



TITLE

Storytelling in heritage and/or art museums

LAB & PEOPLE

- Name of the hosting Research Centre/Faculty: CinTurs (Research Centre in Tourism, Sustainability and Well-being) and Faculty of Economics, University of Algarve
- General activities of the lab: research
- Website: <https://www.cinturs.pt/site/index.php>
- Number of staff / PhD: 48 (integrated researchers) + 52 (PhD students) + 2 (secretariat)
- Supervisor name and contact: Manuela Guerreiro (mmguerre@ualg.pt)

TOPIC OF THE INTERSHIP

- Scientific context of the internship
Managers of art museums and heritage sites seek to adopt an experiential approach, challenging traditional management and marketing approaches. In this context, storytelling emerges as a co-creation tool through which it is intended to engage audiences and encourage memorable visits. Within the framework of the new museology, it is advisable to explore the potential of storytelling in contexts of interpretation and experience design, both in virtual and in-person settings. As this is a new and challenging topic, museums and heritage sites need support in the design and implementation of co-creative activities such as storytelling. Above all, through cross-national comparative studies, this work will bring important contributions to the design of the visitor experience as well as to the advancement of knowledge on the subject.

Keywords: storytelling; new museology, museum and heritage visitor attractions, visitor experience, storytelling, Arts and heritage marketing

Bibliography

Beevor, M., Campos, A. C. & Guerreiro, M. (2022). Storytelling and Experience Design in Heritage Tourism. In *Global Perspectives on Strategic Storytelling in Destination Marketing* 1-21. Ed.s Campos, A. C. & Almeida, S. IGI Global.

Bender, A., Guerreiro, M., Sequeira, B. D. & Mendes, J. (2022). Hedonic experiences at heritage attractions: the visitor's perspective. *International Journal of Culture, Tourism and Hospitality Research*, 16 (1): 138-151.

Laurence, D. & Pitardi, V. (2019). How stories generate consumer engagement: An exploratory study. *Journal of Business Research* 104: 183-195.



2023 Master internship at University of Algarve

McCall, V. & Gray, C. (2014). Museums and the 'new museology': Theory, practice and organisational change. *Museum Management and Curatorship*, 29 (1): 19–35.

Moscardo, G, (2020). Stories and design in tourism. *Annals of Tourism Research* 83 (102950).

- Tasks and duties entrusted to the student: Tasks can be related to literature review, data collection and data analysis
- Skills to be acquired or developed: learn how to conduct applied research

PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: student at a master level
- Field(s) of study: Economics, Management and Tourism
- Scientific skills: Soft skills, search in scientific databases, scientific writing, data collection and analysis (qualitative and/or quantitative)
- Language skills required: English

THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): minimum: 2 months – maximum: 6 months

Desired Starting date of the mission: all across the academic year, except summer (July and August)

Indicative weekly schedule: 35h / week

Remuneration: Not available

Erasmus grant: Application should be made by the student at the sending institution

Internship agreement: *an internship agreement will be signed.*

To SEA-EU students:

If you're interested please send your CV and letter of motivation to the scientist in charge, mmguerre@ualg.pt