## The Geological Narrative

Ari Brozinski<sup>1</sup>\*

<sup>1</sup>Åbo Akademi, Geology and Mineralogy, Domkyrkotorget 1 FIN-20500 Åbo, FINLAND, aribro@abo.fi

Geologists understand how our Earth works and functions. We are able to theorize about the ever relevant question how and thus, describe the geological processes that created the landscape we see around us. Simply put, geologists are skilled in the story of Earth, also known as the geological narrative.

A key element in the geological narrative is the experience. Experiences give meaning to life and influence the decisions we make (Boswijk, Thijssen and Peelen 2007). They are also contributed by adventures, encounters as well as learning and are affected by the physical setting (Mossberg 2007). Thus, forming a meaningful experience leads to a deeper understanding. A deeper understanding provides immaterial value to objects (Mosberg and Johansen 2006). In plain, the geological narrative helps turning a rock into the remnants of a mountain chain that formed in an orogeny.

A practical example is provided by Eerola and Brozinski (2015); non-geologist participants in a geological city walk were instructed to become part of Earth's geological processes and simulate them in various physical performances. The talk after the tour revealed a geological "awakening" among many participants.

With the growing interest towards popularized geology and geological tourism around the world, it is paramount that the research on the geological narrative, both practical and theoretical, is set forth.

## **References:**

Boswijk, A., Thijssen, T. and Peelen, E. 2007. The Experience Economy a new perspective. Amsterdam: Pearson Education.

Eerola, T. And Brozinski, A. 2015: Geologinen Walkapolis -kaupunkikävely New Performance Turku -festivaaleilla 2014. Tilanneraportti. Alue- ja Ympäristö, in press.

Mossberg L. & Johansen E.N. (eds.) 2006. Storytelling : marknadsföring I upplevelseindustrin. Lund: Course material.

Mossberg, L. 2007. A Marketing Approach to the Tourist Experience. Scandinavian Journal of Hospitality and Tourism 7, 59-74.