/3580691/Terveysmatkailu+nostettiin+tutkimuspoydalle).

Visit Finland. 2014. Hyvinvointimatkailustrategia 2014-2018. Accessed 16.5.2017. [Http://www.visitfinland.fi/studies/hyvinvointimatkailustrategia-kansainvalisille-markkinoille-2014-2018/](http://www.visitfinland.fi/studies/hyvinvointimatkailustrategia-kansainvalisille-markkinoille-2014-2018/).

Walters, E. 2017. Wildfitness information and background. Email interview 24.12.2017.

Wildfitness. 2017. Wildfitness webpage. Accessed 25.1.2018. [Http://www.wildfitness.com](http://www.wildfitness.com).

Wood, T. 2013. Re-wilding yourself: Tara Wood at TEDxTallaght. Video. Accessed 25.1.2018. [Https://www.wildfitness.com/about-us.html](https://www.wildfitness.com/about-us.html).

Appendices

Appendice 1. Interview questions

E-mail interview questions:

What do you consider is the core story behind your company? Or what is the theme of your company?

Have you used this story somehow e.g. in marketing, service, or business environment? If so, how?

What makes your company unique in your business field? Has your story helped you to differentiate?

How would you describe your brand? And how would you describe relation between your company core story and brand?

What are your company's values? How are those visible to your customers and personnel?

What is your target customer segment, and where are majority of your customers from?

What kind of benefits there has been using storytelling and making your customers experience your story?

Appendice 2. The Enchanted Sleep

The Enchanted Sleep (Kinnes 2005) is a story about a rich count and his three sons. One day the count and his wife are riding to their fields to see their crops. While riding back home, a huge storm surprises them and the storm is throwing dust into count's eyes, and he gets blind. To get his vision back, he has heard a rumor about healing spring in the neighbor land, and his oldest son is willing to leave home and find this spring to save his father's eyes. His father fills his pockets with gold and sends him to the trip. After a one day's ride son arrives to a dark forest and finds there an inn, where three men are playing cards. They invite him to join them, and soon he lost all the money from his pockets and gets into deep debt to the men. To pay them back, the men lock him up, and make him their servant.

Six months pass, but they have heard nothing from the first son, so the second son asks to leave and follow his brother. Again, the father fills his son's pockets with gold and he start his journey towards the healing spring. After one day's ride he also ends

up to the dark forest and finds the inn where three men are still playing cards. They ask him to join, and just like his brother he ends up losing all his gold and gets into deep debt to the men, who lock him up and make also him their servant.

Another six months pass without a sign from neither of the older sons, and the youngest son asks their father to let him try his luck. The youngest brother has always been the weakest of the brothers and been bullied by the oldest ones for that. Again, father fills his youngest son's pockets with gold and blesses his journey. Like his brothers, the youngest finds the inn where three men are playing cards. Again, they ask him to join them, but unlike his brothers the youngest one declines to play, and just asks a place to sleep. Next morning the youngest brother is getting ready to continue his journey, when he notices numerous men digging a ditch close to the inn. Suddenly he notices his brothers among the men, and he finds out their fate. Little brother asks to pay his brothers' debts and they are freed.

Three brothers then continue their journey to find the spring. One day they are camping in the forest, and the youngest one goes for a hunt. He finds a stag, and when he is about to shoot it, the stag says "Don't shoot me. Perhaps one day I may help you!". Then the stag brings him one of its hairs and tells that whenever he is in a deadly danger, he should burn the hair and the stag will come and help him. He continues hunting until he finds an eagle, and when he's about to shoot, the same thing happens. Eagle promises to save him whenever he's in deadly danger by burning the feather it gives to the boy. After ten steps he finds a wild boar, and it happens again: for not shooting it, the wild boar promises to come and help him when in deadly danger by burning the bristle it gave him. Youngest son decides not to tell anything about this to his brothers, and next day they continue their journey.

Next day they finally arrive to a great castle, and in its garden, they see a healing spring. First son walks to the castle's door, but is too afraid to open it, so he goes back to his brothers. Second brother thinks that he is braver and walks to the door, opens it, and then gets so scared that he also runs back to the others. Third brother then walks to the door, opens it, and enters the castle. From the first room he finds a bunch of soldiers sleeping, in the second room he finds the king and the queen also

in a deep sleep. In the third room he finds a beautiful princess in a sleep, and on a table, there is a whole bowl full of diamonds, and a pen and paper, where he decides to write his whole story, then he gives a kiss to the princess leaving the diamonds to the bowl and goes to his brothers and tells that the castle is under a spell. They walk to the spring, and when the two older brothers are trying to fill their bottles from the healing spring, the water is always vanishing, and only returning when they take their bottles up. Finally, the third brother tries his luck, and he manages to fill his bottle with healing water for their father.

They start their journey back home, but deep in the woods the two envious oldest brothers decide together to murder their little brother, and after making their cruel plan true they throw his dead body into the fire and ride away. Little brother still has the hair, feather, and bristle in his pocket, and so the stag, eagle, and wild boar arrive to save his life. Youngest brother survives, and decides not to return home, but to find a place to work and live his life far away from the evil brothers.

Meanwhile the brothers have arrived home, saved their father's eyes, and told their version about the youngest brother's death. Same time they receive a message from a neighbor land's king: the whole castle has woken up from the spell after the youngest brother kissed the princess, and now they are willing to find the youth who wrote the letter for him to marry the princess. The older brothers then travel after each other back to the castle, but on the road the king has dropped diamonds, because he knows that the right youth wouldn't touch those. When asking from the older brothers what they saw on the road, both got caught stealing the diamonds. King kept searching for the right youth, and finally the message arrived also to the youngest brother who now worked as a peasant for a farmer. He got permission to go and traveled to the castle.

As predicted, he left the diamonds alone, and the right youth was found. King promised his daughter's hand to the youngest brother, and they got married. When the count heard what has happened, and found out his youngest son's fate, he expelled the two older brothers, and his youngest son became a king and he and his queen lived happily ever after with the healing spring in their garden. (Kinnes 2005.)