



USING LESSONS FROM TOURISM MARKETING VIDEOS TO RAISE AWARENESS ABOUT CLIMATE CHANGE IN TANZANIA

Elizabeth Charles Baluze^{1*}; Antonius Sumarwan²

^{1,2}Department of Magister Management, Faculty of Economics, Universitas Sanata Dharma, Yogyakarta

Email: ¹elizabethbaluze7@gmail.com; ²marwansj@usd.ac.id

ABSTRACT

This study examines how climate activists in Tanzania can enhance their climate awareness campaigns by employing techniques from tourism marketing videos and integrating experiential sensory marketing theory principles. The study uses a comparative analysis with a renowned tourism documentary and three videos on climate awareness from Tanzania. It used experiential theory to explore how sensory elements such as visuals, sounds, and narratives can create memorable and impactful experiences for audiences. The findings suggest that employing stimulating narratives and enhancing sensory experiences can significantly improve engagement and raise awareness about climate change. This research contributes to the field by emphasizing the effectiveness of experiential storytelling techniques grounded in sensory marketing theory in climate activism campaigns. However, this study focuses exclusively on the context of climate change awareness in Tanzania. Despite this narrow focus, the findings offer valuable insights for academics, tourism professionals, and policymakers, suggesting the potential use of videos to enhance tourism's environmental impact positively. By leveraging the power of video content, stakeholders can disseminate educational messages and promote sustainable practices within the tourism industry. Thus, this study is a valuable tool for informing future initiatives aimed at climate activism and sustainable tourism development.

Keywords: Climate Change; Awareness; Tourism Video marketing; Experiential marketing.

1. Introduction

Climate change has been a topic of significant discussion over the past few decades. In the 1970s, *The Limits of Growth*, a report by the Club of Rome, warned about the consequences of excessive CO₂ in the atmosphere (Meadows et al., 2013). While there was initial interest, attention waned until pivotal events shifted the narrative. The release of the film *The Day After Tomorrow* in 2004 represented a dramatic ice age triggered by climate change, followed by the devastating impact of Hurricane Katrina in 2005, highlighting the tangible and severe effects of climate change. Subsequently, the documentary *An Inconvenient Truth* in 2006, which received an Oscar, further underscored the link between CO₂ emissions and global warming. Additionally, international initiatives like the Kyoto Protocol, the Paris Agreement, and COP meetings, along with influential documents such as Pope Francis's *Laudato Si* (Francesco, 2015) and *Laudato Deum* (Fernández-Reyes, 2023) have increased global attention toward climate action.

Insufficient efforts to inform communities and stakeholders about climate change could hinder our ability to enact meaningful action. For instance, (Tàbara et al., 2010) developed the 'climate learning ladder' to help people better understand how climate change affects them. This tool aims to improve awareness of climate issues and empower people to make informed decisions (Masson-Delmotte et al., 2021) to address them effectively. A country like Tanzania is a significant food producer reliant on rain-fed agriculture but faces increasing challenges from floods and droughts due to climate change. Despite recognizing climate change as a major

threat, Tanzanian authorities are still in the early stages of implementing resilience initiatives. To address these challenges, the country has expressed interest in the Resilience and Sustainability Trust (RST) (Khatibu & Lokina, n.d.)

In that regard, many studies have discussed that Global temperatures have been rising significantly in recent years and are projected to continue increasing due to ongoing greenhouse gas emissions (Reino, n.d.). Over the past few decades, the Earth has experienced a substantial temperature increase, surpassing historical trends (Marcott et al., 2013). This temperature rise has led to various impacts across different regions, including an increase in natural disasters such as droughts, desertification, rising sea levels, floods, and storms (Masson-Delmotte et al., 2021). The evidence for rapid climate change is clear, with rising sea levels, warming oceans, shrinking ice sheets, declining Arctic sea ice, retreating glaciers, and increasing ocean acidity. Climate change poses a significant challenge with far-reaching implications across ecosystems, human societies, and economic systems (Jones et al., 2020).

Principle 10 of the Rio Declaration on Environment and Development (Declaration, 1992) and Article 6 of the United Nations Framework Convention on Climate Change (Hickmann et al., 2021) highlight the importance of raising awareness, ensuring access, and providing education about climate change to improve societal understanding. Similarly, the East Africa Climate Change Policy and the Tanzania Climate Change (Orindi & Murray, 2005) share the goal of enhancing public awareness of climate change.

However, despite these efforts, there remains a gap in effective communication regarding climate change awareness, particularly in Tanzania. This study aims to explore how climate activists can utilize theories from tourism marketing videos to enhance awareness about climate change in Tanzania. Consequently, this study will employ a qualitative methodology to show how climate activists can adopt the tourism marketing theory of experiential marketing to enhance climate change awareness. The findings of this study are expected to contribute to both policy and practice in the realm of climate change awareness, as well as enrich the existing literature on the subject.

The following section of this paper is a literature review of this study together with its theoretical framework, integrating concepts from climate change awareness, experiential marketing, and video marketing to investigate innovative strategies for climate activists.

2. Literature Review

2.1 Tourism Video Marketing

Tourism video marketing, also known as film tourism or movie-induced tourism, encompasses tourist behavior influenced by visual media, including traditional formats like film and television, as well as pre-recorded products such as video, DVD, and Blu-Ray (Bayram, 2020).

According to (Connell, 2012) numerous well-known tourist destinations, including the UK, USA, Korea, and Australia, have leveraged film tourism. In the UK, film has been a significant component of VisitBritain's marketing strategy since the 1990s, while the Visit America Alliance's television campaign in 2004 encouraged viewers to visit movie sets they had seen. Tanzania has also embraced this trend with the release of *Tanzania: The Royal Tour*, which aired on April 19, 2022. In this TV show, Peter Greenberg travels with Tanzania's President, Samia Suluhu Hassan, serving as his special guide. Together, they explore the country, showcasing its wonders through the eyes of its leader (Maelezo TV, 2022).

Tanzania's tourism sector has experienced significant growth, which can be attributed in part to strategic initiatives such as its participation in the *Tanzania: The Royal Tour* film. The influx of foreign tourists increased by an impressive 95%, soaring from 922,692 in 2021 to 1.8 million in 2023. Similarly, domestic tourism has seen a significant increase recently from 851,000 in 2021 to 1.9 million in 2023. These increases in tourist numbers translated into

substantial economic gains, with tourism sector revenues rising from \$1.3 billion in 2021 to \$3.37 billion in 2023. Tanzania's success in the tourism industry was further highlighted by its achievement as the second-highest country in Africa for tourist growth in 2023 and recognition as one of the top 10 nations globally with rapid tourism expansion post-Covid (wizarayamaliasilinautalii, 2024).



Figure 24 Summary table highlighting the success of "Tanzania:The Royal Tour" documentary in Tanzania.

2.1.1. Climate Change Awareness

Studies on climate change have identified a wide range of effects, including changes in nature, impacts on water access, population displacement, ocean acidification, and challenges with insurance. Some anticipate gradual changes, while others suggest the possibility of sudden and significant shifts in the Earth's system (O’neill & Nicholson-Cole, 2009). Efforts to address climate change are crucial, with multifaceted approaches required. These include implementing policies to reduce greenhouse gas emissions, promoting sustainable practices, investing in research and development for innovative solutions, supporting international cooperation, fostering resilience and adaptation, and empowering individuals and communities (Lenton et al., 2008)

Climate projections for Tanzania indicate increased frequency and severity of droughts and floods, accompanied by rising temperatures and changing rainfall patterns. Deforestation intensifies these challenges. While Tanzania ranks moderately in vulnerability and readiness compared to other sub-Saharan African countries, there is a need for greater preparation to mitigate climate change impacts(Khatibu& Lokina, n.d.).

Many studies show that how people see the risks of climate change affects how much they support and get involved in efforts to deal with it. The existing literature on risk perception suggests that when individuals are consistently aware of and encounter threatening situations, they tend to develop strategies aimed at minimizing the perceived risk (Luís et al., 2018).

Videos are an effective tool for raising awareness about climate change (Smith, 2018; Jones & Brown, 2019). They can convey information in a visually compelling and emotionally engaging manner, evoking empathy and concern (Keith, 2023). Documentaries and social

media videos have proven effective in raising awareness and motivating action (Chattoo, 2020). This study aims to improve the effectiveness of climate change awareness in Tanzania by using videos. To do this, the study draws inspiration from tourism marketers who use experiential marketing techniques to create engaging videos. The goal is to increase awareness about climate change using videos that are both informative and captivating. (Fauville et al., 2020)

2.2 *Theoretical Framework*

2.2.1. *Sensory Marketing*

According to Schmitt (Schmitt, 1999) one of the pioneers in introducing the concept of experiential marketing, there are five key ways to create an engaging experience for consumers: through sensory engagement, emotional resonance, physical interactions or lifestyle integration, cognitive and creative stimulation, and social identity connections. Recent studies in experiential tourism have primarily focused on exploring the sensory, emotional, and lifestyle dimensions of consumer experiences. Several researchers have explored different aspects of the experiential economy (Agapito et al., 2013), (Pera, 2017), (Cameron, 2012), and (Sung et al., 2022) have studied the role of emotions, immersive experiences, and storytelling. (Kastenholz et al., 2020) have analyzed how various dimensions of experience, such as sensory engagement, personalization, and genuineness impact tourist destinations' consumption patterns. Additionally, (Knobloch et al., 2017), (Chandralal & Valenzuela, 2015) and (Su et al., 2020) have investigated the significance of emotion and experience in tourist consumption behaviors, highlighting the emotional quality and innovation factors within the dimensions of tourism experiences.

Sensory marketing utilizes taste, smell, sound, sight, and touch to create immersive brand experiences, influencing customer perceptions and expectations. Marketers strategically leverage sensory stimuli to establish tangible connections with consumers, shaping positive brand impressions (Velasco et al., 2021). The primary focus of sensory imagery research in marketing centers on individual sensory experiences (Krishna & Elder, 2021). For instance, one approach involves inducing a vivid perception of a cookie's aroma through a visual advertisement featuring a cookie (Krishna & Elder, 2021). While there is recognition of multisensory imagery (Lukosius, 2003) empirical evidence predominantly indicates modality-specific patterns of imagery.

The impact of the five human senses on consumer behavior has been extensively explored in the literature (Akarsu et al., 2019). Moreover, places and individuals' surroundings are recognized as multisensory environments, comprising not only visual stimuli but also associated sounds, smells, tastes, and tactile sensations (Agapito et al., 2013); Casey, 1996; (Falkheimer & Heide, 2006); (Macnaghten & Urry, 1998). While some authors argue that tourism research has predominantly focused on the visual aspects of the tourist experience (Pan & Ryan, 2009), this does not imply a sole emphasis on sight in tourism. Cultural, social, and geographical influences have historically shaped shifts in sensory perception (Vannini et al., 2013), consequently impacting travel experiences (Smith, 2007).

(Fyall et al., n.d.) emphasize the importance of experiential marketing in creating memorable tourist encounters. Their work highlights the need to engage all senses deeply in experience design, offering contemporary perspectives on utilizing sensory elements for unforgettable journeys. This contribution enhances the understanding of sensory-driven tourism experiences, highlighting the effectiveness of tourism videos in applying experiential marketing principles to deeply engage audiences.

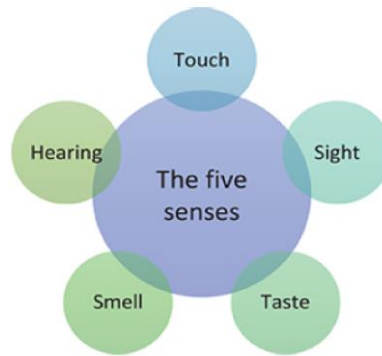


Figure 25. The five human senses. Source: Fyall et al., n.d)

The effectiveness of experiential marketing centers on how these stimuli are perceived and influence decision-making through mental imagery processing (Skavronskaya et al., 2017) Mental imagery processing is the cognitive process through which sensory information is represented in working memory.

The theoretical framework of this study aligns with Fyall et al.'s (2019) concept (figure 1), suggesting that a successful experience integrates three crucial elements: surprise, consumer involvement, and sensory engagement. This framework guides a thorough exploration of how tourism marketing videos employ experiential marketing techniques. Additionally, it prompts an examination of how climate activists can draw insights from these strategies to create videos that effectively raise awareness about climate change.

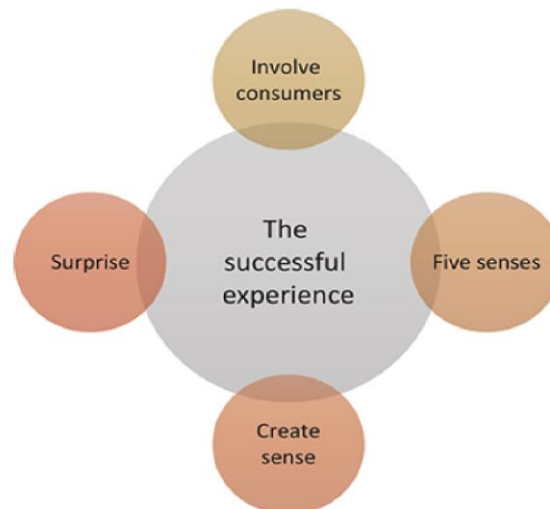


Figure 26. The key experience components Source: Fyall et al (2019)

3. Research Methods

People make sense of the world through stories (Webster & Mertova, 2007) points out, narratives serve as both a way of understanding and a method of communication. This study adopts a qualitative research (Lawrence Neuman, 2014) approach to analyze how climate change awareness activists can draw insights from tourism marketing strategies, particularly in the realm of video marketing. The research design combines elements of observation(Tomaszewski et al., 2020), content analysis (Krippendorff, 2018) and narrative analysis(Webster & Mertova, 2007). The focus is on analyzing the effectiveness of experiential marketing techniques utilized in tourism promotion and assessing their applicability to climate activism.

Data collection involved a thorough examination of selected videos related to tourism promotion and climate activism in Tanzania, with a primary emphasis on *The Royal Tour*, a Tanzanian tourism marketing film recognized for its significant impact on the country's tourism economy. This film was chosen based on its relevance and success, as acknowledged by the Department of Research, Ministry of Natural Resources and Tourism (wizarayamaliasili, 2024), thereby providing valuable insights into experiential marketing strategies.

In identifying key climate activists for inclusion in this study, an observation was made. It highlighted the significant contributions of two activists, Upendo Mwakyusa (Upendo Mwakyusa, 2023) and Regina Magoke, (Regina Magoke, 2024) known for their impactful grassroots activism within local communities. Additionally, the recognition from the Finland Embassy highlights institutional efforts to address climate change in Tanzania (Forestry and Value Chain Development Programme by the Governments of Tanzania. and Finland, July 2022).

The study utilized content analysis as a methodology (Krippendorff, 2018). The videos provided valuable insights into understanding how sensory experiences influence our perceptions. It was suggested that by using similar techniques, we can effectively convey the importance of environmental issues and inspire action. The researcher's findings align with the five senses theory of experiential marketing, which can be an effective way to communicate the urgency of addressing climate change and motivate individuals and communities towards sustainability and environmental conservation.

4. Results and Discussions

As per the analysis of videos from The film *Tanzania: The Royal Tour* <https://tanzaniaroyaltour.go.tz/>, along with contributions from climate activists Regina Magoke and Upendo Mwakyusa, and insights from the video by the Embassy of Finland, the following was taken.

Tanzania: The Royal Tour presents Tanzania's landscapes and cultural heritage vividly, employing immersive storytelling and captivating visuals. Guided by Peter Greenberg and President Samia Suluhu Hassan, the film invites viewers on a cinematic journey through the nation's natural wonders and cultural treasures. The audience gains insight into Tanzania's diverse offerings through compelling imagery and genuine encounters. President Hassan's involvement adds depth to the narrative, emphasizing the country's attractions and encouraging exploration. Ultimately, the film serves as a promotional tool for Tanzania's tourism industry, showcasing its beauty and significance to potential visitors. By highlighting the nation's rich cultural heritage, the film ignites a sense of adventure and exploration.



Figure 27 An aerial photograph of Mount Kilimanjaro, as presented by the Honorable President to Peter Greenberg, illustrating the significant snow melt caused by climate change.

Regina Magoke video on Climate Education for Young Children. In this first video, Regina Magoke is depicted engaging with young children who are holding posters about climate change. The scene is set inside a class room setting, suggesting a grassroots approach

to climate activism. Regina Magoke's message emphasizes the importance of climate education for young generations, positioning children as key stakeholders in environmental conservation efforts. Through her interaction with the children, she cultivates a sense of environmental responsibility and empowers them to become advocates for climate action. This grassroots initiative underscores Regina Magoke's commitment to nurturing environmental literacy from an early age and mobilizing youth as agents of change. (Regina Magoke,2024) [video link](#)



Figure 28 : A photograph of Regina Magoke providing climate education

In the second video, Upendo Mwakyausa delivers a comprehensive message about climate change, outlining its causes, impacts, and the role that individuals can play in addressing it. Mwakyausa's communication style is clear, concise, and accessible, making complex scientific concepts understandable to a broad audience. By providing practical examples and emphasizing the importance of collective action, she motivates viewers to recognize their role in combating climate change. Through her passionate advocacy, Mwakyausa inspires empathy and urgency, encouraging viewers to become actively engaged in environmental stewardship.(Upendo Mwakyausa ,2024) [Video link](#)



Figure 29 : A photo capturing Regina Magoke raising awareness about climate change.

The following link (Forestry and Value Chain Development Programme by the Governments of Tanzania. and Finland, Jul 2022) [Video link, Grandpa & the grandchildren: An educational documentary on the importance of forests for children](#) leads to an educational video documentary shared by the Embassy of Finland in Tanzania, aiming to educate and inspire viewers about the critical importance of forests and sustainable practices. Through

captivating visuals and informative narration, the documentary explores the many-sided dynamics of the Forestry and Value Chains Development (FORVAC) program, a collaborative effort between the Governments of Tanzania and Finland. It emphasizes the different roles of forests, particularly highlighting their significance to children, as shown through the portrayal of an elderly man sharing his wisdom with village youth.



Figure 30: A photo of a grandfather raising awareness among children about the importance of forests.

The video provides a detailed insight into various aspects of forest conservation and sustainable livelihoods, including the importance of bees, the production of clay stoves that reduce wood and charcoal usage, and the role of Community-based Natural Resources Committees in local villages. Furthermore, it showcases real-life examples and success stories, illustrating the positive impact of community-driven initiatives on climate change resilience and forest conservation efforts.

4.1 *The effect of visual sense (sight) on video communication*

Based on my analysis of the four videos, I have found that using visually captivating imagery and footage can effectively raise awareness. Through the sense of sight, viewers can experience Tanzania's beauty and cultural heritage captured in *Tanzania: The Royal Tour* film. The film makes use of different cinematic techniques, such as aerial shots that capture the beauty of the country's landscapes from a bird's-eye view. The cultural performances that are featured in the film also help to highlight the rich and diverse traditions of the country. These elements come together to create a visually stunning and culturally engaging experience for viewers. The film captures the beauty of both Dar es Salaam and Zanzibar, as well as some of Tanzania's national parks, including the world-famous Ngorongoro Conservation Area (NCA) and Serengeti National Park. The film provides an awe-inspiring visual delight that allows viewers to experience the beauty of Tanzania through the screen. It leaves viewers with an intense desire to witness it in person. The vivid cinematography and captivating storytelling showcase Tanzania's rich natural landscapes, cultural heritage sites, and leisure destinations, making it an ideal destination for sightseers. The film inspires viewers to plan a visit and create an unforgettable experience of sightseeing.

The first video by Regina Magoke lacked direct visuals about climate change, representing a missed opportunity to visually convey the urgency and impact of environmental issues. *In the second video* by Upendo Mwakyausa, although some visuals were present, they failed to effectively ignite a sense of climate activism among viewers. This suggests that the visuals may have fallen short in communicating the severity of climate change or motivating action. Conversely, *the third video*, which highlighted the importance of forests to children through visuals, missed the opportunity to showcase the consequences of environmental degradation visually. While it effectively emphasized the significance of forests for children, it did not visually convey the negative impacts of deforestation.

According to Wang et al. (2018), sensory marketing insights indicate that visual storytelling techniques are crucial for effective climate activism. Activists can use photos, videos, and infographics to illustrate the impact of climate change on landscapes, communities,

and ecosystems. This approach can help raise awareness and engage people in climate-related issues, emphasizing the power of visual media to drive positive change. The other three videos that focus on climate activism can also benefit from visually compelling storytelling techniques to emphasize the importance of addressing climate change. Even though these approaches may have less direct visual impact compared to videos that explicitly depict environmental degradation, they still have the potential to inspire support for climate activism efforts through impactful visuals such as photos, videos, and infographic.

4.2 *The effect of (auditory sense) sound on video communication*

"*Tanzania: The Royal Tour*" masterfully captures the essence of Tanzania's history, culture, and natural beauty. It does so by using captivating background sounds that create an immersive experience for viewers, making them feel as though they are embarking on a journey through the country themselves. The documentary takes viewers on a tour of Tanzania's rich landscapes, from the Serengeti Plains to the stunning beaches of Zanzibar. Along the way, it explores Tanzania's cultural heritage, including the Maasai people and their traditions.

However, the climate activism videos featuring Regina Magoke and Upendo Mwakyusa lack captivating background sounds that could truly engage the audience. For instance, Regina Magoke's video would greatly benefit from including sounds that create a classroom setting, such as school bells or children's voices, to amplify the message of climate education for young generations. Similarly, Upendo Mwakyusa's videos could use captivating sound elements to complement the comprehensive message about climate change, inspiring viewers to recognize their role in addressing environmental challenges. On the other hand, the Embassy video effectively uses sound, exciting viewer interest and enhancing the sensory experience (Krishna, 2012)."

According to Boykoff (2019), climate activists can benefit from using captivating background sounds to make their messages more engaging for their audiences. By using sound strategically, including narration and background music, climate advocacy videos can create an immersive experience for viewers. This technique is similar to what tourism marketers use to evoke emotions and create compelling stories. Climate activists can select soundtracks that resonate with their audience and also include ambient sounds from natural environments or personal testimonials to effectively convey the importance of climate action and create a stronger emotional connection with their viewers.

4.3 *The effect of tactile sense (touch) on video communication*

In *Tanzania: The Royal Tour*, the presidential guide emphasizes tactile experiences by facilitating physical interactions with destinations, accommodations, and attractions. The focus is on engaging the sense of touch by highlighting textures, materials, and surfaces to create memorable experiences for viewers. Similarly, the film shared by the embassy also incorporates this sensory element by showcasing the touching of trees, further enhancing the immersive nature of the content.

However, in contrast, the other two videos lack this tactile dimension. For instance, Regina Magoke's video lacks tangible interactions as it primarily focuses on verbal communication in a classroom setting, without incorporating physical elements that engage the sense of touch. Likewise, Upendo Mwakyusa's videos primarily rely on verbal explanations without providing opportunities for tactile engagement.

According to Finnegan (2020) research, climate activists could improve their advocacy efforts by creating videos that offer tactile experiences, which resonate with the Tanzanian setting. In order to achieve this, they could make use of elements such as soil samples from deforested areas, interactive exhibits showcasing traditional farming techniques, or tactile representations of endangered wildlife. Such methods can be effective in conveying the

tangible impacts of climate change, by enabling people to physically interact with elements such as soil erosion or forest degradation, thus instilling a deeper understanding of environmental issues.

4.4 *The effect of gustative sense (taste) on video communication*

Based on my analysis of four videos, the concept of taste is used as a sensory marketing tool that represents cultural identity, environmental values, and sensory experiences related to travel and conservation. "Tanzania: The Royal Tour" provides viewers with a figurative taste of Tanzanian culture by showcasing traditional cuisine, local customs, and culinary experiences, establishing a sensory connection to the country's rich heritage. Similarly, the video shared by the embassy offers a taste of Tanzania's natural landscapes and biodiversity, highlighting the diverse ecosystems and unique flavors of the region. In the context of climate activism, taste symbolizes the metaphorical flavor of environmental stewardship and sustainability efforts.

As demonstrated in the work of Cheok and Karunanayaka (2018) Climate activists and tourism marketers can use storytelling techniques to help people experience the benefits of conservation, such as clean air, freshwater, and healthy ecosystems. One way to incorporate symbolic representations of taste is by making use of metaphors or analogies, such as "tasting" the benefits of conservation. This can help people understand the positive impact that conservation efforts can have on their daily lives. For example, they can imagine the taste of clean air, the freshness of drinking pure water, or the richness of a healthy ecosystem. By employing such techniques, climate activists and tourism marketers can connect with audiences on an emotional level, and inspire them to take action towards a more sustainable future.

4.5 *The effect of the Olfactive sense (smell) on video communication*

In *Tanzania: The Royal Tour*, the enjoyment of the portrayed places implicitly evokes *the sense of smell*, highlighting the irresistible charm and attractions of Tanzania's natural beauty. As viewers witness the breathtaking landscapes and vibrant cultural scenes, they are likely to imagine the smell of the fresh scent of the wilderness, the earthiness of the soil, or the salty flavor of the ocean breeze. These sensory associations contribute to the overall experience, enhancing the perception of the depicted destinations as appealing and captivating.

In *Regina Magoke's video* on climate education for young children, the grassroots approach to environmental advocacy provides a refreshing and compelling perspective on the topic. Although there are no direct references to smell, the videos could employ an outdoor learning environment which may evoke olfactory memories of nature's scents, creating a deeper emotional connection with the natural world.

Upendo Mwakysusa's video on climate change awareness discusses environmental conservation and the urgent need for action. Although there are no direct olfactory elements, the comprehensive message about the importance of preserving the environment may indirectly remind viewers of the smells of outdoor environments, reinforcing the urgency of taking action against climate change.

The Embassy of Finland's video emphasizes the importance of forests for children's well-being. The video indirectly evokes olfactory associations with the natural scents of trees and vegetation, emphasizing the sensory experience of being in nature and the importance of preserving natural environments.

Based on the work of Chen and Haviland-Jones (2000), I learned that climate activists can enhance their video content by adding olfactory elements. Tourism marketers often use scents to create emotional connections with their customers, which works similarly for climate advocacy videos. By integrating natural smells like those of fresh air, blooming flowers, or pine trees, activists can evoke positive emotions and engage viewers with environmental issues.

They can also use scent to emphasize the urgency of taking action against climate change, such as the smell of smoke to represent wildfires or pollution. By incorporating scent into their videos, activists can create powerful sensory experiences that make the message more memorable and compelling.

Table 28: A summary of results and discussion.

TITLE	VISUAL SENSE (SIGHT)	AUDITORY SENSE (SOUND)	TACTILE SENSE (TOUCH)	GUSTATIVE SENSE (TASTE)	OLFACTIVE SENSE (SMELL)
Tanzania: The Royal Tour	Utilizes visually captivating imagery, cinematic techniques, and cultural performances to showcase Tanzania's beauty.	Masterfully uses captivating background sounds to enhance the immersive experience for viewers.	Emphasizes tactile experiences by highlighting textures and physical interactions with destinations.	Provides a figurative taste of Tanzanian culture through showcasing traditional cuisine and local customs.	Implicitly evokes the sense of smell through breathtaking landscapes, potentially stimulating olfactory associations.
Regina Magoke's Video	Lacks direct visuals about climate change, missing an opportunity to visually convey the urgency of environmental issues.	Lacks captivating background sounds that could truly engage the audience, missing opportunities for immersive experiences.	Primarily focuses on verbal communication without incorporating physical elements to engage the sense of touch.	N/A One way to incorporate symbolic representations of taste is by making use of metaphors or analogies, such as "tasting" the benefits of conservation.	The use of an outside setting environment could indirectly evoke olfactory memories of nature's scents.
Upendo Mwakyusa's Video	Some visuals present but fail to effectively ignite a sense of climate activism.	Could benefit from including captivating sound elements to complement the comprehensive message about climate change.	Primarily relies on verbal explanations without providing opportunities for tactile engagement.	N/A For example, climate activists can imagine the taste of clean air, the freshness of drinking pure water, or the richness of a healthy ecosystem. By employing such	The comprehensive message may indirectly remind viewers of outdoor smells, reinforcing the urgency of taking action.

				techniques, climate activists can connect with audiences on an emotional level, and inspire them to take	
Embassy of Finland's Video	Utilize visually captivating visuals fail to visualize the negative effects of forests.	Effectively uses sound to enhance viewer interest and sensory experience, indirectly evoking olfactory associations with natural scents.	Showcases tactile engagement with elements such as touching trees, enhancing the immersive nature of the content.	Highlights the importance of forests and indirectly evokes olfactory associations with the natural scents of trees.	Indirectly evokes olfactory associations with natural scents, emphasizing the sensory experience of being in nature.

5. Conclusion

This study has revealed the potential for using storytelling and sensory experiences in climate activism, particularly through video communication. By incorporating experiential storytelling techniques and insights from tourism marketing strategies, climate activists can improve the effectiveness of their advocacy efforts. The study analyzed several videos, including "Tanzania: The Royal Tour," Regina Magoke's video on climate education, Upendo Mwakyusa's video on climate advocacy, and the Embassy of Finland's documentary on the importance of forests for children. These videos demonstrate that conveying messages and provoking change effectively involves engaging multiple senses. While the analyzed videos effectively used immersive experiences and ambient sounds to engage audiences and inspire action, there is an opportunity for climate activists to integrate additional sensory elements such as visuals, soundscapes, tactile interactions, and olfactory cues. Moving forward, climate activists can take a more holistic approach by incorporating sensory elements that resonate with viewers and induce emotional responses. By creating immersive experiences that appeal to multiple senses, activists can enhance audience engagement, raise awareness about climate change, and mobilize communities towards collective action. Sensory storytelling in video communication presents a powerful tool for climate activism, enabling activists to communicate complex issues in compelling and accessible ways. Harnessing the full potential of sensory storytelling will be crucial in driving meaningful change and fostering a more sustainable future as we tackle the challenges of climate change.

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