



EXperiential TOurism for sustainable RurAl development

EXTOR training programme in rural tourism

Learning Unit 5 - Videomaking: A Course for Basic Skills Development



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Lesson 1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

Storytelling: The Heart of Video Making in Experiential Tourism!!

What is storytelling in video making?

Definition: The art of creating a compelling narrative that captures attention, evokes emotions, and drives action.

Importance in experiential tourism:

- Builds emotional connections with travelers
- Showcases unique rural experiences
- Encourages sustainable tourism practices



1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

The Three Core Elements of Storytelling

- **Experience** – Showcasing unique and immersive aspects (e.g., homestays, nature hikes, local crafts)
- **Emotions** – Evoking feelings of wonder, joy, nostalgia, or curiosity
- **Call to Action (CTA)** – Encouraging the audience to visit, book, or share



1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

Experience – Bringing Stories to Life

What makes an experience compelling in a video?

- Authenticity and uniqueness
- Cultural and environmental significance
- Real-life participation

Examples:

- ✓ A family enjoying a homestay and traditional meal
- ✓ A traveler participating in a local craft workshop
- ✓ A hiker exploring scenic trails in a rural village



1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

Emotions – The Power of Connection

Why emotions matter?

- Triggers memory & engagement
- Strengthens connection to the story
- Inspires action

Emotional tones in tourism storytelling:

- ✓ Wonder: Capturing breathtaking landscapes
- ✓ Joy: Showcasing travelers enjoying local festivities
- ✓ Nostalgia: Depicting traditional lifestyles & customs
- ✓ Curiosity: Exploring hidden gems and lesser-known experiences



1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

Call to Action – Inspiring Engagement

Examples of CTAs:

- ✓ “Plan your adventure today.”
- ✓ “Experience the beauty of rural life.”
- ✓ “Book your stay at a traditional homestay.”

Where to place CTAs?

- At the end of the video
- In captions and descriptions
- On-screen text or voice-over



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1.1 Understanding storytelling and story elements: the experience, emotions, and call to action

Conclusion & Takeaways

Key takeaways:

- **Storytelling makes tourism videos memorable and impactful**
- **A great story combines experience, emotions, and a clear CTA**
- **Well-crafted videos inspire action and promote sustainable tourism**

Closing CTA:

- **"How will you use storytelling to enhance tourism experiences?"**



Lesson 1.2 Aligning Video Content with Audience & Sustainability in Experiential Tourism

Understanding Target Audiences & Sustainability Themes

Aligning with Audience Expectations:

- ✓ **Eco-tourists:** Value environmental preservation and cultural heritage.
- ✓ **Adventure Seekers:** Prefer dynamic, high-energy visuals.
- ✓ **Families:** Look for safe, educational, and interactive experiences.

Incorporating Sustainability Themes:

- **Environmental Sustainability:** Show solar-powered stays, organic farming, and waste reduction initiatives.
- **Cultural Preservation:** Highlight traditional crafts, storytelling, and local cuisine.
- **Community Support:** Feature partnerships with local businesses and social initiatives.

Lesson 1.2 Aligning Video Content with Audience & Sustainability in Experiential Tourism

Effective Alignment Techniques & Reflection

Key Techniques for Impactful Videos:

- **Research & Segmentation:** Use audience analytics to understand values and preferences.
- **Personalized Messaging:** Tailor content to appeal to specific motivations (e.g., sustainability, adventure, relaxation).
- **Visual Storytelling:** Use authentic experiences and real people instead of staged scenarios.



Lesson 2.1. Crafting a message that highlights unique tourism aspects and sustainability.

Why Tailor Scripts to Different Audiences?

1. Define Your Objective: Ask yourself “What do you want the audience to feel, learn, or do?”

Example: A vineyard tour video inspires bookings by showcasing winemakers’ passion.

2. Identify Your Audience: Tailor messaging to specific traveler types.

➤ **Eco-conscious: Sustainability & local impact.**

➤ **Adventure seekers: Thrilling activities.**

➤ **Families: Safety, fun, and education.**

3. Start with a Hook:

➤ **Question: “What if your next adventure helped protect the planet?”**

➤ **Emotional Statement: “In this quiet village, every sunrise feels like a new beginning.”**

➤ **Stunning Visual: “Golden vineyards stretch as far as the eye can see.”**

Lesson 2.1. Crafting a message that highlights unique tourism aspects and sustainability.

Why Tailor Scripts to Different Audiences?

4. Engage the Senses:

- **Sight:** “Watch as the morning mist lifts over rolling green hills.”
- **Sound:** “Hear the gentle lapping of waves against the shore.”
- **Taste:** “Savor the rich flavors of wine aged in oak barrels.”

5. Highlight Unique Selling Points:

- **Cultural immersion:** “Join the locals in their harvest festival.”
- **Sustainability:** “This eco-lodge blends luxury with responsibility.”
- **Personal connection:** “Meet the artisans and hear their stories.”

6. Call to Action (CTA):

- “Discover the magic of sustainable travel. Book your stay today.”
- “Share your experience with #ExploreResponsibly.”

Lesson 2.2. Adapting scripts for different audiences and integrating persuasive language

Why Tailor Scripts to Different Audiences?

- **Enhances Engagement:** Different demographics (families, eco-tourists, adventure seekers) have unique motivations.

Example: Families prioritize safety and fun, while adventure seekers seek thrill and excitement.

- **Establishes Emotional Connection:** Content that reflects audience values fosters deeper engagement.

Example: Eco-conscious travelers resonate with sustainability messaging.

- **Boosts Trust & CTA Effectiveness:** A well-targeted script increases credibility and compels action.

Example: “Book a family-friendly getaway today!” (for families)

Lesson 2.2. Adapting scripts for different audiences and integrating persuasive language

Using Persuasive Language Effectively

Techniques for Influence:

- **Evoke Emotions: Create vivid imagery.**

Example: “Imagine savoring freshly brewed coffee at sunrise over misty mountains.”

- **Highlight Benefits, Not Features:**

Feature: “We offer eco-friendly lodges.”

Benefit: “Enjoy a guilt-free retreat that supports nature conservation.”

- **Use Power Words:**

Exciting: Discover, Explore, Hidden Gem

Urgent: Limited-Time, Don’t Miss Out



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Using Persuasive Language Effectively

Techniques for Influence:

➤ Incorporate Social Proof:

Example: “Join thousands of travelers who’ve rediscovered slow travel.”

➤ Leverage FOMO (Fear of Missing Out):

Example: “This once-in-a-lifetime experience awaits - don’t miss out!”

➤ Personalize Messaging:

Example: “This journey isn’t just a trip—it’s your chance to reconnect with nature.”



Key Platform-Specific Requirements

Instagram Reels

- Aspect Ratio: 9:16 (vertical)
- Length: Up to 90 sec
- Style: Eye-catching visuals, trending music, and text overlays

Best Practices:

- Hook viewers in the first 3 seconds
- Use bold colors and dynamic editing
- CTA: “Follow for more!”



Key Platform-Specific Requirements

Facebook Video Guidelines

- **Aspect Ratio: 4:5 (vertical) or 1:1 (square)**
- **Length:**
 - **Feeds: Up to 240 min (best 15-90 sec)**
 - **Stories: Up to 15 sec per slide**
 - **Reels: Up to 90 sec**
- **Style:**
 - **Personal stories, live updates, and testimonials**
 - **Use captions and closed text for better reach**

Best Practices:

- **Use Facebook's CTA buttons ("Shop Now," "Learn More")**
- **Design custom thumbnails for better engagement**



Lesson 3.2. Matching video content style to platform-specific audiences

Why Matching Content Style Matters

- Audience preferences vary by platform
- ✓ Instagram Reels: Trendy, short, visually engaging content.
- ✓ YouTube Shorts: Quick tutorials, high-energy snippets, entertainment.
- ✓ Facebook: Community-driven, storytelling-oriented videos.
- Maximizes engagement: Content tailored to platform style increases likes, shares, and interactions. For example: Using casual, fast-paced storytelling on TikTok vs. a professional tone on LinkedIn.
- Platform algorithms favor native content: Videos that align with platform norms are prioritized in feeds. For example: Instagram Reels with trending audio & hashtags gain better visibility.

How to Adapt Video Content Style

1. Understand Platform Demographics

- ✓ Instagram Reels: Young (18–34), fast-paced, visually appealing.
- ✓ YouTube Shorts: Wide age range, engaging tutorials & entertainment.
- ✓ Facebook: Broad audience, longer-form storytelling content.

2. Adjust Content Tone

➤ Professional vs. Casual:

LinkedIn → Professional, educational.

TikTok → Authentic, humorous.

- Conversational Style: Instagram & TikTok favor casual, relatable language.

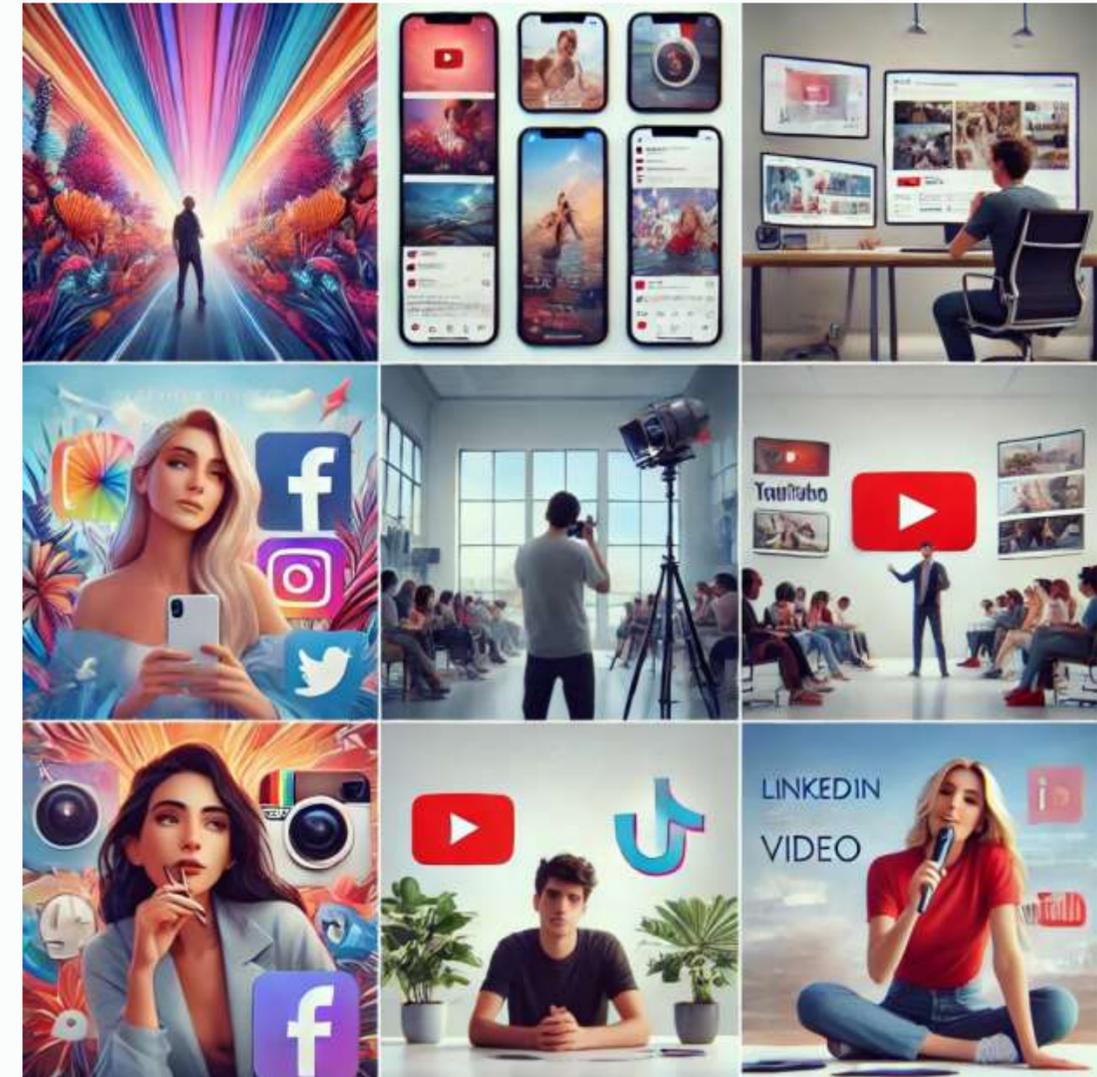
How to Adapt Video Content Style

3. Leverage Platform-Specific Features

- ✓ Instagram: Trending audio, effects, and hashtags.
- ✓ YouTube: Eye-catching thumbnails & captions.
- ✓ Facebook: Storytelling formats, live videos.

4. Align with Viewing Behaviors

- Short Attention Spans: Hook viewers in 3 seconds (Instagram & TikTok).
- Longer Engagement: YouTube accommodates in-depth storytelling & tutorials.



Essential Techniques for High-Quality Video

1. Stabilize Your Camera

- ✓ Use a tripod or stabilizer for steady shots
- ✓ Hold the device with both hands, keeping elbows close to your body
- ✓ Enable built-in image stabilization features

2. Optimize Lighting

- ✓ Natural Light: Shoot during golden hour for soft, warm light
- ✓ Indoor Lighting: Use lamps or LED lights, avoiding harsh shadows
- ✓ Avoid Backlighting: Place the light source in front of the subject

Essential Techniques for High-Quality Video

3. Adjust Camera Settings

- ✓ Resolution: Set to 1080p or 4K for best quality
- ✓ Frame Rate: Use 30 FPS for standard shots, 60 FPS for smooth motion
- ✓ Focus & Exposure: Use touch-to-focus and adjust exposure settings

4. Frame Your Shot

- ✓ Use the Rule of Thirds for balanced composition
- ✓ Ensure proper headroom and perspective for depth
- ✓ Experiment with angles (low, high, eye-level)

Essential Techniques for High-Quality Video

5. Capture Clean Audio

- ✓ Use an external microphone for clear sound
- ✓ Minimize background noise by shooting in quiet locations
- ✓ Keep the microphone close to the subject but out of the frame

6. Enhance with Editing

- ✓ Use beginner-friendly apps like iMovie, CapCut, or DaVinci Resolve
- ✓ Adjust brightness, contrast, and color
- ✓ Trim unnecessary parts and add smooth transitions



Lesson 4.2. Simple strategies for achieving professional quality with minimal equipment

Techniques for Capturing Professional Shots

1. Wide-Angle Views of Rural Landscapes

- **Use the Right Perspective:** Position camera at an elevated point.
- **Enable Wide-Angle Mode:** Activate built-in wide-angle lenses.
- **Add Foreground Elements:** Include objects (trees, fences) for depth.
- **Stabilize Camera:** Use a tripod or stable surface for smooth shots.
- **Golden Hour Lighting:** Capture soft, diffused light in morning/evening.

Example: A winding path leading into the countryside creates a natural focal point.

Lesson 4.2. Simple strategies for achieving professional quality with minimal equipment

Techniques for Capturing Professional Shots

2. Close-Ups of Local Crafts

- **Use Macro Mode:** Capture intricate details (e.g., brushstrokes, woven patterns).
- **Steady the Camera:** Use a tripod or rest elbows to avoid blurring.
- **Control Focus Manually:** Tap subject for sharp focus.
- **Diffuse Lighting:** Avoid harsh shadows with soft, natural light.
- **Adjust Composition:** Highlight specific details (e.g., a potter's hands shaping clay).

Example: Zoom in on a craftsman weaving fabric with a blurred background.

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Techniques for Capturing Professional Shots

3. Dynamic Movements (e.g., Pouring Coffee, Preparing Food)

- **Use Slow Motion:** Capture fluid movements like liquid pouring or food prep.
- **Track the Action:** Follow motion with a gimbal stabilizer or handheld tripod.
- **Shoot from Multiple Angles:** Overhead, side, and close-ups add variety.
- **Frame the Shot:** Ensure the action (e.g., coffee pouring) is clearly centered.
- **Lighting for Motion:** Backlight steam or motion for added drama.

Example: Slow-motion shot of steaming coffee being poured into a glass.

Lesson 5.1. Adding captions, soundtracks, and transitions to enhance viewer engagement

Adding Captions

Why Use Captions?

- ✓ Improves accessibility for viewers with hearing impairments.
- ✓ Enables understanding in noisy environments or when watching on mute.
- ✓ Increases engagement, as many users watch videos without sound.

How to Add Captions

- Auto-Generated Captions: YouTube, Facebook Creator Studio (edit for accuracy).
- Manual Captions: Adobe Premiere Pro, CapCut (sync with audio).
- Free Tools: Veed.io, Zubtitle, Otter.ai.

Best Practices:

- ✓ Use readable fonts (Arial, Helvetica).
- ✓ Position captions in the lower third without obstructing visuals.
- ✓ Ensure contrast between text and background for clarity.



Lesson 5.1. Adding captions, soundtracks, and transitions to enhance viewer engagement

Adding Soundtracks

Why Use Soundtracks?

- ✓ Establishes mood and enhances storytelling.
- ✓ Keeps viewers engaged and makes the video more immersive.

How to Add Soundtracks

- Choose Royalty-Free Music: Epidemic Sound, Artlist, Free Music Archive.
- Sync with Video: Match music tempo and mood to video pacing.
- Adjust Audio Levels: Ensure background music doesn't overpower dialogue.

Best Practices:

- ✓ Fade in/out music for smooth transitions.
- ✓ Use music breaks to emphasize key visuals.
- ✓ Keep music relevant to cultural context.



Lesson 5.1. Adding captions, soundtracks, and transitions to enhance viewer engagement

Adding Transitions

Why Use Transitions?

- ✓ Enhances video flow and prevents abrupt scene changes.
- ✓ Directs viewer attention smoothly between clips.

How to Add Transitions

- Use Built-in Effects: Fades, wipes, and slides in iMovie, Adobe, etc

Choose the Right Transition:

- Cut: Fast-paced and simple.
- Fade: Soft, emotional tone.
- Wipe/Slide: Dynamic scene shifts.

- Customize Transition Timing: Avoid overly long transitions that disrupt flow.

Best Practices:

- ✓ Avoid overuse of flashy transitions.
- ✓ Keep transitions consistent with video style.
- ✓ Use subtle transitions for professional visuals.

Steps to Edit Videos in Canva

- **Log in & Choose a Template:** Select a theme-based or blank template.
- **Upload Media:** Import video clips, images, and audio files.
- **Editing Tools:**
 - **Trimming & Splitting:** Adjust video length and cut segments.
 - **Text & Animations:** Overlay text and apply dynamic effects.
 - **Transitions & Audio:** Add smooth scene transitions and background music.
- **Export Video:** Download in 1080p for high-quality output.

Best Features for Beginners:

- ✓ Pre-made templates for quick editing.
- ✓ Extensive library of stock photos, videos, and music.

Steps to Edit Videos in CapCut

- **Download & Open App:** Start a new project.
- **Import Media:** Select video clips and photos.
- **Editing Tools:**
 - **Trimming & Splitting:** Adjust video length and divide clips.
 - **Filters & Effects:** Apply color enhancements and animations.
 - **Transitions & Audio:** Use built-in transitions and sync music or voiceovers.
- **Enhancements:**
 - **Speed Control:** Adjust playback for slow-motion or time-lapse effects.
 - **Stickers & Overlays:** Add animated elements for engagement.
- **Export Video:** Save in desired resolution (720p, 1080p).

Best Features for Beginners:

- ✓ **One-tap filters and effects.**
- ✓ **User-friendly timeline for editing.**



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