



Creating a 2-part travel-themed podcast

Lumi Salmela

Haaga-Helia University of Applied Sciences
Bachelor's Thesis
2021
Bachelor of Tourism and Event Management

Abstract

Author Lumi Salmela
Degree Tourism and Event Management
Report/thesis title Creating a 2-part travel-themed podcast
Number of pages and appendix pages 56+7
<p>The aim of this product-based thesis is to discover how to create a 2-part travel-themed podcast series. The objectives are exploring theory related to podcasting, experience economy, storytelling and how podcasting affects the tourism industry as well as learning to use needed technology, devices, and platforms to create podcast episodes and share them online.</p> <p>The theoretical framework is based on three main themes which are podcasting, experience economy and storytelling. The first main theme about podcasting presents the history of podcasts, how a podcast should be structured, podcast as a marketing tool as well as podcasts in tourism. The second topic, experience economy, is considered to work as an operational environment for podcasts. The third theme, storytelling in podcasts, as well as the science behind and its core ingredients, are explored in depth.</p> <p>The thesis is a product-based thesis. The process of creating a podcast is discussed thoroughly. The process includes background research, planning, executing and finally reflecting on the learning process of the created product. The background research involved listening to various podcasts, as well as participating on a course for creating a podcast. Execution was mainly about putting together the theory researched and learnt skills from the podcast course.</p> <p>During the research process, other podcasters were benchmarked for the purpose of determining what brings value to the listener and which aspects should be added to the podcast to create interesting and valuable content. This helped me to improve the quality of my podcast. Videos created by "Pod Sound School" on YouTube gave applicable tips for how to start the podcast and what steps needed to be taken to make it successful. The title for the podcast series is "Travel Stories From China" the first episode is called "Hospitalized In The Mountains" and the second episode is called "Freaked Out By The Surveillance Cameras".</p> <p>In conclusion, the thesis process revealed that the creation of a podcast takes a lot of dedication and time. Accordingly, numerous new skills had to be adopted in a short period of time; however, this was exciting as well as overwhelming from time to time. The theory supported the project, and it was easy to adapt to the product while creating the podcast.</p>
Keywords Podcast, Experience Economy, Storytelling, Tourism

Table of contents

Creating a 2-part travel-themed podcast.....	1
1 Introduction	1
2 Podcasts	6
2.1 Introduction to podcasting	6
2.2 Brief history of podcasts.....	7
2.3 Structure of a podcast and tips for creating a show.....	8
2.4 Podcast as a marketing tool	10
2.5 Podcasts in tourism.....	11
3 Experience economy as an operational environment for podcasts	15
3.1 Introduction to experience economy.....	15
3.2 Experiences are more valuable than possessions.....	17
3.3 Podcasts as value creators and experience providers.....	19
4 Storytelling	21
4.1 Introduction to storytelling	21
4.2 The science behind storytelling	22
4.3 Ingredients for creating a story	24
4.4 Personal narrative journalism in podcasts	25
4.5 Storytelling as a way to increase value and grow a business or a brand	26
5 The Process of creating a 2-part travel-themed podcast	28
5.1 Background research	28
5.2 Planning process and timetable	29
5.3 Executing.....	31
5.3.1 Creating the cover art.....	32
5.3.2 Planning the structure of the episode, focus on storytelling.....	33
5.3.3 Recording and editing the episodes	35
5.3.4 Deciding on the name and publishing the episodes.....	37
5.4 Sharing the episodes on social media and my future as a podcaster	38
5.5 Analysis of a podcast episode.....	43
6 Discussion.....	47
6.1 Reflection.....	47
6.2 Own learning.....	48
References	51
Appendices.....	56
Appendix 1. Links to the podcast episodes.....	56
Appendix 2. Manuscripts of the episodes	57

1 Introduction

Podcasting has revolutionized how humans communicate with each other. Podcasting was the next step for the development of citizen media which means that anyone can create content to media without any qualifications in video or audio format. (Bourquin 2012; Pelletier 2020) The importance of this medium has been recognised as well in organisations and businesses, not only within individuals. Corporate communication has become more mutual. Audiences can respond to content by commenting on products, talkback, voicing their opinions on practices and corporate policies. The roles of consumers and businesses are changing from "us" and "them" to "we" because podcasting allows communication to become more familiar to practice. (Bourquin 2012)

Over 155 million people listened to podcasts weekly in 2020. Podcast as a format is very popular due to its conveniency as the world gets busier. The listener is able to multitask as the content is consumed in audio format. A study shows that 49% of podcast listening happens at home, 22% while driving, 11% at work, and 8% while exercising. (Brandastik 2020) Currently there are about 1500 000 podcast shows as well as over 34 million podcast episodes (Winn 2020).

The aim of this product-based thesis was to create a 2-part travel-themed podcast series. The episodes discuss my travel experiences from recent years in the form of a story. After the story listeners are provided with some factual information or a theory related to the event in the story. The objectives for this project included researching and understanding theory related to podcasting, experience economy and storytelling. Another objective for this thesis was to learn how to create a podcast series, using different equipment such as a recorder and editing systems. This process also included learning how to choose the platform for sharing the podcast, creating a cover art, as well as music and sound effects for the podcast. The focus was to learn to create podcast episodes.

I hope that this project will make me more valuable as a future employee. Possibly I could help companies create their own podcast series for them to gain visibility. Hopefully I can pass knowledge about podcasting to others through this thesis and encourage people to get out of their comfort zones and try out podcasting. Students may benefit from this by getting to know the basics of podcasting as well as gaining an understanding of the importance of this media. The theoretical framework gives the reader a deeper understanding on how experience economy works as an operational environment for podcasts as well as the power of storytelling in our lives. The companies and people working for the travel industry will benefit from this product-based thesis by getting new ideas on how to

bring value to their products and services through storytelling and using podcasting as the media for sharing their story and other information for their potential customers.

Podcasting can motivate people to become better versions of themselves. It's an easy and convenient way to find inspirational, successful people sharing their stories and tips. The internet is full of podcast recommendations and after reading quite a few of them I found an article written by Zach Chen about how his life had changed while listening to podcasts for a whole year. With the help of listening to inspirational podcasts he adapted new daily routines to his mornings which helped him to become fit, eat healthier, meditate, increase productivity and mental stability, as well as find the courage to start his own business with his wife (Chen 2018).

Podcasts are popular within celebrities. The former First Lady, Michelle Obama has created a Podcast series called The Michelle Obama Podcast which discusses how relationships and experiences shape us. Michelle Obama has guests on her podcast series to give some perspective and variety to the discussions. The topics vary from marriage difficulties to dealing with mental health issues during the pandemic. The second example is RuPaul's Podcast "What's the Tee? With Michelle Visage". This Podcast handles topics from pop culture to beauty to giving general advice. The podcast has high-profile stars from around the world as well as film, TV, and music industry guests. The final example is Oprah's Super Soul Conversations by Oprah Winfrey. This podcast leads people through tough questions in life. It includes interviews with best-selling authors, health and wellness experts as well as with thought leaders. (Geall 2020)

My interest for listening to podcasts started a couple of years ago when a friend of mine recommended me a show called *Auta Antti*. It is created by a Finnish actor named Antti Holma. The show is based on Antti answering questions from his listeners and trying to help them with their issues by giving his own advice to the situations as well as telling his personal experiences and stories. The podcast affected me strongly. I listened to it on my way home from the gym, in the mornings before school as well as during the evenings before going to the bed. I was addicted and fell in love with the concept of podcasting.

The reason why I enjoyed listening to Holma's podcast series was because of its intimacy. Listening to the podcast almost felt like being in the room with Holma while he gave these straightforward opinions and advice to people, which was refreshing. It was interesting to notice the connection that Holma had created with his listeners when listening onwards to

the show. He knew how to keep the audience emotionally attached which kept the podcast alive. Most importantly, Holma told stories from his personal life which were relatable and easy for the audience to understand. This built trust and empathy towards him.

After getting hooked on podcasts there was no going back. I had to find more interesting and inspirational shows, where people would share their stories and tips. There are various podcasts I have listened to, domestic ones as well as international ones. It has become a habit which inspires me to learn new sides about myself through other people's experiences and stories. Podcasts also help me to stay up to date within the changes in the tourism industry. The most important podcast for me within my studies that I can recommend to fellow students as well is "Skifts Daily News". It offers daily updates on the travel industry in just five minutes. It's a great way to start your day and keep yourself aware of the changes and trends that are going on in the tourism industry.

The time for choosing the thesis topic had eventually come. I started thinking about what brings value to my everyday life and how I could create something important for others through this project. During my exchange in England, I got inspired by a course that was called Tourist Behaviour And Experience. It had various interesting topics that I wanted to somehow connect to my thesis. Understanding my behaviour better and being more conscious while travelling was something that I felt like I wanted to share with others as well. We had had a course about creating a podcast episode during our first year of studies and this was the last piece to the puzzle. I would create a travel story podcast where the story was followed by related theory or facts to help people be more conscious and avoid making the mistakes that I made, or to understand my, or other travellers' behaviour in different situations better. The story in the beginning would bring personality to the podcast and engage the listener before jumping into the facts and theory related to the story to provide more insight to the listener.

Podcasting has a lot of potential in the tourism industry. As said in the beginning, podcasting has revolutionized how people communicate with each other's and it is important for businesses to understand the growth of this trend. As I have noticed while listening to podcasts, the medium is an amazing way to connect with people and share stories and thoughts. This creates deeper connection between individuals and brings likeminded people together. Within the tourism industry, podcasting is a great way to market products or services as well as get feedback from customers. Podcasting can also be about the experience of the product used or service. Podcasting has the ability to create intimate relationships between listeners, which builds trust. This is what companies need when looking for loyal customers.

When searching for similar projects from Theseus I noticed that there are no theses done about podcasting within the tourism field. Mostly tv, radio and media field students have done their theses related to podcasting. This medium is still a new concept for students studying tourism management, but hopefully it will become more familiar in the coming years. Here are some examples of podcasting-related theses that have been done:

A thesis written by Ville Välimäki (2018) titled "Increasing brand awareness with podcasting" is a case study for The YesFinland Podcast. The case study goes deeper into creating a comedy podcast. The theory includes topics such as content marketing and podcasting. A second example of a podcast related thesis has been done by lines Korhonen (2017). It is named "Tunnustuksia kuulijan korvaan: Podcasting ja henkilökohtainen keronnallinen journalismi" The field of studies for this student was the film and television study programme. This thesis discusses personal narrative journalism as well as confessional journalism in podcasting. It also goes through audio narration, the role of the narrator in a podcast as well as the role of the listener and audio planning. The final thesis example is written by Vesa Siltanen (2016), titled "Tiskin alta: puhetta taiteesta ja mediasta: podcast-keskusteluohjelmasarja osana Taideakatemian viestintää". This thesis goes through the creation of a talk show podcast series which is part of a company's internal communication.

The structure of this thesis consists of a theoretical framework which is followed by going through the process of creating the podcast. Finally, I reflect on my creation process and how the product of this thesis podcast turned out. The theoretical framework was based on three main themes: podcasting, experience economy and storytelling. The first main theme about podcasting presents the history of podcasts, how a podcast should be structured, podcast as a marketing tool as well as podcasts in tourism. Experience economy is considered to work as an operational environment for podcasts. I will be introducing a theory by Pine and Gilmore (1998) which explains why people value experiences over material possessions. This will be followed by a theory researched by Thomas Gilovich, which goes deeper into why experiences bring us happiness. Finally, this chapter looks into how mundane tasks may be changed into valuable experiences through podcasts.

The discussion is complemented by an extensive presentation of the concept of storytelling which goes deeper into the science behind storytelling to understand what happens in the human brain while telling or hearing a story. In this chapter I have explored in depth the ingredients for creating an interesting story, information about personal narrative journalism as well as storytelling as increasing value and growing a business or a brand. In the next sections I will discuss the theoretical framework of this thesis. After the theoretical framework the process of creating the podcast will be explained and the creation process

will be reflected on. In the end there is a discussion on how the product of this thesis, the podcast turned out to be.

2 Podcasts

The first main section defines what podcasting is and what the main purpose of this media is. Information will be provided about where and when people consume podcasts and why it is such an important communication channel nowadays. After the discussion of the basic information this chapter goes through the brief history of podcasts. This will be followed by an explanation about the structure and the main ingredients to create a podcast episode. There will also be an examination of podcasts as marketing tools. Finally, the discussion ends with how the tourism industry has benefitted from podcasting and what types of podcasts there are in the tourism industry.

2.1 Introduction to podcasting

Podcasting is audio or video content that one can subscribe to that focuses on a particular topic or theme (Geoghegan & Klass 2007; Gray 2020). Podcasts are available on the internet, and they are usually in MP3 format. They can be downloaded for a mobile phone or computer. Podcasting can be described in various ways, but it mainly stays within these topics: free, niche, on-demand and talk radio. In its simplicity, podcasts are shows, blogs and topics summed up in a recording which may be listened to whenever and wherever. (Winn 2019)

Originally podcasting started as a tool for people to share their message for others and for creating communities with likeminded individuals. Today it has expanded to various forms such as storytelling, comedy, TV networks, radio networks, companies, and many others. (Winn 2019) Podcasting as a concept is very flexible as the length, style, format, production level, and other aspects are not predetermined (Gray 2020). Podcasts might be serial or episodic and ongoing. The creator of the podcast has the power to choose when and how often they would like to release the episodes. The most common way is to have weekly releases. (Winn 2019)

Typically for each podcast, there is a website where the episodes can be listened to or downloaded. Downloaded audio can be listened on the computer or transferred to portable digital media. It is also possible to use a podcast application on the phone. (Internationalpodcastday 2020) Podcasting is relatively easy and cheap to create, which makes it exciting as anyone can try it out. There is no need to have a radio station or recording studio, which gives freedom, and the creator can choose whatever topic they are interested in. (Winn 2019)

2.2 Brief history of podcasts

Adam Curry, an interactive media developer and a former MTV video jockey, had been looking for years for ways to broadcast audio and video streams through the internet. Curry had a prediction that as broadband in households became popular, there would be a need for a better way to share content for the masses. In 2000, Dave Winer, who was a computer and Internet application instrumentalist, came into Curry's life. He was the creator of Really Simple Syndication (RSS) which was a way to syndicate weblogs and news stories through the internet. Curry and Winer together made a theory about delivering audio and video files with the help of RSS. (Geoghegan & Klass 2007) Mainly these two people, among few others, can be credited for creating significant technological improvements and making the concept popular through their conversations and experimentations (Bourquin et al. 2012).

The first audioblog was created in 2001 by a Canadian Blogger named Jish who lived in San Francisco. The popularity of audioblogging increased within the next two years as people started to post recordings and audios. In 2003 a blogger called Harold Gilchrist had a session about audioblogging at the annual bloggers' conference BloggerCon. A known radio host, Christopher Lydon posted audio interviews during the same period with an associated RSS feed which Winer had helped him to set up. (Geoghegan & Klass 2007)

Audioblogging needed a better name and Podcasting as a term came to the knowledge of people who were on the fringe of internet technology and Web 2.0 adopters in the fall of 2004 (Bourquin et al. 2012). Dave Slusher, the creator of the show "Evil Genius Chronicles" and Doug Kay who was producing his show "IT Conversations", were one of the early adopters of audioblogging. In early September 2004, audioblogs became more popular, but they did not have a proper name yet. Ben Hammersley speculated about various name options for audioblogging and came up with the term "podcasting" in an article in The Guardian newspaper. (Geoghegan & Klass 2007; Internationalpodcastday 2020) The "pod" part of the word came from "iPod" which is Apple's digital media player, and the "cast" comes from "broadcast" which is Radio terminology (Internationalpodcastday 2020). The word was not officially recognized yet, and it disappeared for seven months (Geoghegan & Klass 2007).

Some people liked the term and registered domains. Dannie Gregoire was one of them, and he registered and created the name podcaster.net. Dave Slusher, who was mentioned in the previous paragraph, figured out the smartness of the term as he mentioned how genius the term Podcasting was as it was meant for creating things to distribute via

iPod platform. (Geoghegan & Klass 2007) Podcasting as a term became one of the most well-known buzzwords in media sectors and in the technology sectors. (Bourquin et al. 2012)

In 2005 podcasting became more mainstream. In the spring, Apple launched iTunes 4.9, a new version of its popular music player/store. Podcasts were integrated directly into the software. It was almost effortless to listen, subscribe and transfer podcasts. The door had finally opened to the public. (Geoghegan & Klass 2007) The word Podcast was declared as the word of the year 2005 by The Oxford American Dictionary (Bergareche 2019).

The hype around Podcasting was questioned as it just seemed to be only audio available on the Web in the business world, and it felt like it was not a fresh new concept. Nowadays, Podcasting is an excellent tool within the marketing, business communications and public relations fields, and if its power is understood, it can be very beneficial for the company. (Bourquin et al. 2012) Podcasting is not only about distributing audio or video programs; it is a way to interact, express and create communities (Geoghegan & Klass 2007).

2.3 Structure of a podcast and tips for creating a show

The structure of a podcast is like a recipe for success. The more it involves brainstorming and planning, the better it will be, and the podcaster has better chances to become successful. Planning saves time and helps the recording process go smoothly. Structuring a podcast in the right way ensures that the listeners are engaged, and the creator may still show their creativeness and personality through the show. Predictability and order help listeners to catch up with the show easily and they become hooked. (Buzzsprout 2020)

First of all, when creating a podcast, the step to start with is by picking up a topic. When thinking about a good topic the creator goes through the skills and knowledge that they have and finds out what they are passionate about. After this it is good to figure out what the potential audience is and what they are looking for. The creator should niche down the topic to be more accurate to what their interests are. (Podsoundschool 2019)

There are two types of episode formats: episodic and serialized. Episodic format means that each episode stands alone, and the listener may choose any episode that they are interested in without paying attention to the order. Subscribers will receive the most recent

episode that is on the top of the playlist. Serialized episodes are often story based and require the listener to listen to them in a chronological order for them to make sense. (Pod-soundschool 2019)

Podcasts can be scripted or unscripted depending on the style and format of the podcast. Podcasts can be divided into four types: Storytelling, educational, solo format and informational. When the episodes are scripted and planned the creator can control the audience's experience consciously. The frequency of releasing episodes depends on the creator as well. They can be released daily, weekly, bi-weekly, monthly, or even less frequently. (Podsoundschool 2019)

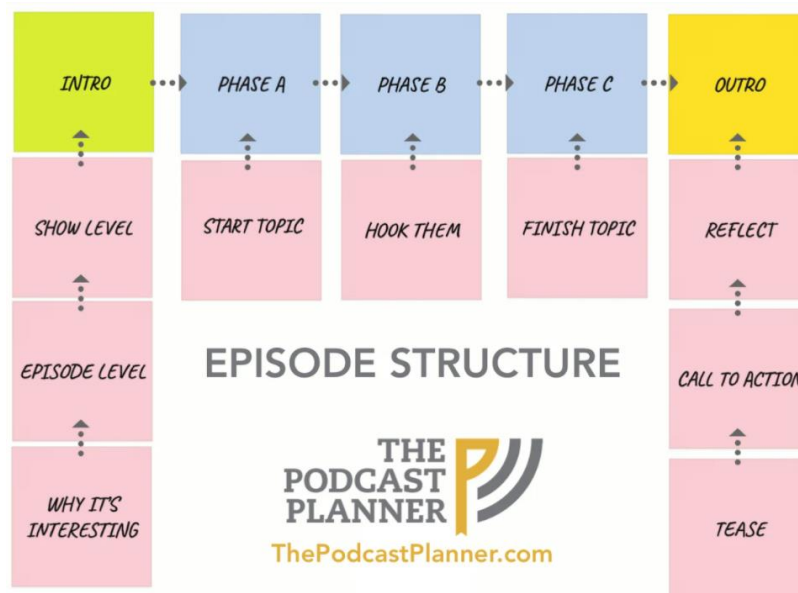


Figure 1. Episode structure. (ThePodcastPlanner 2020)

The basic elements for each episode consist of the intro, the main content, and the outro. There are a lot of possibilities for creativity (Buzzsprout 2020). The intro of a podcast is in the beginning of each episode and usually it is the same within a podcast series. The idea is to give a quick brief about who the creator is, what the show is about and catch the audience's attention. The outro may reflect what the episode was about, have a call to action and give a teaser for the upcoming episode. (Modern Vintage Radio 2018)

The main content of the podcast involves three phases. Phase A introduces the topic, phase B is about hooking the listeners on the topic as well as digging deeper into it and giving interesting facts or stories, Phase C includes finishing up the topic. (Modern Vintage Radio 2018) The podcaster can add various segments to the main content as well as spice up the episodes with sound effects and music (Buzzsprout 2020).

2.4 Podcast as a marketing tool

According to Robert Katai, a communication manager at Bannersnack, the marketing ecosystem is based on two main elements: marketing strategy and content creation. There are four types of content which may be identified. These are photo, text, audio, and video. At the moment people are witnessing an audio revolution, says Katai. People consuming audio content get a different sense of belonging compared to when consuming video or text content. (Cristea 2020)

The latest study by the IAB Podcast Ad Revenue and PriceWaterhouseCoopers (PwC) found out that in the United States, by the year 2021, podcast advertising revenues are expected to exceed \$1 billion. In 2019 the total for the podcast advertising market in the US was \$678.7 million. The numbers have increased in market figures as well as in self-reported numbers. One of the strengths of Podcasting is that it is an easy way to target the right audience, which is an essential aspect of marketing. (Bergareche 2019)

The reason why podcasts work very well in marketing is because of their ability to be unique, different, flexible, sustainable, purposeful, to strengthen the brand and to give visibility. Podcasting is a great way to create a brand image and familiarise customers as well as possible employees with the company. It is an efficient form of communication within the company as well as externally. People enjoy podcasts as it is a great way to keep company while doing for example, groceries, jogging and travelling by car or bus. It is easy for customers to monitor which podcasts to listen to by subscribing and unsubscribing with only one click. This also helps the podcasters as their channels stay clear. (Miller 2018)

Podcasts are effortlessly available and can be listened to whenever and wherever. The content created can be used outside the digital world as well for marketing. Even though a podcast series would end after a certain number of episodes, it is high-quality content for marketing that is sustainable, as it can be used many times for various marketing purposes. (Miller 2018) It has been proven that podcasts drive revenue and sales for businesses. Podcasts also drive purchase intent which is very beneficial for brands (Hubbardchicago 2019).

As a marketing tool, a podcast is compelling as it engages audiences, increases sales, hyper targets the products to niche audiences and search engine optimisers benefit from it as well. Many businesses have noticed the positive sides of Podcasting and have used it to gain visibility and leverage in their industry. (Hubbardchicago 2019)

A marketing and communication director, Silvia Mihailescu at ING Bank Romania, has stated that podcasts are the new hot trend due to COVID-19 and the lockdowns all around the world. It is easier, quicker, and cheaper to produce audio ads for podcasts compared to other media channels. Multiple brands have chosen to create ads in only a couple of days for podcasts rather than using several weeks for producing TV campaigns. Podcasts have worked very well regarding adapting to a crisis while producing quality content quickly. (Cristea 2020)

2.5 Podcasts in tourism

Podcasting has the potential to change the travel and tourism industry and the way in which customers and businesses communicate with each other. Travel related podcasts deserve some recognition from tourism researchers as they have become more popular as a sub-genre. Podcasts are delivered digitally, which is why they expand information sharing. Even smaller market podcasts might grow big, as viral distribution makes it easier to happen. (Lew & Xie 2008)

There are three types of travel and tourism related podcasts, according to Lew and Xie. The categories are destination podcasts, travel experience podcasts and travel and tourism industry and education podcasts. Destination podcasts are often a part of marketing the destination and sponsored by destination marketing organizations, also known as DMO's. These types of podcasts can tell the story of a person who lives in the destination or visits it often. (Lew & Xie 2008)



Figure 2. Five Hundy by Midnight, The Original Las Vegas Podcast. Cover art. (Fivehundybymidnight 2020)

An example of a destination podcast is the “Five Hundy by Midnight, The Original Las Vegas” podcast. It is the longest-running travel podcast as well as the first podcast almost entirely devoted to Las Vegas. The host Tim Dressen has visited Las Vegas more than 50 times and wanted to show his love for Las Vegas through the podcast. Tim produced a

couple of dozen episodes by himself and later on decided to make his wife the co-host. “Five Hundy by Midnight” has attracted media attention, and it has been mentioned for example in The New York Times, Las Vegas Review Journal, and in the Boston Globe. It has been chosen by the readers of Vegas Tripping as the Best Las Vegas Podcast between the years 2006 until 2017. (Fivehundybymidnight 2020)

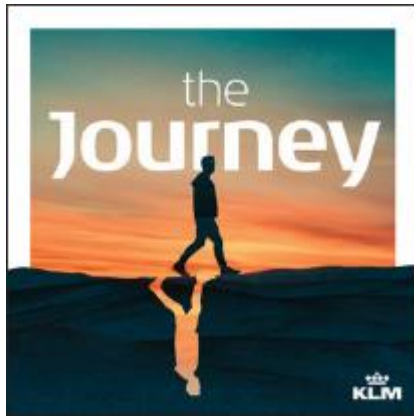


Figure 3. The Journey. Cover art. (KLM Royal Dutch Airlines 2019)

Travel experience podcasts are typically travel experiences narrated from personal perspectives. They can include such topics as trip planning, flight experience, travel logistics, hotels, and meals as well as descriptions of various destinations visited. (Lew & Xie 2008) An example of this type of Podcast is for example the KLM Royal Dutch Airlines podcast “The Journey”. “The Journey” is described as a podcast about life-changing travel experiences from individuals. Anyone can share their travel story to KLM's email. The best stories will be told on KLMs podcast. “The Journey” has also received various awards such as The Love Awards, Reddot Design Award and Dutch Podcast Award. (KLM Royal Dutch Airlines 2019)



Figure 4. Skift Daily Briefing. Cover art. (Iflymagazine, unknown)

The tourism industry and educational podcast category are more focused on particular areas of tourism and travel. It is not meant for general travel customers even though it might

awaken popular interest. Podcasts meant for learning a foreign language are also often tagged as travel related. (Lew & Xie 2008) An example of this type of podcast would be Skift's Podcast named "Skift Daily Briefing". "Skift Daily Briefing" gives daily information about the business side of the travel industry. (Skift 2020) Skift is a company that launched in 2012 and has grown into a team of 41 people. The idea of the company is to document and help the travel industry by showing the changing behaviour of travellers. Skift finds out the global trends for CMOs and CEOs across dining, travel and wellness sectors and shares the information through news, conferences, research, and marketing services. (About Skift 2020)

Table 1. Details of the example podcasts (Enelow- Snyder 2019; Fivehundybuymidnight 2020; KLM Royal Dutch Airlines 2019)

Details of the example podcasts	"Five Hundy by Mid-night"	"The Journey"	"Skift Daily Briefing"
Creator/ Hosts	Creator and main host= Tim Dressen Co-host= Michele Dressen (wife)	KLM Royal Dutch Airlines	Skift
Theme	Reviews, News, comments from tourists in Las Vegas for upcoming tourists visiting Las Vegas	Stories about travel experiences people have had that have changed their lives forever.	Information on the changes in the travel industry. News and trends.
First episode	09.01.2005	19.02.2018	Unknown
Average frequency of episode releases	Weekly	Twice a month	Daily
Most recent episode	Still going on	22.08.2019	Still going on
Average length of an episode	25min- 1h 35min	30min	3-4min

In the table above may be seen the details of the example podcast series. The table presents the themes of the podcasts, as well as when was the first episode and most recent episode published, average frequency of releasing an episode for the series, and the average length of each episode.

3 Experience economy as an operational environment for podcasts

The following theoretical section will discuss how experience economy works as an operational environment for podcasts. The introduction will introduce a theory written by Pine and Gilmore in 1998, which explains why people value experiences over material possessions. The second topic will focus on a theory researched by Thomas Gilovich, which goes deeper into why experiences bring us happiness. The third topic will look into how mundane tasks may be changed into valuable experiences through podcasts, it also includes real life examples of podcast listeners as well as a short explanation on the importance of listener experience.

3.1 Introduction to experience economy

Businesses have provided commodities to people with an easy and quick service for over 100 years. We have come to a point where consumerism culture is nearly ending as people don't want to purchase things anymore. People have started to spend their money more on services than on possessions which has resulted in the progression of shifting the economic value from its current phase to staged experiences. Individuals have started to value experiences over possessions which has enabled this shift to happen. People simply are looking for more time, an easier life, and memorable experiences. (Antoniuk 2020)

Experiences are separable economic offerings even though they have been typically lumped in with services which are combined goods. Consumers find experiences valuable which is seen in various businesses as they respond to the demand by developing new experiences and promoting the one's they offer. Services are increasingly becoming commoditized like goods did before. Leading-edge companies will understand that staging experiences is the next competitive economy. (Pine & Gilmore 1998)

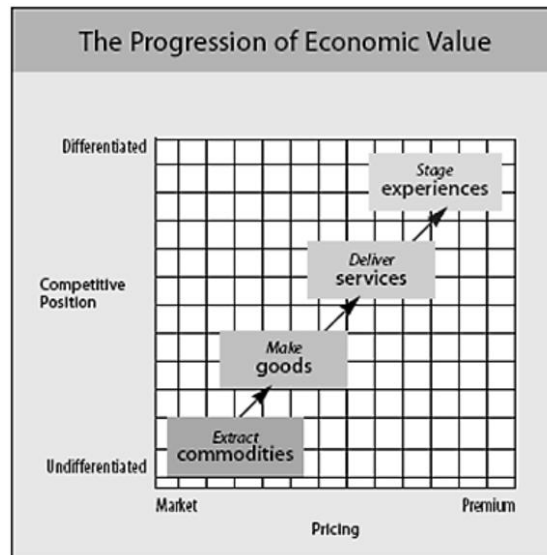


Figure 5. The progression of economic value. (Pine & Gilmore 1998)

An experience is a real offering as any other good, service, or commodity. Pine and Gilmore found out that during their research companies used experiences to better sell their traditional offerings. However, to fully benefit from staging experiences companies must design engaging experiences which command a fee. The experience will occur while services are used as a stage and goods as props for engaging customers to create unforgettable events. Goods, services, and commodities are external to the buyer while experiences are naturally personal and exist only in the mind of the person who has been engaged on an intellectual, emotional, physical, or even spiritual level. Every person has a unique experience that develops from the interaction between an individual's state of mind and the staged event. (Pine & Gilmore 1998)

Pine and Gilmore have developed a model of The Four Realms of an Experience (Figure x). There are two dimensions when it comes to experiences. Firstly, customer participation, which deals with whether the customer is passive, meaning that they are not engaging in the performance or whether the customer is an active participant by being part of the performance or event. The second dimension is connection, or environmental relationship. This dimension handles what kind of relationship or connection the customer has towards the performance or event. The connection spectrum has two sides, one end is about absorption and the other end about immersion. For example, when on a lecture, students taking notes while focusing are closer to the absorption end of the model than when reading a textbook. Seeing a movie at a film theatre together with the audience, stereophonic sound and a large screen is more immersive than watching a film at home. (Pine & Gilmore 1998)

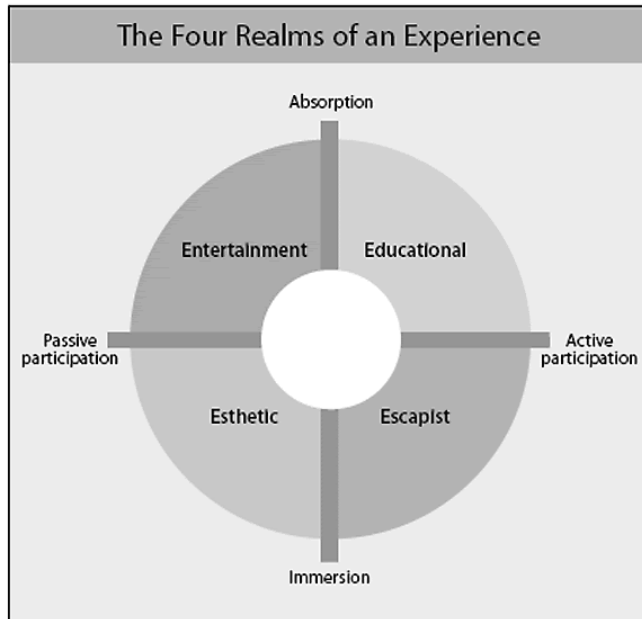


Figure 6. The four realms of an experience. (Pine & Gilmore 1998)

Experiences may be sorted into four broad categories, falling into the spectrum of the two dimensions explained above. Watching television and attending a concert are the most common experiences that people think of as **entertainment**. Participants in these types of situations are more passive than active and the connection between the individual and the event is more likely one of absorption than of immersion. Events such as taking skiing lessons or attending a class are **educational** for the customer. These experiences tend to be more active for the students/customers but are more outside of the event than immersed in the action. (Pine & Gilmore 1998)

Escapist experiences involve more customer immersion, but they may teach the customer as much as educational events and amuse the customer as much as entertainment experiences. An example of an escapist experience could be playing in an orchestra or acting in a play. The fourth dimension **esthetic** appears when the customer's active participation is minimized within the escapist event. Esthetic experiences involve the customers in an activity or environment, but the customer has a passive role in the situation. For example, a tourist visiting an art gallery or viewing a sight. The richest experiences are the sum of all four realms, these form the sweet spot which is in the middle where the spectra meet. (Pine & Gilmore 1998)

3.2 Experiences are more valuable than possessions

Studies that have examined the link between happiness and income have pointed out some important trends. An increased income correlates with greater wellbeing, compared to lower income levels where the basic needs have not been met yet. (Biswas-Diener &

Diener, 2001) Income earned after basic needs have been satisfied is described as significant but also weak when examining the correlation towards increased well-being. (Diener & Seligman, 2004; Howell & Howell, 2008). The relationship between well-being and income shows that material possessions in contemporary society do not bring happiness to an individual. If a person's life has been centred around material items, it might be damaging to their well-being. (Hill & Howell 2009, 1.)

A professor from Cornell University, Thomas Gilovich has proved through his four studies that happiness does not derive from possessions, it comes from experiences. Gilovich researched peoples purchase decisions and compared how people felt while spending money on experiential purchases versus material possessions. The study showed that in the end people were happier while purchasing experiences. (Ratner 2016)

Looking forward to an experience may be much more pleasurable than looking forward to getting a material possession. As an example, purchasing a new car might be exciting but it's more likely that the person is more excited about the places they are able to visit because of the car, as well as about how others view them while owning the car, unless the person is a real gearhead. A study done by Gilovich in 2014 found out that experiences are important regarding a person's social life. Experiences become part of a person's identity which is why people have the need to invest in them. Experiences enhance social relationships more effectively compared to material goods. (Hill & Howell 2009, 1.; Ratner 2016)

Experiences connect people and bring value to their relationships. Experiences often result in bringing people together through conversations and storytelling, which may be carried out through social media. Gilovich describes that experiences reflect who we are and are more connected to our inner selves than we are. In other words, humans are the sum of their experiences. When people share experiences, they feel more connected to others which is impossible to achieve through purchased items (Ratner 2016). The right experiences might satisfy our inner needs while possessions are not able to do that, even though people have the tendency to have an image of a material purchase finally bringing lasting joy and fulfilment in life. Material possessions cost money, too, whereas experiences can be free. (Fourpillarfreedom 2019)

The reason why material possessions will not make people happy is because people adapt easily to them and value the item just for a while. New material possessions are exciting for people but as humans adapt to their possessions, they don't find them exciting

anymore. Gilovich also researched how people regret not experiencing more than not purchasing items. For example, a person regrets more not going on a trip with their friends compared to not purchasing a new chair. (Ratner 2016) Material possessions require maintenance and are likely to break and will eventually stop working. They must be replaced or upgraded with new material possessions while memories keep getting better and may live in us for many years. (Fourpillarfreedom 2019)

3.3 Podcasts as value creators and experience providers

Listener experience is an important concept for podcasters to understand as it focuses on the experience the podcaster will create for the listener. Listener experience is a design process where the creator enhances the listener's satisfaction, for example by improving accessibility, usability as well as the pleasure provided to the listener through the podcast episode. (Terra 2018)

Mihailescu, who is a marketing and communications director at ING Bank Romania says that a great experience is provided when the creator of the experience understands the audience and its needs. Also, the creator should think of a thread which keeps the audience engaged throughout the experience. As podcasts have more time available, people creating them don't have to follow a script. Even though the creator might not have a script, they must be able to keep their audience engaged. (Cristea 2020)

Active people enjoy podcasts because it enables them to consume content while doing something else at the same time. In other words, podcasts have given the chance for people to listen to a story, to learn something new and entertain themselves while being active. (Cristea 2020) People have written blog posts about how podcasts have changed their lives and helped to build new habits. In the following paragraphs various examples on how people have experienced podcasts will be presented.

Krakowski (2019) explains in his blog post how he started to listen to podcasts and got immediately drawn to them as it was a way to go into the minds of successful people who had already achieved something in life that he was looking for. He points out three main ways in which podcasts made it possible for him to succeed: firstly, learning through interviews about business moguls, secondly, gaining information about industries he was interested in and thirdly keeping his focus on the goal he wanted to achieve. (Krakowski 2019)

Taylor (2015) shared his experience on how podcasts changed his life as he listened to them every day for over 5 years. Taylor mentioned that podcasts were a way to bring the

smartest people in the world anywhere he went. He described how he listened to podcasts while he was washing dishes, going to work, brushing his teeth, and even while lifting weights. It was a way to challenge his brain with interesting conversations while being active. Taylor said that listening to podcasts is like listening to his heroes having a casual conversation together. It enables the listener to hear the person's personal thoughts spoken out loud for the first time, feeling like they are taking part in the conversation. This experience is unique as the words spoken may not be edited and polished in the same way as in books or blog posts. (Taylor 2015)

Taylor (2015) also shows his appreciation towards the education he has gotten through listening to podcasts. He has learned about topics such as business, science, and philosophy. Taylor compares listening to thousands of hours of experts talking about their fields through podcasts to sitting through years of college classes. The only difference is that it hasn't taken any extra time out of his life as podcasts may be listened to while doing mundane activities. Podcasts have given him the chance to improve himself, change his beliefs, sharpen his mindset as well as expose himself to new ideas daily. He also mentions his business which is years ahead as he has had the possibility to learn from others and from their mistakes through listening to podcasts. He describes that through podcasts he has gotten the inspiration and education to start a successful business and to travel the world. Podcasts continue to be part of his life as they influence his goals and thoughts. (Taylor 2015)

Climer (2017) has also experienced how transformational podcasts may be. Her story begins as her friends convinced her to listen to a podcast named "Smart Passive Income" by Pat Flynn. She describes how she got hooked on the show already after listening for 30 minutes. Climer started to absorb Pat's philosophies, got new business ideas, and boosted her business as she was inspired by Pat. Climer describes the feeling of absorbing information fast as if her brain was being rewired. Amy Climer also shows her appreciation to the fact that podcasts may be listened to anywhere which saves time. (Climer 2017)

4 Storytelling

The final theory researched introduces what storytelling is and why it is an important part of people's everyday lives. There will be information shared about how our brain functions when hearing a story and how to build a great story. This will be followed by a definition of personal narrative journalism and an examination on how it is used in podcasting. In the end there is a discussion about how storytelling can increase the value of and help grow a business or a brand.

4.1 Introduction to storytelling

Storytelling is one of the oldest forms of communication between human beings (Derome 2019). 100 000 years ago, human language was developed, and storytelling became a way to transfer knowledge from generation to generation (Phillips 2015). According to evolutionary biologists, the ability to tell stories and the ability to speak developed around the same time. Storytelling was an essential aspect of the development of language. Stories have affected how people behave throughout history (Snow, Lazauskas & Contently 2018). Early forms of storytelling have been witnessed as paintings on cave walls and it is known to have happened at campfires as spoken words. Stories are part of people's lives from early childhood until the end. They help people to connect and understand the present world from different perspectives. (Derome 2019)

Storytelling as a concept is timeless, which is why it has kept rising to the top buzzwords since day one of advertising. Nowadays, storytelling is an integral part of businesses because it is the bridge to opportunities, as the company can stand out, share their message, and change people's lives through stories. Good stories create emotions, surprise people, and help them to remember and understand difficult concepts. Individuals and businesses benefit from storytelling and have gained the ability to change people's lives through the internet, sharing tools and mobile messaging. (Snow & al. 2018)

A research done by the University of Pennsylvania asked a random selection of people to read different letters from charities asking for money and to decide whether or not to donate \$5 that the University had provided for the participants. Letters that talked about statistics and widespread problems got less donations than letters that had a story about an individual in pain. Similar studies have been conducted multiple times and the end result has been mostly the same. Storytellers get more donations than simple pleas for help do. (Snow & al. 2018)

Stories are able to challenge people's ways of thinking. They are a way to show another person's perspective in a non-confrontational way. Beliefs, perceptions, and attitudes are easier to bring out in a form of a story without triggering resistance and defensiveness within the listeners, than direct approaches. Direct approaches are not able to open people's minds to new possibilities as effectively as storytelling is. Stories work almost like virtual reality for people, they are a non-threatening environment for acting and responding in a new way. Storytelling is beneficial tool when teaching and coaching. (Lee 2012)

4.2 The science behind storytelling

The human brain is biologically programmed to imagine, dramatize, and get pulled into good stories. When watching a movie or reading a book people tend to lose awareness of their surroundings. This is part of our survival mechanism for storing information in our memory, something that also happens while we sleep. (Snow & al. 2018)

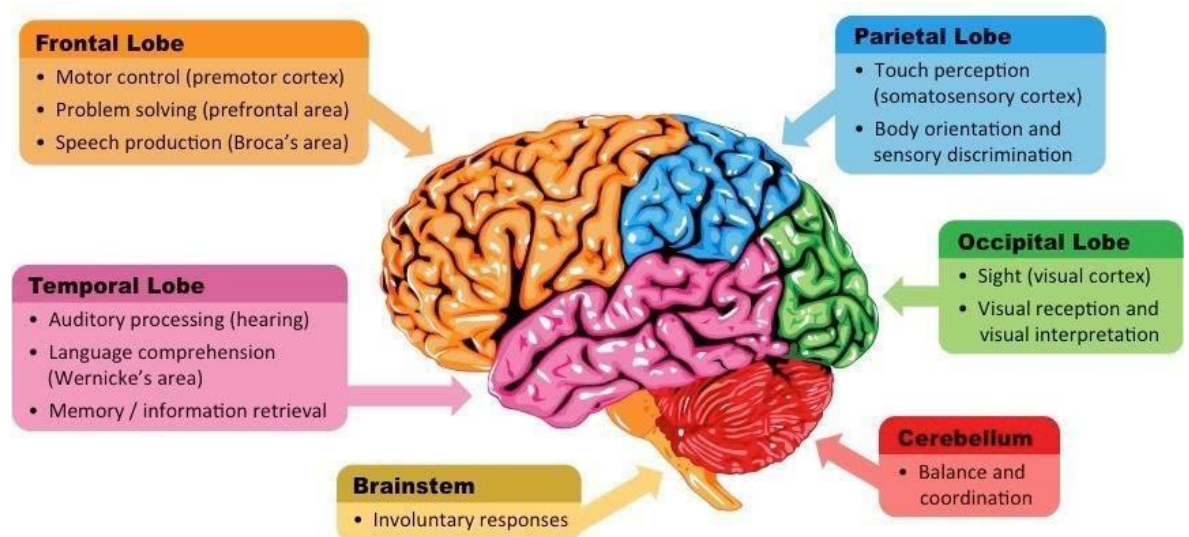


Figure 7. External structures of the brain. (BioNinja 2021)

The temporal lobe, frontal lobe, parietal lobe, and the occipital lobe become active when information is consumed in the form of a story (Eber 2020; Snow & al. 2018). When hearing a story neural activity in the brain increases by fivefold which has been proven by neuroscientists (Snow & al. 2018). If information is told in plain facts only two areas of the brain, in Broca's area, which is responsible for speech production, are activated. Since only two areas of the brain activate when hearing plain facts, people tend to forget 50% of the information right after they have heard it. (Eber 2020)

When a person hears a story, the body begins to produce hormones such as oxytocin. The more empathy the listener experiences towards the character of the story or the storyteller the more oxytocin is released in the brain. The more oxytocin the listener has in

their body the more trustworthy they view the storyteller. (Eber 202) Oxytocin is a hormone which acts as a neurotransmitter and it is known as the "love drug", "empathy drug" as well as the "feel good chemical". Biologically oxytocin reinforces the bond between mother and child and between romantic partners. (Roberts 2020; Snow & al. 2018) Storytelling is a critical skill as it is a tool to build trust towards the storyteller (Eber 2020). The process of memorizing increases exponentially when more of your brain is at work which is why storytelling is a great way to help people remember (Snow & al. 2018).

While a story is being told, the storyteller and the listener have the same brain activity happening. This phenomenon is known as neural coupling. These so-called mirror neurons create coherence between the listener's and the speaker's brain. When the storyteller describes a situation, the listener feels like they can almost experience the moment through the description. This is the effect of neural coupling. (Ariel 2017; Eber 2020)

An important aspect to understand is that emotions, not data, change the way people behave. Neuroscientists have studied decision making and it is a process that starts in the amygdala, the emotional epicentre of the brain where emotions are experienced. A person decides on a subconscious level to avoid risk or to pursue pleasure before becoming aware of it. When the person becomes aware of their decision on the conscious level, they start to apply rationalization and logic. Antonio Damasio, a neuroscientist who studied patients with damage in their amygdala, found out that the patients with damage in their amygdala could not make decisions because they were not able to experience emotions. As an example, they could not decide whether they should go to the left or to the right. (Eber 2020)

Emotional investment is the core of storytelling. When a person is highly emotionally invested in anything in their life, they become less objectively observant. Falling in love is the greatest emotional investment in life. The body reacts in the same way when hearing a good story as when falling in love. What happens is that the brain gets filled with hormones and neurotransmitters hijacking the motor cortex. The hormones released in the brain are oxytocin, dopamine, serotonin, vasopressin, and endorphins. (Phillips 2015)

Hormones are products of living cells. They have a specific stimulatory effect on the cells. Hormones circulate in fluids such as in sap or blood. Hormones work as a tool of communication between different body parts. They are chemical messages which send signals from one body part to another. Hormones are powerful molecules. They have the ability to develop cells and tissues, they have an important role in growth, they initiate and maintain

sexual development, as well as have an effect on body temperature, food metabolism and mood. (Panawala 2017)

4.3 Ingredients for creating a story

When creating a story-driven podcast the ingredients for building a story are important to understand. The key aspect is that the storyteller should be able to create emotions in the listener (Cristea 2020; Phillips 2015). David Phillips has come up with the perfect combination of 3 hormones which a storyteller should increase in a listener's body in order to tell a great story. He calls this "The angel's cocktail". First hormone he mentions is dopamine. The effect of dopamine running through a person's blood is increased motivation and focus as well as enhanced memory. A storyteller may do this by creating cliff-hangers and building suspense for the listener. (Phillips 2015)

The second hormone a storyteller should focus on creating in a listener is oxytocin. The effect of oxytocin in a person is generosity, increased trust towards another. Oxytocin also helps in creating a bond between the listeners. These features make people feel more human. (Phillips 2015) A storyteller does this automatically as they create empathy for the characters or themselves when telling the story. This way the listeners start to feel empathy towards the storyteller even without trying. (Eber 2020; Phillips 2015) Finally, the third hormones are endorphins. To create endorphins the storyteller has to make the listener laugh. This makes people more creative, relaxed, and focused. (Phillips 2015)

The opposite of "The angel's cocktail" is "The devil's cocktail". "The devil's cocktail" causes high levels of cortisol and adrenaline to run through the body. The effects of increased cortisol and adrenaline levels in a person are impaired memory, making bad decisions, becoming intolerant, irritable, and uncreative. (Phillips 2015) To avoid "The devil's cocktail" Phillips has three rules for functional storytelling. Firstly, "believe in yourself". He describes that as a teacher the main problem he has noticed is that people are not confident when telling stories. Everyone is a good storyteller from birth. Secondly, "write down the stories". A person will notice that they have three to four times more stories to tell than they had thought of. Thirdly, "index the stories". For example, categorise which stories make people feel empathy in order to create oxytocin and which ones make people laugh in order to create endorphins, and so on. This way the storyteller may decide which story to share in which situation to create the desired outcomes in people. (Phillips 2015)

According to Eber (2020) A great story answers the following three questions. Firstly, what the context is. The creator should describe the characters and surroundings so that the audience is able to imagine where they are as well as the people involved in the story.

The audience needs details of the events that are taking place in the story in order to build up an image in their minds and the storyteller should create action to move the story smoothly along. (Cristea 2020)

Eber's second question asks what the conflict is. In a great story there is a struggle which is confronted and which the character tries to overcome. Conflicts are a great way to show opposing belief systems and question the viewers' or listeners' beliefs and values. Conflicts also drive the story forward. (Studiobinder 2019) The third question asks what the outcome is. The storyteller should finally tell the end result to the listener. (Eber 2020)

The main attributes to have in a great story will be explained in this paragraph. The storyteller should build and release tension as well as share unexpected events over and over again. This way the storyteller has the listener's attention, and the listener will wonder what might happen next and they want to hear more of the story. A great story builds an idea. It makes the audience see something that they cannot unsee anymore. (Eber 2020) This gives the listener a transformational experience when hearing the story (Cristea 2020). Important stories communicate value. They make the listener understand what they encourage and value in their life and what they don't. (Eber 2020)

4.4 Personal narrative journalism in podcasts

Podcasts which are story-driven are known as narrative podcasts. They are the opposite of talking heads, interviews as well as game-show-like recordings. Narrative podcasts are often heavily edited to strengthen the story. In addition, edited versions might have sound effects as well as music added. Often there is a host who narrates the story, which is commonly presented as if the story happened in the past. (Acunzo 2019)

Walt Harrington (1997) wrote about the importance of "intimate journalism": that stories from everyday life as well as people's subjective experiences should be embraced by journalists. Stories make people understand universal struggles and build empathy between each other. Personal involvement is an important element in narrative journalism and very attractive for the audience. If the style and tone of the presenter is conversational and informal, this creates a personal and relaxed sound. (Lindgren 2016)

Podcasts are voice driven and they are built on oral traditions, this brings special intimacy to them. Podcasts are usually listened to while in transit which makes them similar to books seen in train stations or airports. Storytelling in podcasts and radio shows explores personal experiences through audio. Emotions are expressed through sounds and spoken

words which may be heard as laughter, sighs, and pauses. The narrator might even whisper to give an extra effect of intimacy for the listener. Headphones create a personalized listening space between the listener and the storyteller as they are not able to see each other. In other words, Podcasts are the pixel free form of the internet. (Cristea 2020; Lindgren 2016)

The following paragraphs will explain how the creator of the podcast, the guest, and the listener all benefit from narrative podcasting. The brand, the producer, or the host is in control of their final product which gives freedom. Therefore, the creator has the ability to stand out by making their show sound unique without guests or extras. If the podcast has a guest, they can relax as the content may be edited afterwards. This enables the guest for example to pause to think or redo their story. Finally, listeners will most likely stick around to enjoy the show as storytelling podcasts are well edited and comfortable to listen to. (Acunzo 2019)

To get the listener to listen to the podcast episode until the end can be quite difficult as in podcasts the voice is the only stimuli and the technology for audio is quite narrow. Other mediums, such as written articles, can introduce images, videos, graphics as well as audio, bolded text, headline breaks and various ways for calls to action. When the listener of the podcast hits the play button the creator must prevent them from hitting stop by providing valuable content. Stories have the power to get listeners to listen until the end as people are curious of end results. (Acunzo 2019)

4.5 Storytelling as a way to increase value and grow a business or a brand

When creating experiences and sharing stories people interact with each other. When sharing stories through design the creators of the product or the service have an opportunity as well as a responsibility to share the story of people who use the product or service. Stories tell where people are with their lives, and a story helps the designer to design experiences for people to reach their goals. Stories improve accessibility as well as inclusivity, reduce bias, and when connecting with people on a deeper level, conversational content design is a great way to do it. (Derome 2019)

Storytelling increases value. It may be a tool for standing out from the crowd and creating loyalty between one another. A literary and anthropological experiment "Significant objects" done by Rob Walker and Joshua Glenn proved that storytelling brings value to products. Walker and Glenn auctioned off objects through eBay and they had written short stories for each item to increase their value. Each item had originally cost around \$1.25 and in total they were sold for nearly \$8,000 This proves the value that storytelling can

bring to products when it is done smartly as well as that storytelling generates return on investment. (Thompson 2018)

Stories are forms of communication which are highly structured. They help the listener to understand the presenter. Stories are motivational which can be seen in working environments. Storytelling can cultivate the needed culture at work as it can be a way to share a successful vision, the history of the company, and for example its aims and values. Sharing a company's vision in the form of a story helps employees build a meaningful relationship to their workplace and it increases work motivation. (Thompson 2018)

When employees feel that they are part of the company's story and that they have an important role in it, they feel that they have a greater purpose and meaning as an individual. The company may also develop their stories by letting employees tell their own stories. People are more willing to purchase from companies that are empathetic and show that they care. This was seen in the Global Empathy Index (2015) which examined the most empathetic companies and found that the top-ranking businesses were the fastest growing and most profitable ones in the world. (Thompson 2018)

Robert Katai who is a Content and Communication Manager of Creatopy, a content marketing strategist, as well as a podcaster, argues that it's important for people to have their own voice as well as a story to tell. He has faced a lot of questions about why people should create podcasts and the answer is simple: No one else is capable of telling a story better than the person themselves. People crave stories and stories are part of our everyday life through our conversations with others. People have to go out, find the stories and give them a voice as well as share them. People have told stories throughout history which could be compared to word-of-mouth marketing. Podcasts are the modern version of word of mouth, and they help people get a higher position in a community. (Cristea 2020)

5 The Process of creating a 2-part travel-themed podcast

The birth, steps, and process of creating my own 2-part travel-themed podcast series will be discussed in the following chapter. The background research conducted in the beginning of the process will be explained first. The planning process regarding podcasting will follow. After the planning process I will go through the execution process and which will be followed by reflection, where I will go through my thoughts on how satisfied I was with the podcast series itself.

5.1 Background research

Background research consisted of listening to various podcasts, especially to the ones related to tourism. Podcasts which had personal narrative journalism and storytelling were important to finding out what types of stories are interesting to listen to, and which story forms caught my attention. I also watched YouTube tutorials, read articles, as well as participated on a podcast course at Helsingin Työväenopisto to enhance my skills for creating the podcast.

As I have not created a podcast series before, and I didn't have much experience in the process and what it takes to make one, I decided to participate in a course called "Podcasting perusteet" = "The Basics of a Podcast" held by Leena Häkkinen and Tuomas Hakkarainen. The course took place in September to October 2020, at Helsingin Työväenopisto. The course went thoroughly through the steps of creating a podcast series and it was for people who had not created one before. What I really enjoyed was that each participant got to lend a Tascam DR05 recorder, which they were able to use throughout the course and even take it home to practice with. The course was held in two sections during weekends. This course was a very important step in getting ready to create my own podcast series as through the course I learned to use all needed equipment for creating the episodes as well as planning the series.

The first weekend taught me the basics of how to use a recorder and what aspects have to be taken into consideration when talking into it. Through given assignments I learnt to record soundscapes, tell short stories, and interview people. After doing the exercises we went into a classroom where we listened to each other's recordings. This was a valuable moment as the teacher analysed how the recordings sounded and what aspects could have made the recordings better. We also gave feedback to our peers which was encouraging, and we learned to analyse the other's recordings as well as our own.

When the first weekend was done, we had a two-week break where we could try out the given recorder and make a raw draft for our podcast series. After the two-week break we had another intensive weekend of the course. During the second weekend I learnt how to edit the podcast with a software called Reaper and also about the appropriate marketing channels. I found out where to find free music and sound effects for the editing process, where to publish the podcast series and where I could do it for free.

I made a pilot introduction during the second weekend for my podcast and edited some music for the background to learn how to use Reaper. I also edited the speech, for example taking out unnecessary pauses and noises. This introduction was just for practice, so I didn't end up using it in the final podcast episodes. After everyone was done with their editing we again listened and analysed the edited versions. The podcast course was very efficient and gave the needed tools for starting the podcast. It also gave more confidence and getting feedback from others helped to develop needed aspects.

5.2 Planning process and timetable

In the figure below is a timeline of the process of creating the podcast. I will explain thoroughly what each month included in the following section.

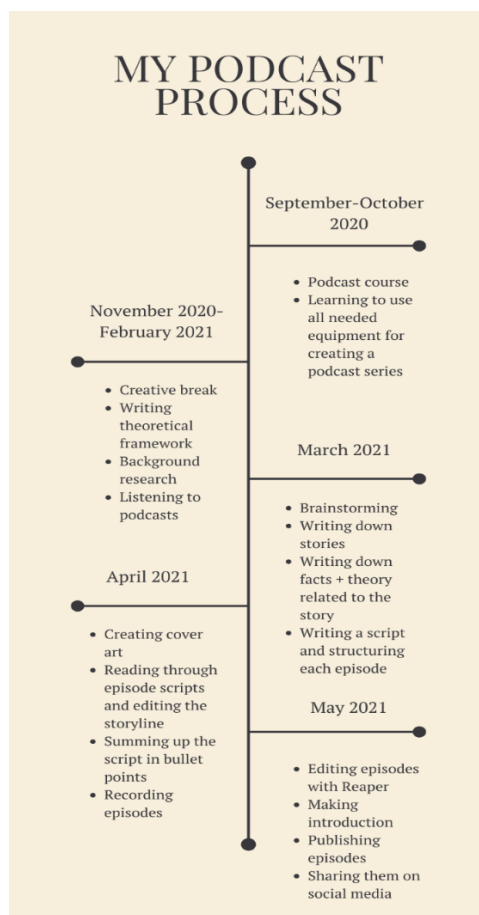


Figure 8. My Podcast Process.

During September 2020 and October 2020, I started to do my research on how to create the podcast series. I participated in a course called "Podcasting perusteet" = "The Basics of a Podcast" held by Leena Häkkinen and Tuomas Hakkarainen at Helsingin Työväenopisto. This course was the base for creating high quality content through podcasting. I learned to use all needed equipment and how to plan the series.

From November 2020 until February 2021, I was having a creative break in the podcast process. I was more focused on writing the theoretical framework and doing research on podcasting, experience economy, and storytelling. I listened to various podcasts to get an idea of how I wanted to structure my show and what elements I valued in others' podcasts to find out my own podcast persona. The break got extended due to various personal reasons such as moving to another country and having multiple courses at the same time. The process was still in my mind and slowly but securely developing. The theoretical framework was the base for this project which is why focusing on it for such a long time helped the upcoming process of creating the podcast.

I started to work on the podcast project in March 2021. This month I used for brainstorming and collecting ideas. I listened to various podcasts to get ideas on how I wanted my short series to sound. I watched YouTube tutorials regarding podcasting to help the process move smoothly. A YouTube channel called "Pod Sound School" was very helpful to me. This channel gives tips for starting a podcast and how to structure and plan it.

In March 2021 I wrote down some of my travel stories from the past on a Word document. There were quite many of them so it was hard to choose which ones I would tell in the podcast. I wanted to add some factual information to each episode, or a theory related to the story, so this eliminated some of the stories as it was hard to think of facts or theory to add to them. In the first episode I discuss my experience from getting sick of the altitude in Daocheng. I added some factual information about altitude sickness for this episode. The second episode is about how I experienced surveillance cameras in China. For this episode I read some news articles related to this topic and shared them in the episode. I also talked about a theory presented by Foucault.

During April 2021 I created the cover art for the podcast with Canva.com. I also read through my episode scripts once more and summed them up in bullet points so that it was easier for me to tell the story in my own words. I practiced reading the script for the podcast episode out loud so that it sounded natural and that the emotions were coming across to the listener through my voice. I made some practice recordings and then I was ready to record the final episodes.

In May I edited the episodes with Reaper and published them online. I searched for sound effects for the episodes as well music which was suitable for the theme of the podcast. Finally, after editing both episodes I created an introduction which sounded good for both episodes and added it to the beginning of each episode. When the episodes were ready, I published them on Buzzsprout.com and Soundcloud.com. To gain visibility and make sure that people would find my podcast I shared the link to my soundcloud.com on my Instagram page. I also made an Instagram story to make people aware of my podcast. In addition I also made a post about my podcast on LinkedIn.

5.3 Executing

In the beginning of the process, I picked up the gear that I needed for creating the episodes. For recording the audio, I used the same recorder as in the podcast course as it was familiar and easy to use. The recorder is Tascam DR05. In order to listen to the voice and recordings on the recorder I also needed headphones. For the headphones I used Sony WH-1000XM3 Wireless Noise-Canceling Headphones. For editing the episodes, I decided to go with the Reaper software which is a MIDI sequencer as well as a digital audio workstation created by Cockos. I learnt to use this software a little bit during the podcast course, so it felt natural to use and develop my skills in using Reaper while editing the episodes.



Figure 9. Gear for recording the episodes. (Salmela 15 May 2021)

The first step for starting a podcast series is to decide on a topic (Podsoundschool 2019). I knew that I had a lot of interesting travel stories that I wanted to share with the world so I decided that I would focus on them. In addition, I felt like it would be nice to give some factual information or theory related to the story to make the podcast episode also a learning experience for the listener. In the theory section I would reflect on my story and tell how I experienced it and what I wish I would have known beforehand.

My podcast series is in episodic format. This means that each episode stands alone (Podsoundschool 2019). The listener can decide which episode is interesting for them to listen to and the episodes do not have to be listened to chronologically. I chose this format as it was easier for me to plan each episode on their own and I did not have to think of a continuing storyline for this short series. As this was my first try out to create a podcast short series, I decided to make a script for the episodes. The script was a tool for me to make the storyline go smoothly forward. It was easier to plan out the episodes and it helped the editing process as it was smoother when I knew what to say while making the recordings. This way I was also more in control of the listeners' experience.

The creator of the series is in control of how often to release episodes (Podsoundschool 2019). I published the episodes at the same time as I did not have a plan to grow an audience as this project was about learning to plan and create a podcast short series and focus on the content of the episodes.

5.3.1 Creating the cover art

Before I started to plan the episodes, I made the cover art for the podcast. I designed it with Canva.com as it was familiar to me as I have used it in other school projects too. When I started to design the cover, I wanted to bring out through it that the podcast was travel-themed and more focused on a person's experience. Cover Art is the first thing that the audience sees, images, fonts and colours in the cover art identify with your brand (Podsoundschool 2019). This is why it is important that the potential listener is attracted to the cover and that it raises interest towards listening to the podcast.

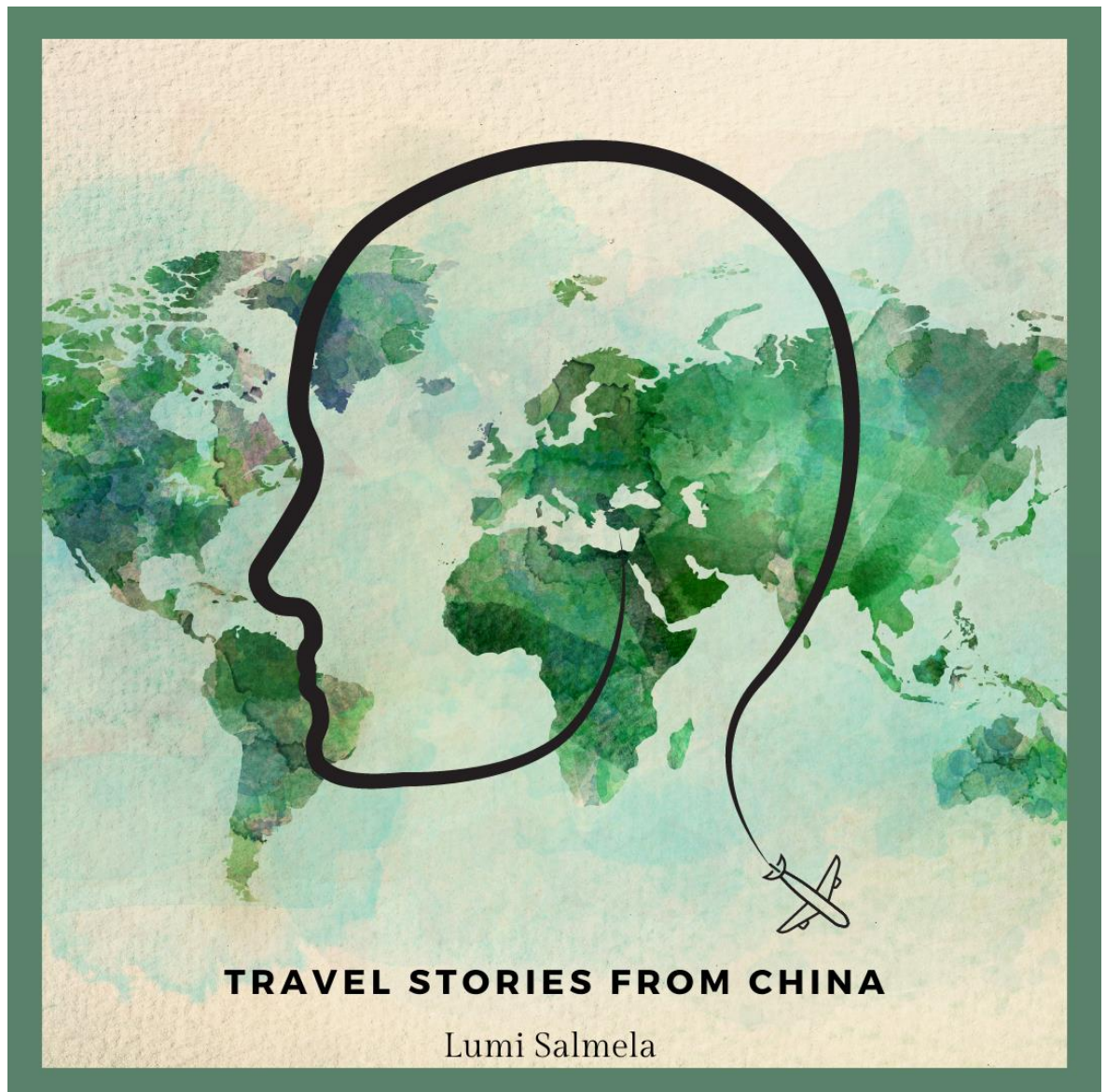


Figure 10. Cover Art for the 2-part travel-themed podcast series. (Salmela 15 May 2021)

The figure above is the cover art I created for the podcast. The map in the background as well as the small airplane on the right corner lets the viewer know that this podcast is related to travelling. The head is quite mysterious, and it represents me as a traveller and also communicates that the stories and thoughts in the podcast are based on the experiences of one individual. The airplane blends in with the outline of the head. The colours are calm and close to nature. The fonts are clear to read and go well with the theme. I was very satisfied with the cover art and really enjoyed creating it on Canva.com.

5.3.2 Planning the structure of the episode, focus on storytelling

The planning for the storytelling process started off by following the three rules which were discussed in the theoretical framework that David Phillips (2015) gave for avoiding “The devil’s cocktail”. These rules were a guide for functional storytelling. One of the rules was to “write down the stories”. I first started brainstorming ideas on a Word document. I wrote

down briefly stories related to my previous backpacking trips to figure out which ones could be interesting for the listeners to hear.

Writing down the stories helped me memorize the details of the stories and gave me a clear picture of the structure of each story. I noticed that I have many travel stories from the past to share more than I actually had thought of. Phillips (2015) mentions that when writing down the stories people tend to notice that they have 3-4 times more stories to tell than they had thought of. It was much easier to memorize and think of stories to tell when writing them down. After writing them down I had to decide which stories I wanted to share in my podcast series. After deciding the stories, it was time to focus on the next rule.

Another rule is to “believe in yourself”. In order to tell a great story, I have to tell it with confidence and believe in the story. This I did by speaking out loud the stories before making any recordings. This way I got more confidence and it felt comfortable to speak the story out loud while recording them. Believing in myself was one of the main struggles throughout this process. This project was such a new topic for me that it took a lot of energy to believe in my skills and trust that the product will come out interesting even though I didn't have much experience on telling stories through podcasting.

Final rule: “index the stories” is for the storyteller to understand what kinds of emotions the story brings up in the listener. This way the storyteller can bring out the desired outcome in them. After I had done the previous steps, I indexed my stories. This way I understood what kind of story I was telling my listeners. This step did not have any strong effect on the podcast process itself, but it was good to analyse what emotions I tried to awaken in people.

The goal through the story was to create the “The Angels cocktail” for the listener which was a theory presented by Thomas Phillips in 2015. This theory may be found from the theoretical framework. “The Angels Cocktail” consists of creating dopamine, oxytocin, and endorphin in the listener's body. This way I could maximize the listener experience as these hormones have an effect of increasing focus, motivation, memory, as well as building empathy between the listener and the storyteller and make them feel more human and trustful towards me.

After writing down a story it was time to summarize it into bullet points. I edited the stories heavily at this stage to make it more interesting for the listener and left out some unnecessary details. I used the three questions that a great story answers according to Eber

(2020). This helped me to structure the story as well as make sure that it would be enjoyable for the listeners to listen to. As the story was summarized into bullet points this helped me to tell the story in my own words which brought more personality and intimacy to the podcast episodes.

After each story there was a theory, or factual information related to the story. This way I made the episode a learning experience as well. The idea was to catch the listeners attention with the story and then go deeper into the story through the facts. The factual information was provided because I wanted to give tips for future travellers and share some knowledge that they can use in their life. In this section I shared information from news articles, videos, and books. I mentioned the sources in the episodes to make the information trustworthy for the listener. When the structure of the podcast episode was clear it was time to move on to the recording phase.

In terms of Pine and Gilmore's (1998) model on the four realms of an experience (see Figure X), my podcast aimed for the realms of entertaining and educational. The listener of my podcast can relax and enjoy the content passively without interacting with me. This can be described as entertaining the listener. I also got a comment from a friend that the podcast episodes were very entertaining and that they had learned something new while listening to the episodes. The situation for the listener is more absorbing than immersing as the listener is not immersed in action related to the podcast content. When planning the episodes one of my aims was to make the episodes entertaining and educational. This was noticeable in both episodes as the story in the beginning was meant to entertain the listener and the factual information and theory was meant to be educational. The educational part which mostly consisted of factual information and theory had reflection of the events in the story and my personal experiences to make the educational part entertaining for the listener.

5.3.3 Recording and editing the episodes

The recording process started off by practising reading the script of the episode out loud without recording it. This way I made sure that the episode had a good flow and there were not too many unnecessary pauses, mumbling, confusion and so on. I was much more confident in recording when I knew what to say. Finally, it was time to start recording the episodes. First, I made some practice clips to test drive the recording equipment as well as to get used to my own voice and try to find out my podcast persona. When listening to my first recording clips I noticed that my voice was lacking emotion, so I tried to use

my voice in a different way to create emotions and put my soul into the recordings. An important part of the recording process was to listen to my own voice and the content to figure out what could be done better in order to make the listener's experience interesting.

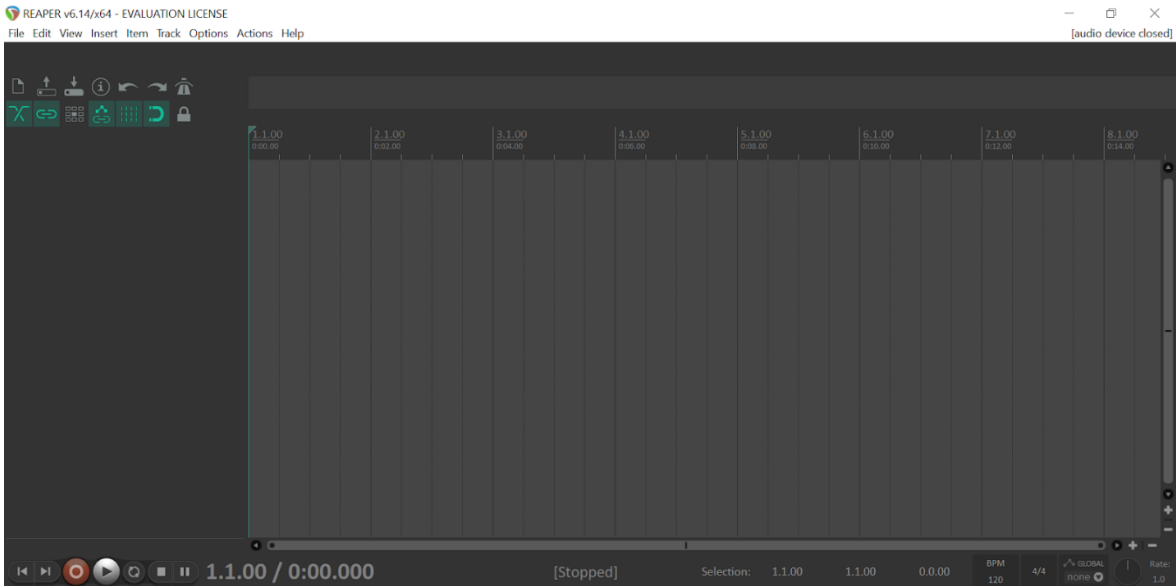


Figure 11. Screenshot of Reaper without audio. (Salmela 15 May 2021)

After the recording process it was time to edit the episodes. I moved all audio recordings to my computer and made a folder for them. After creating the folder, I started to listen to the recording clips over again and decided which ones I wanted to use in my podcast episodes. When I had decided on the audio clips, I started to edit them with Reaper. I cut out unnecessary pauses and sounds from the background to enhance the listener's experience. I added some sound effects to the background to help the listener imagine the situation that I was explaining about. I found free sound effects from a website called freesound.org. I also added a music clip from freemusicarchive.com.

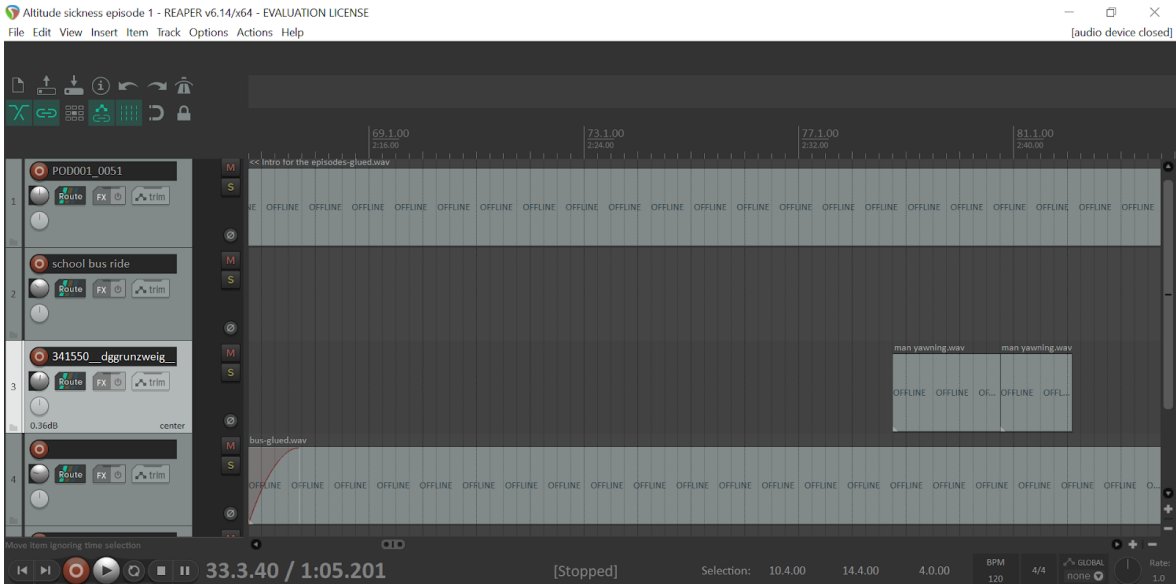


Figure 12. Screenshot of Reaper when editing episode 1. (Salmela 15 May 2021)

After I had edited both episodes, I listened to them through and made sure that the sound effects and music were smoothly applied. After listening to the episodes through I finally planned an introduction that I would use in both episodes. I recorded and edited the introduction and added it to both episodes.

5.3.4 Deciding on the name and publishing the episodes

When I was done with editing the episodes it was time to figure out a catchy name for the podcast series as well as names for the episodes. When deciding on the name for the series I wanted it to be simple and when deciding the names for the episodes I wanted them to awaken emotions and curiosity. The podcast was named "Travel Stories From China". The first episode was named "Hospitalized In The Mountains". This episode was about how I ended up getting sick from the altitude when travelling to Daocheng. I also gave some information about altitude sickness. The second episode was named "Freaked Out By The Surveillance Cameras". This episode discussed my experience with the surveillance cameras in China. I went deeper into the topic through news that I found regarding surveillance cameras in China and finally introduced a theory by Foucault.



Figure 13. Buzzsprout logo. (Podcasthero 2020)

After naming the series as well as the episodes I published them online. I published the episodes on Buzzsprout.com which is a podcast hosting service and also on Soundcloud.com which is the largest audio discovery platform for artists. Both platforms are free to use but a paid option gives the user better services.



Figure 14. Soundcloud logo. (EDM 2018)

Table 2. Summary of the tools that I used for creating the podcast series. (Salmela 15 May 2021)

Tools That I Used For Creating The Podcast Series	
Gear for recording	Tascam DR05 Sony WH-1000XM3 Wireless Noise-Canceling Headphones
Cover art	Canva.com
Software for editing the episodes	Reaper.fm
Sound effects and music	Freesound.org Freemusicarchive.com
Web/podcast host	Buzzsprout.com Soundcloud.com

In the table above is a summary of the tools that I used for creating the podcast episodes. The purpose of this table is to help people to find out easily the tools that are needed for starting their own podcast.

5.4 Sharing the episodes on social media and my future as a podcaster

I decided to share the link to my soundcloud.com page on Instagram as I have the most followers on that platform out of my all-social media channels. I am also the most active on Instagram. I shared an Instagram story where I mentioned that I had made a podcast

series about my travel stories from China this way I got attention from my followers. Many people reacted to the post and went to listen to the episodes. I got positive feedback from people who had time to listen to the episodes. One of my friends even asked when I will release more episodes. I was very satisfied with how people reacted to the post and it seems like there would be many interested listeners for the future as well.



Figure 15. Screenshot of the published Instagram post. (Salmela 31 May 2021)

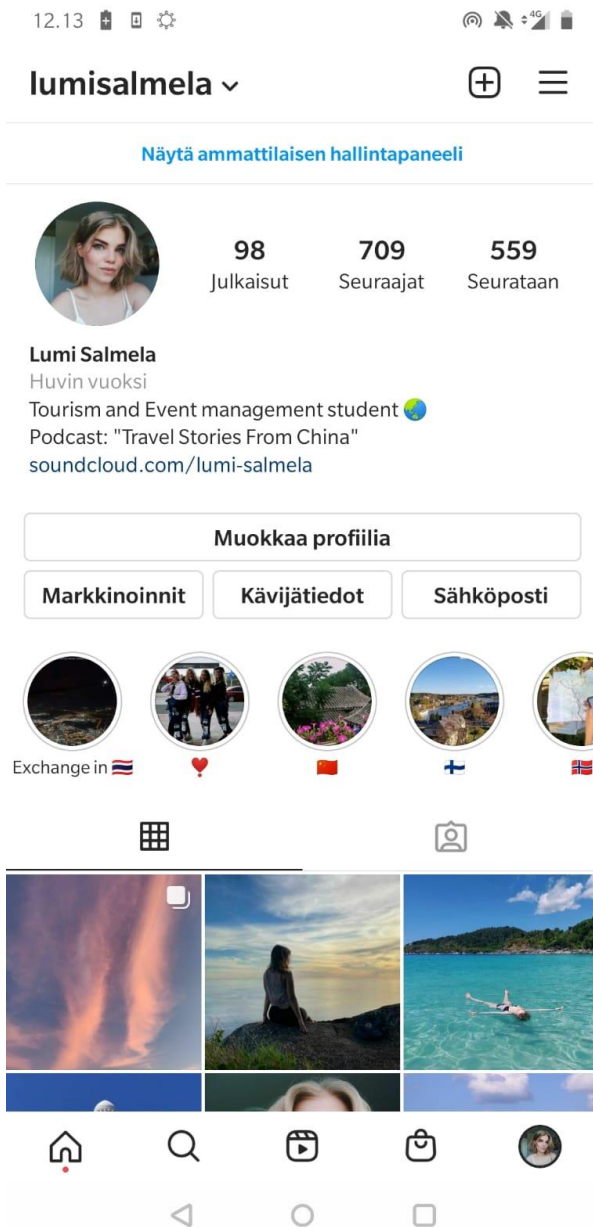


Figure 16. Instagram bio. Link to my soundcloud.com. (Salmela 31 May 2021)

In the figure 16 is visible the number of published photos, my followers as well as the people that I follow. The link is also clearly added to the bio for people to find out about my podcast. In Instagram it is possible to add only one link to the bio so I decided to put my soundcloud.com as it was more familiar as a medium for me to use.



Figure 17. Post on LinkedIn about my podcast series. (Salmela 3 June 2021)

I made a post on LinkedIn about my podcast series to gain visibility in the job market which was one of my aims that I mentioned in the introduction of the thesis-. I am not very active on LinkedIn, so I didn't get as many reactions to the post as I hoped for. Despite this the post gives the possibility for interested people to find my podcast.

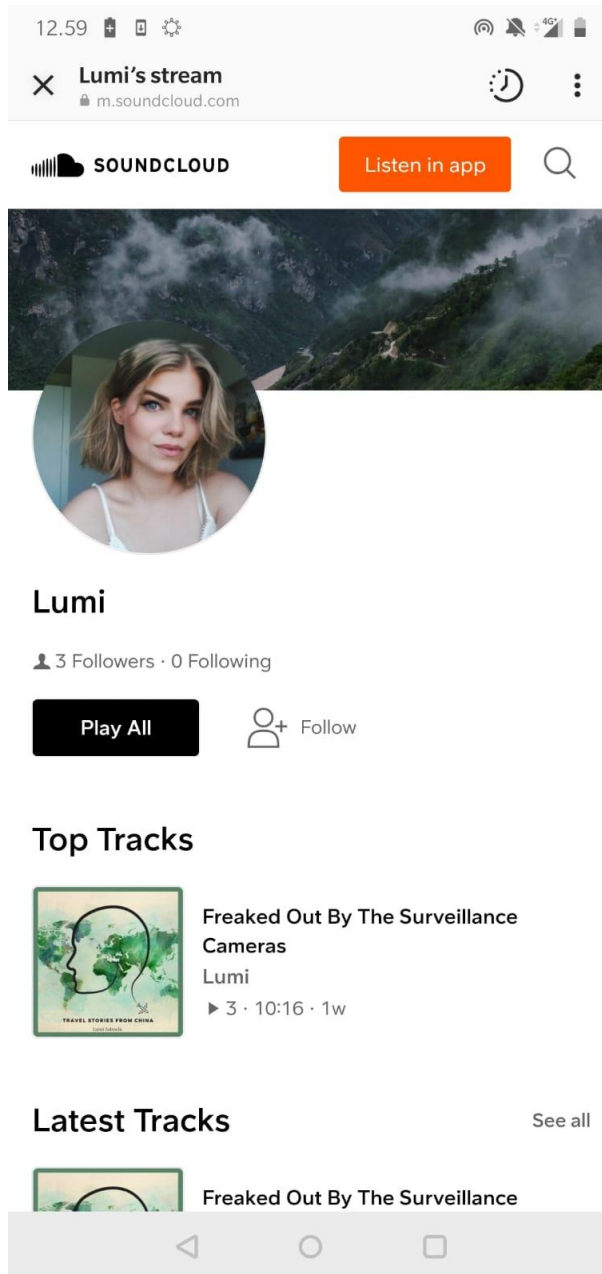


Figure 18. My soundcloud.com webpage. (Salmela 3 June 2021)

In the figure above is seen my soundcloud.com page. I decided to share this website on social media instead of buzzsprout.com as soundcloud.com is more familiar to me and also within my friend group. It felt more natural to share this website for followers.

MY PODCASTS MY PROFILE RESOURCES HELP LOG OUT

Travel Stories From China

Episodes Players Website Directories Monetization Podcast Settings Stats

Episodes Magic Mastering Dynamic Content

Upload a New Episode

You can upload another **1 hour and 33 minutes** of content this cycle

Your allowance renews in **21 days (Jun 25)**. Upgrade to get more time or pay \$0 per additional hour.

Episode Title	Duration	Downloads
Freaked Out By The Surveillance Cameras Since you are on a free account, this episode will be deleted in 81 days . UPGRADE TO SAVE	10:16	0
Hospitalized In The Mountains Since you are on a free account, this episode will be deleted in 81 days . UPGRADE TO SAVE	15:56	1

Figure 19. My buzzsprout.com webpage.

In the figure above is visible my buzzsprout.com webpage. Buzzsprout.com was a little bit more complicated for me to understand how it works so I will have to look more into this website later on. I have the podcast episodes published there and they should be possible to listen to.

During this thesis process I did not focus that much on how to market the podcast series. In order to build an audience, it is important to learn in the future how to market the podcast accordingly. However, this was not my aim during the process, so I did not feel too stressed about it. My aim was to learn how to plan and create the podcast episodes.

I got really interested about podcasting and I will definitely continue my journey as a podcaster in the future. Now that I have all the knowledge and tools to create podcasts, I can focus more on the marketing aspect as well. I was even thinking of making couple of episodes more to this "Travel Stories From China" series as I have some stories on my mind that I could share for the world. In the beginning I will continue the marketing on Instagram for the upcoming episodes, but I will also look more into other options which could be ideal for marketing my podcast.

5.5 Analysis of a podcast episode

As I benchmarked travel related podcasts while working on the theoretical framework, I decided that I wanted my podcast to be similar to the KLM Royal Dutch Airlines podcast "The Journey". This podcast is story driven podcast about life-changing travel experiences. My podcast also handles topics which have somehow changed my view of myself or of the world. According to Lew & Xie (2008) my podcast series falls into the category of

travel experience podcasts. This may be noticed as the podcast episodes narrate my personal experience about travelling to a new destination.

I edited the podcast episodes heavily to strengthen the story which could be noticed as sound effects and music in the background. I also presented the story in a way as it had happened in the past. These features are common within narrative podcasts according to Acunzo (2019). I tried to bring out my emotions through my voice by expressing the emotions as laughter, pauses and sighs. This is important as podcasts are voice driven (Cristea 2020; Lindgren 2016).

In the following section I will analyse my first podcast episode "Hospitalized In The Mountains" according to The Podcast Planners episode structure (see Figure 1) and relevant theoretical framework. I analyse only one episode as both of the episodes had similar structure and I used the same theory to plan and build the episodes. The manuscripts of both episodes may be found from the Appendix 2 section.

Intro:

As mentioned by Modern Vintage Radio (2018) the intro within a podcast series is usually the same. I decided to follow this norm and I created the intro in the end to make sure that it sits well for both episodes. In the introduction I shortly tell who I am, what my show is about by saying the title of the podcast series and finally catching the audience's attention as guided to do by Modern Vintage Radio (2018) by explaining how I think travelling is wonderful, but for me it has not always gone as planned and these unexpected situations have taught me the best lessons. The idea was to make the listener wonder about what unexpected situation has happened to me and make the listener curious and crave for the upcoming story, in conclusion I made a cliff-hanger. This way I created dopamine in the listener which is one of The Angels Cocktail's hormone for increasing motivation and focus as well as enhancing memory within a listener (Phillips 2015). I also added some rhythmic cello music which started the introduction and ended it as well. The music was in the background during the introduction to make it sound professional and interesting.

For planning the main content which, according to The Podcast Planning model, includes Phase A, B, and C, I made sure that I answered the three questions that Eber (2020) states are important in order to tell a great story. Phase A answered the first question: what is the context? Phase B answered the question: what is the conflict? And finally Phase C answered the question: what is the outcome?

Phase A: Start topic

In order to answer the first question: what is the context? Eber (2020) I start to explain the story by telling the listener that I am on a backpacking trip in China with my friend. I describe the destination we are heading to. For creating a stronger image, I use a soundscape in the background while explaining about the destination. The soundscape includes sounds combined of a wind, river, cowbell, and flies flying around. This paints the picture for the listener that the destination is in nature in the mountains. This description takes the listener already to the destination and makes them understand what the context is. In phase A the listener gets an idea that a conflict is about to happen as I explain that we didn't have enough of information when going to the mountains of altitude sickness. According to Cristea (2020) this type of detailed description of characters and surroundings is important for the listener in order to understand the context. Phase A also has action going on as I explain of the events happening to move the story smoothly along which is an important aspect according to Cristea (2020).

As phase B: Hook them

To hook the listener and make them crave for more of the story I answer the second question: what is the conflict? Eber (2020) I told the listener that when I stepped into the bus the experience that I was going to have in the destination would be one of the scariest experiences in my life. This way I started to build tension towards the conflict, and I made the listeners to think of what will happen next. This is supposed to increase the dopamine levels within the listener. I described the bus ride for the listener to make them understand the atmosphere and my feelings. To paint a picture in the listeners mind I used a soundscape taken from a bus.

According to Studiobinder (2019) a great story has a struggle which is confronted by the character. In my story the conflict and struggle I confronted was that I got sick because of the altitude. The tension in the story builds as I describe how my symptoms just got worse and eventually, we had to leave the destination with my friend. Phase B has multiple soundscapes added to the background to enhance the listeners experience and awaken emotions as well as giving a better picture of the surroundings through the different sounds. For example, I used a soundscape of crackling fire while explaining a scene which happened at a fireplace; I used a soundscape from a hospital lobby to make the listener imagine me being in a hospital; I used a soundscape of a bus when explaining that we left from the destination.

Throughout phase B I focused on describing what emotions I was going through in an honest way to create oxytocin in the listener which creates trust towards one another and makes people generous. Oxytocin is the second hormone in The Angels Cocktail (Phillips 2015) According to Eber (2020) one of the main attributes in a story is to build and release

tension which is done by sharing unexpected events over and over again. Therefore, I tried to narrate the story so that it would be full of cliff-hangers as described above.

Phase C: Finish topic

Finally, the listener will find out the answer for the third question: what is the outcome? This information will release tension as the listener will find out the end result. (Eber 2020) I describe how we leave to the bus station which communicates to the listener that the story is coming to its end. I let the listener know that everything went fine, and I started to recover from the altitude sickness. After the listener has heard the end result, they might feel relieved.

In Phase C I start to discuss the theory related to the altitude sickness. This brings depth to the story as I reflect my experience through the factual information. During this phase the listener might learn something new or have an enlightened experience when understanding better what is happening in the body when we got to a higher altitude as well as the symptoms. Giving a transformational experience to the listener is one of the attributes when telling a story according to Eber (2020).

Outro:

The idea for the outro according to ThePodcastPlanner (2020) is to reflect on the episode as well as have a call to action and give a teaser for the upcoming episode. As I made only two episodes, I decided not to make a teaser for the upcoming episode. I made a short reflection by telling the listeners to not make the same mistakes as I did before going to a high altitude. I also thanked the listener.

6 Discussion

The aim of this product-based thesis was to create a 2-part travel-themed podcast series. I adapted all needed skills to create the series. I discussed in the introduction how I wish that this project will make me more valuable as a future employee and I can say that I am able to create high quality podcast episodes for companies if needed. The travel industry may benefit from my podcast series by finding out how to share knowledge related to travelling through personal experiences which are then reflected on factual information. This type of podcast episode format could be used for various concepts where stories would work as tools to easily dig deeper into a more serious or sensitive topic.

During this process I understood how important operational environment experience economy is for podcasting, I learnt about podcasting as well as from storytelling. I learnt how to create the podcast series and how to use the different equipment and tools to create the episodes. There are still aspects regarding to these objectives which can be developed in the future. For example, I want to learn more about the Reaper editing system to make the content sound even better. Now that I learnt the main ingredients for telling a story I want to enhance my skills in it.

This thesis may be used as an example for tourism students on how to create podcast episodes. The students may also find out the podcasts which I benchmarked within the tourism industry to get more familiar with them and understand the tourism field better through the podcasts. This thesis could work as a tool for people to find out more about podcasting especially in the tourism industry as well as see my podcast process which could help someone else plan their series. Podcasting should be more present in marketing classes and students could start their podcasts in early phases of studying if they would get interested in podcasting.

6.1 Reflection

When I started the process of creating the podcast it felt very confusing and overwhelming. The podcast course that I did helped me a lot as I got the tools and advice for how to do the 2-part podcast. This gave me confidence that it would be possible to create my own podcast. When I learnt to use the needed equipment, it increased my motivation and I got excited about the idea of creating the podcast.

During this process I enhanced my skills in storytelling and realised how valuable a tool it is. Storytelling can be beneficial in many situations and it's good to practice it especially if a person wants to bring out their own opinion in a non-controversial way. As mentioned by

Lee (2012). The story in the podcast was a smooth way to dig deeper into the topic discussed in the episode. I will definitely continue telling stories and enhance my skills in it.

I learnt to structure a podcast episode and how to edit the storyline to make it more interesting for the audience to listen to. Next time I would do it a little bit differently. I would write the story into bullet points straight away, instead of writing the entire story out first, like I did now. I feel that the process of writing the full story was unnecessary and time consuming.

When creating the podcast, I learnt a lot of new skills in a short time. I learnt to record good quality sound with a Tascam DR05 recorder. I also learnt to use the Reaper software for editing the episodes. While editing I added sound effects to the background as well as music. During this editing process I figured out how to find free sound effects and music from the internet as well as adding them and editing them to the audio which I had created. I felt quite nervous before the recording process, but it went smoothly as I had planned the episodes well. I was very satisfied with the cover art I created for the podcast as I feel that it forwarded the topic and the atmosphere of the podcast to the potential listeners very well.

I was very satisfied with the end result of the podcast. Telling a story and speaking my thoughts out loud clearly is sometimes a challenge but I feel that the content in both episodes was quite good. The sound effects that I found for the episodes enhance the story and I was surprised how well I edited them to the story. The factual information and theory related to the story was easier to plan as it was not my own experience. I still want to learn to use Reaper software better for editing the quality of sound. I also want to enhance my English language skills even though I am mostly satisfied with it. As this was my first podcast try out that I have published I am very satisfied as I learned all needed skills for creating a podcast series and I am able to continue my journey as a podcaster smoothly if I wish to.

6.2 Own learning

This project taught me a lot not only about podcasting, experience economy, and storytelling but also about me as a person. The theoretical framework was very interesting to me and I definitely want to enhance my skills in storytelling and creating emotions to people through media channels. Materialism doesn't bring people happiness but experiences and sharing a story can change a person's life and bring meaning to them. I definitely want to work in the future with creating experiences to people through the tourism industry and being part of creating unforgettable memories for people as well as being part of the story

that others want to share. Sharing my travel experiences and using podcasting as the media for sharing the content was an amazing learning experience. Many skills as described in the reflection part were adapted in a short time.

I had problems with time management during the process of creating the podcast. It was hard for me to plan when to do the episodes and to think of all the steps which needed to be done and put them on the calendar. The main reason for this was because I had never done such a project before and I wasn't sure how much time each step was going to take. I was also quite distracted as I was doing my exchange semester in Thailand while doing the podcast. I noticed that doing such a big project alone is quite difficult for me as I was in charge of everything, and I had to make all the decisions on my own. This affected my motivation as there was no one pushing me forward as no one else knew about the struggles that I faced during the project. I sometimes asked for help and opinions from friends and family which helped to go forward with the project. The comments and discussions with the Thesis advisor were helpful too but I feel that there were not enough meetings for such a huge project.

I'm more of a team player and I enjoy sharing ideas and developing them in a team. Because of this the podcast project was a great challenge and it proved to me that I'm capable of doing such a big project alone if needed. I feel that this was very important for me to find out and this struggle definitely turned out to be an important lesson for me to learn. Because of coronavirus there were no real-life seminars. Meetings online were easy to arrange but I feel that meeting in person would have worked better for me. If I would have met people in real life, I feel that the discussions of our projects would have been much longer and more meaningful. This would have motivated me to work harder towards the project.

As I noticed this problem that I needed more discussions during the creation process we created a small team with two other friends who were writing their theses at the same time. This helped me to stay more on track with the project and manage the time. Whenever we had a meeting about our theses with our friends, we went through what we had done towards the project and then we decided on goals to achieve for the next meeting. This helped me to stay motivated with the project and it was very important to have this safety net where to ask questions when I got stuck with the creation process. I wish I would have had this kind of system already in the beginning when I started writing the thesis. It is very important to share the thoughts and discuss with other people about the process in order to not get stuck.

This project definitely lighted a spark in me for podcasting. After going through this creative emotional rollercoaster, I was really happy with the end result. I truly enjoyed the process of creating the podcast episodes even though sometimes it felt quite stressful and even scary. During this project I got really interested in recording soundscapes.

There are many ways this media can be used, and the imagination is just the limit for creating content through podcasting. There can be done a lot of research related to podcasting in the future. If I would continue this project, I could research how to build audience for the podcast series and how to use it as a marketing tool for branding myself. Students who are interested about podcasting in the tourism field have many opportunities to research more about this topic. There are various different kind of podcast genres even in the field of tourism. There may be also done more research about the content created for the episodes. Through podcasting it is possible to create unforgettable experiences for the listeners. Podcasting is relatively easy to do and with some effort the content may turn out to be very high quality. All in all, I am very happy with this project and it was an amazing learning process. These skills which were learned through podcasting may be used in various projects in future.

References

- Acunzo, J. 2019. How to Create a Narrative Style Podcast: A Look Inside the Process. URL: <https://www.marketingshowrunners.com/blog/how-to-create-narrative-podcasts/>. Accessed: 22 November 2020.
- Antoniuk, N. 2020. Your brand must adapt to the experience economy: here 's why. URL: <https://learn.g2.com/experience-economy>. Accessed: 16 March 2021.
- Bergareche, N. 2019. The Rise of Podcasts and Podcast Marketing. URL: <https://www.waemarketing.com/blog/podcast-marketing-how-to-market-podcasts.html>. Accessed: 26 September 2020.
- Biswas-Diener, R, & Diener, E. 2001. Making the best of a bad situation: Satisfaction in the slums of Calcutta. *Social Indicators Research*, 55, pp. 329–352.
- Bourquin, T; Cangialosi G; Geoghegan, M; Irelan R; Vogele C. 2012. *Podcast Academy: The Business Podcasting Book*. Routledge.
- Brandastic 2020. Why are Podcasts so Popular in 2020? URL: <https://brandastic.com/blog/why-are-podcasts-so-popular/>. Accessed: 17 October 2020.
- Buzzsprout 2020. How to structure your podcast in 4 steps. URL: <https://www.buzzsprout.com/blog/podcast-structure>. Accessed: 6 October 2020.
- Chen, Z. 2018. How my life has changed from a year of Podcast listening in 2017. URL: <https://medium.com/swlh/how-my-life-has-changed-from-a-year-of-podcast-listening-in-2017-7a571100d6f9>. Accessed: 20 October 2020.
- Climer, A. 2017. How Podcasts Changed My Life. URL: <https://climerconsulting.com/podcasts-changed-life/>. Accessed: 26 March 2021.
- Cristea, M. 2020 Podcasts taking over in Business and entertainment. URL: <https://business-review.eu/tech/online/podcasts-taking-over-in-business-entertainment-211982>. Accessed: 10 March 2020.

- Derome, J. 2019 How storytelling brings experiences to life. URL: <https://www.usertesting.com/blog/storytelling-brings-experiences-to-life>. Accessed: 28 September 2020.
- Diener, E. & Seligman, M.E.P. 2004. Beyond money. Toward an economy of well-being. *Psychological Science in the Public Interest*, 5, 1, pp. 1–31.
- Eber, K. 2020. Why storytelling is more trustworthy than presenting data | Karen Eber | TEDxPurdueU. URL: <https://www.youtube.com/watch?v=Ez5yS4Q5ASA>. Accessed: 8 March 2021
- EDM 2018. Find Out Which Artists Rose To The Top In The 2018 Soundcloud Playback Infographic. URL: <https://edm.com/news/2018-soundcloud-playback-infographic>. Accessed: 15 May 2021.
- Enelow- Snyder, S. 2019. Introducing the Skift Daily Briefing: A New Podcast Every Morning. URL: <https://skift.com/2019/05/02/introducing-the-skift-daily-briefing-a-new-podcast-every-morning/>. Accessed: 1 October 2020.
- Fivehundybymidnight 2020. Five Hundy by Midnight, The Original Las Vegas Podcast. URL: <http://www.fivehundybymidnight.com/fhbm/about-the-podcast/>. Accessed: 29 September 2020.
- Geall, L. 2020. Celebrity podcasts: 17 of the best series to listen to in 2020. URL: <https://www.stylist.co.uk/entertainment/podcasts/best-podcasts-with-celebrity-hosts/309661>. Accessed: 19 October 2020.
- Geoghegan, M. Klass, D. 2007. *Podcast Solutions: The Complete Guide to Audio and Video Podcasting*, Second Edition. Friends of ED.
- Gray, C. 2020 What is a Podcast? An Explanation in Plain English. URL: <https://www.thepodcasthost.com/listening/what-is-a-podcast/>. Accessed: 26 September 2020.
- Hill, G. & Howell, R. 2009. The mediators of experiential purchases: Determining the impact of psychological needs satisfaction and social comparison. *The journal of positive psychology*, 4, 6, pp. 1.

Howell, R.T. & Howell, C.J. 2008. The relation of economic status to subjective well-being in developing countries: A meta-analysis. *Psychological Bulletin*, 134, 4, pp. 536–560.

Hubbardchicago 2019. Why Podcasts Are an Effective Marketing Tool. URL: <https://hubbardchicago.com/why-podcasts-are-an-effective-marketing-tool/>. Accessed: 27 September 2020.

Internationalpodcastday 2020. What is a podcast? URL: <https://internationalpodcastday.com/what-is-podcast/>. Accessed: 25 September 2020.

Iflymagazine date unknown. The Journey, Podcast on life-changing travel experiences. URL: <https://www.iflymagazine.com/en/magazines/kids/klm-podcast-the-journey>. Accessed. 26 March 2021.

KLM Royal Dutch Airlines The Journey An Original podcast by KLM Royal Dutch Airlines. URL: <https://podcast.klm.com/en/>. Accessed: 1 October 2020.

Korhonen, I. 2017. Tunnustuksia kuulijan korvaan, Podcasting ja henkilökohtainen kerronnallinen journalismi. URL: https://www.theseus.fi/bitstream/handle/10024/127209/Korhonen_lines.pdf?sequence=1&isAllowed=y. Accessed: 26 March 2021.

Krakovski, J. 2019. How Listening To Podcasts Changed My Life. URL: <https://www.jeremiahkrakowski.com/blog/how-listening-to-podcasts-changed-my-life>. Accessed: 26 March 2021.

Lee, D 2012. Powerful Storytelling Techniques. Association for Talent Development.

Lew, A & Xie, P 2008. Podcasting and tourism an exploratory study of types, approaches, and content. URL: [file:///C:/Users/lumis/Downloads/Podcasting_and_Tourism_An_Exploratory_Study_of_Typ%20\(1\).pdf](file:///C:/Users/lumis/Downloads/Podcasting_and_Tourism_An_Exploratory_Study_of_Typ%20(1).pdf). Accessed: 29 September 2020.

Lindgren, M. 2016. Personal narrative journalism and podcasting. URL: [file:///C:/Users/lumis/Downloads/Personal_narrative_journalism_and_podcasting%20\(2\).pdf](file:///C:/Users/lumis/Downloads/Personal_narrative_journalism_and_podcasting%20(2).pdf). Accessed: 22 November 2020.

Miller, R 2018. 7 reasons to use a podcast as a marketing tool. URL: <https://blog.mark-growth.com/7-reasons-to-use-a-podcast-as-a-marketing-tool-115ca4f880d6>. Accessed: 26 September 2020.

Modern Vintage Radio 2018. How to add structure to your podcast and hook your audience. URL: <https://www.youtube.com/watch?v=gZs1uY1d19Q&t=448s>. Accessed: 7 October 2020.

Panawala, L. 2017. Difference Between Hormones and Neurotransmitters. URL: https://www.researchgate.net/publication/318305870_Difference_Between_Hormones_and_Neurotransmitters. Accessed: 8 April 2021.

Pelletier, A. 2020. How podcasting is revolutionizing communications. URL: <https://www.prbrainbusters.com/how-podcasting-is-revolutionizing-communications/>. Accessed: 3 March 2021.

Phillips, D. 2015. The magical science of storytelling | David JP Phillips | TEDxStockholm. URL: <https://www.youtube.com/watch?v=Nj-hdQMa3uA>. Accessed: 4 March 2021.

Pine, B. & Gilmore, H. 1998. Welcome to the experience economy. URL: <https://hbr.org/1998/07/welcome-to-the-experience-economy>. Accessed: 11 March 2021.

Podcasthero 2020. Buzzsprout. URL: <https://www.podcasthero.com/directory/buzzsprout/>. Accessed: 15 May 2021.

Podsoundschool 2019. 10 steps for creating a podcast. URL: <https://www.youtube.com/watch?v=nx161a0i8LI>. Accessed: 6 October 2020.

Roberts, C 2020. Want to create a strong bond with your customers? Tell a great story <https://www.forwardlevel.com/great-storytelling-means-better-customer-relationships/>. Accessed: 28 September 2020.

Siltanen, V. 2016. Tiskin alta: Puhetta taiteesta ja mediasta. Podcast keskusteluohjelmasarja osana Taideakatemian viestintää. URL: https://www.theseus.fi/bitstream/handle/10024/111122/Siltanen_Vesa.pdf?sequence=1&isAllowed=y. Accessed: 26 March 2020.

Skift 2020. About. URL: <https://skift.com/about/>. Accessed: 1 October 2020.

Skift 2020. Skift Daily Briefing. URL: <https://skift.com/skift-daily-briefing/>. Accessed: 29 September 2020.

Snow, S. Lazauskas, J. & Contently, I. 2018. *The Storytelling Edge: How to Transform Your Business, Stop Screaming into the Void, and Make People Love You*, John Wiley & Sons, Incorporated, Newark. Available from: ProQuest Ebook Central. [7 May 2021].

Spotify 2020. *The Journey KML Royal Dutch Airlines*. URL: https://open.spotify.com/show/575nPBg9Q5IMkX3hJ68P2T?si=0Gk5lhprT9quTFykFP4_0w. Accessed: 29 September 2020.

Spotify 2020. *The Five Hundy by Midnight, The Original Las Vegas Podcast*. URL: https://open.spotify.com/show/0RmkXW81ON7fUpi-iRb1XBW?si=W_ZwMXhTSGamgu6F7R9t1g. Accessed: 29 September 2020.

Studiobinder 2019. *What is Conflict in a Story? A Quick Reminder of the Purpose of Conflict*. URL: <https://www.studiobinder.com/blog/what-is-conflict-in-a-story/>. Accessed: 8 March 2021.

Taylor, L. 2015. *How listening to podcasts changed my life*. URL: <https://www.envision.io/blogs/ecommerce-pulse/77197249-how-listening-to-podcasts-changed-my-life>. Accessed: 26 March 2021.

Thepodcastplanner 2020. *Episode Structure Roadmap.JPG* URL: https://drive.google.com/file/d/1vxzjbwaWqRuuj_HX2zI8-VdZ1iSmvkhK/view. Accessed: 20 December 2020.

Thompson, S. 2018. *The importance of storytelling in business with examples*. URL: <https://virtualspeech.com/blog/importance-storytellis>. Accessed: 20 December 2020.

Välimäki, V. 2018. *Increasing brand awareness with podcasting, Case: The YesFinland Podcast*. URL: https://www.theseus.fi/bitstream/handle/10024/151605/Valimaki_Ville.pdf?sequence=1&isAllowed=y. Accessed: 26 March 2021.

Winn, R. 2020. *2020. Podcast Stats and Facts (New Research From October 2020)* URL: <https://www.podcastinsights.com/podcast-statistics/>. Accessed: 17 October 2020.

Winn, R. 2019. *What Is A Podcast And How Do They Work?* URL: <https://www.podcastinsights.com/what-is-a-podcast/>. Accessed: 25 September 2020

Appendices

Appendix 1. Links to the podcast episodes

Website to the podcast episodes:

[Soundcloud.com](https://soundcloud.com)

Episode 1.

<https://soundcloud.com/lumi-salmela/hospitalized-in-the-mountains>

Episode 2.

<https://soundcloud.com/lumi-salmela/freaked-out-by-the-surveillance-cameras>

[Buzzsprout.com](https://buzzsprout.com)

Episode 1.

https://www.buzzsprout.com/1789115.js?container_id=buzzsprout-large-player-1789115&player=large

Episode 2.

https://www.buzzsprout.com/1789115.js?container_id=buzzsprout-small-player-1789115&player=small

Appendix 2. Manuscripts of the episodes

Episode 1:

“Hospitalized In the Mountains”

Phase A: What is the context?

- Backpacking trip with my best friend 2y ago in China
- Looking for a new destination to go to
- Hostel receptionist recommends a destination called Daocheng
 - Beautiful mountainous area near the border of Tibet
 - Around 3700m high from the sea level
- Concerns about altitude sickness
 - Buying medicine for the bus ride
- Next morning leaving to the bus station
 - Stepping into the bus without knowing that this was going to be one of the scariest experiences in my life

Phase B: What is the conflict?

- **Altitude sickness begins:**
- Not many memories from the bus ride as I was sleeping almost the whole time
 - Atmosphere was heavy and sleepy
 - Taking the medicine in the bus
 - Suddenly at the destination after 14h
- Checking in at the hotel
 - More like a homestay
 - Very nice reception kinda like a living room
 - Sitting next to the fireplace and having tea
 - 2 other tourists come to the hotel after us
 - They also sit next to the fireplace and we start to share our stories and discuss how we got to the destination
 - They looked shocked, safety stops, slowly ascend, very dangerous to come up so high so quickly
 - I was feeling a bit stupid that we didn't look for more information and scared
- Ended up staying in the destination for 3 days before leaving
 - During the next couple of days I got very familiar with the altitude sickness and
 - Symptoms: sleepiness, exhausted when even walking for a little bit, heart beating fast, headache, chest pain
 - Getting medical help: oxygen tank, cough syrup

Phase C: What is the outcome?

- Finally leaving from the destination
 - The morning before heading to the bus station
 - Trying to speak but words were just a slur
 - Crying
 - In panic leaving to the bus station
 - Prepared for the bust trip with some oxygen cans
 - Inhaling extra oxygen when going to a higher altitude over 4k high

- Getting out to a lower altitude
 - Finally, at the lower destination
 - symptoms fading a way

Phase C: Analyzation and information to bring value little clips from the story to keep interest

- We heard from the hotel owner that some Chinese tourists they don't really believe in altitude sickness and it is common that people come to the destination without letting the body to get used to the altitude
- Previously there was a one day stop for the body to get used to the altitude
- We saw two other tourists in the bus on our way to a lower altitude
- One of them had also experienced bad altitude sickness

Facts about altitude sickness:

Articles:

Harvard medical school 05 December 2018 Harvard Health publishing: Altitude sickness
 Adam Felman 30 January 2018 Medical News Today: What's to know about altitude sickness?

Cause:

- Going too quickly to a high altitude and staying there for too long
- **Reason for altitude sickness:**
 - Body's organs won't get enough oxygen
 - When going to a higher altitude the air pressure is lower which results as the decrease of oxygen molecules per breath.
 - When the body is low on oxygen blood vessels become leaky which causes, fluid build up to the lungs and brain
- **What are the symptoms and when will they occur?**
- 6-12 hours after arrival to the altitude can also occur 24h after ascent
- Occurs at altitudes higher than 2,500 meters
- More than 50% will have altitude sickness if going to 3500m high from the sea level too quickly
- Almost everyone will get ill if going too quickly to 5000m without getting used to the altitude slowly
- There are 3 forms of the disease
 - Acute Mountain sickness
 - Known as the hangover
 - Fatigue and difficulty sleeping
 - Dizzy, light headed
 - Periodic pauses in breathing, or shallow breaths
 - Loss of appetite
 - Nausea or vomiting
 - Confusion
 - High altitude cerebral edema
 - Swelling of the brain

- Worsening headache and vomiting
 - Walking with a staggering gait (huojuva askellus)
 - Confusion
 - Exhaustion
 - Visual hallucinations
 - Changes in the ability to think
 - Changes in normal behavior
 - Coma (in advanced cases)
- High altitude pulmonary edema
 - Fluid to leak from the blood vessels into the lungs
 - Chest tightness or fullness
 - Extreme fatigue
 - Decrease exercise tolerance
 - Inability to catch your breath, even when resting
 - Blue or gray lips and fingernails
 - Coughing, which may produce pink frothy fluid
 - Fever (temperature is above normal but is less than 101° Fahrenheit)
 - Noises when breathing, such as rattling or gurgling sounds
- Treatments for altitude sickness, individual should first slowly descend.
 - General guidelines for climbing above 3050 meters
 - Do not increase your altitude by more than 305 meters per night.
 - Each time you increase your altitude by 914.4 meters, spend a second night at this elevation before going farther.
 - Limit your physical exertion to reasonable levels during your first few days of ascent to altitude.
 - Drink plenty of fluid during your altitude exposure.
 - If you develop early signs of altitude sickness, you can keep from getting worse if you immediately stop ascending or if you descend.
 - And remember that if you start to develop some signs of altitude sickness you can prevent them from getting worse if you straight away stop the ascent or if you will go to a lower destination.
 - Mild symptoms of altitude adjustment, such as headache, can be prevented or at least limited by taking ibuprofen.

Outro:

So, these are the tips and information that I found out about altitude sickness, but I also want to remind you that I'm not an expert on this field so please do your research carefully before you decide to go to a destination with high altitude so that you will get there safely. Thank you for listening and I hope that you learned something new and that you won't make the same mistakes as I did.

Episode 2:

"Freaked Out by the Surveillance Cameras"

Phase A: What is the context?

- In China I couldn't not notice the amount of surveillance cameras in public spaces.
- Surveillance cameras even in the most unexpected spots

- Famous Wulingyuan national park
- Pay attention to that the park was full of surveillance cameras
- Blend the cameras in with the environment
- Cameras attached for example next to trees near to the nature trails
- I didn't expect to see so many surveillance cameras in the national park itself
- It felt like you were being observed constantly- uncomfortable, hard to relax
- The park was a really famous tourist sight which is probably why it was so heavily surveilled

Phase B: What is the conflict?

- Cameras everywhere, getting uncomfortable
 - Count how many cameras there were in public spaces
 - My friend she counted that in one local bus we were 8 cameras
 - It's crazy to think from how many different angles the government wants to observe even a single bus
 - Cameras attached at the driveways
 - The cameras flashed when a car drove past even though the driver didn't do anything,
 - Wondering with my friend that why this was happening
 - Asked a local taxi driver who told us the cameras are for checking the cars speed
 - Cameras were surveillance cameras which were constantly taking photos told a girl from Macao.

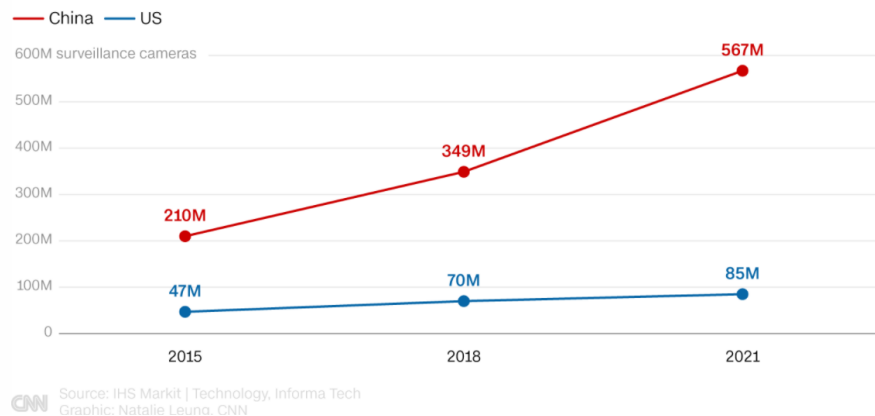
Phase C: What is the outcome?

- Surveillance cameras affecting people's personal life
 - Felt how the surveillance cameras affected the atmosphere in China
 - For example, when we tried to have a discussion with a local friend about politics in a pub
 - Straight away started to whisper felt quite uncomfortable speaking about this kind of topic
 - We heard a story from a fellow traveller
 - Told a story about a tourist who was wearing a T- shirt with a statement on "Free Taiwan" in a bar and
 - The next day he was woken up by policemen and sent back to his home country that day.

Phase C: Analyzation and information to bring value little clips from the story to keep interest

- China is heavily surveilled
- Known for having the world's largest surveillance network.
- *According to "international research centre IHS Markit"*
- *It is estimated that by 2021 china will have*

By 2021, China is expected to have 6 times more surveillance cameras than the US



BBC News 10 December 2017 Producer: Joyce Liu, In Your Face: China's all-seeing state

- "The surveillance cameras in China have Artificial intelligence
- Some cameras can read faces, others can estimate age, ethnicity, and gender"
- BBC reporter John Sudworth tested out China's surveillance camera network in co-operation with the policemen
- City called Guiyang which has 3,5 million people
- Testing how quickly the reporter could be found in the city with the help of surveillance cameras
- He's face was photographed at the police station
- Photo was inputted to the surveillance system and he was flagged to the authorities as a suspect
- It took only seven minutes for the policeman to catch him at a bus station
- The computers found him by comparing the picture that was taken at the police station by the pictures running through the surveillance cameras
- When the system recognises the face of the suspect the control systems alarm turns on

Nectar Gan, CNN Business 28 April 2020: China is installing surveillance cameras outside people's front doors ... and sometimes inside their homes

- The pandemic having an impact on bringing surveillance cameras closer to people's private lives
- The surveillance cameras installed to make sure that people do a quarantine because of coronavirus
- When travelling back home from another country stay in their homes during the quarantine period
- The surveillance cameras have been installed right to their front doors and in rare cases even inside to people's apartments
- Exchange semester in England
- Course called tourist behaviour and experience
- A lesson about surveillance and how it affects our behaviour
- Philosopher called Foucault who explains in his book Discipline and Punish written in 1977 how through surveillance discipline is assured
- When a person is being watched they will start to behave as they think that they should
- Observation is a way to make people behave themselves without force or violence but through coercion.

- This is why observation can be an act of aggression and power
- To sum these thoughts up discipline is achieved through observation
- And this phenomenon is called "Disciplinary gaze".
- Panopticon, designed by Jeremy Bentham who was an English philosopher and a social theorist
- The prison is built so that in the middle of the prison there is a tower, and the tower is surrounded by cells
- In the tower there is only one guard who looks after all inmates and the thing is that the prisoners can't tell if they are watched over from the tower or not
- They cannot see who is watching them and when but the tower itself is visible for all inmates to remind that they are watched over
- So as the prisoners are not sure when they are watched over, they are motivated to act as if they were watched over all the time
- This is an invention for discipline, and it is a way to make people self-discipline without force
- When people start to behave as they are assumed to, they change their natural behaviour which has an effect how they express themselves.
- These surveillance cameras reminded me of this kind of system as panopticon
- People in a similar way are watched over constantly through the surveillance cameras but people visible for the cameras don't actually know when the cameras are on, who is watching the content and where does the data go.

Outro:

I'm going to leave you with these thoughts.

Thank you for listening and I hope that you enjoyed this episode.

Introduction for the podcast episodes:

Hello my name is Lumi. Welcome to listen to my travel stories from China. Travelling is wonderful but it doesn't always go as planned. Turns out that these unexpected experiences while travelling have thought me the best lessons. I hope you enjoy.