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الملخص باللغة الإنجليزية:

Weaving tales: the impact of storytelling in tourism guides on cultural immersion

This study investigates the role of storytelling in tourism guides in enhancing tourists' cultural immersion. The main aim is to examine how narrative elements in these guides contribute to a deeper understanding and engagement with culture. Through qualitative methods, in-depth interviews with tourists who used guides featuring storytelling during their visits to culturally rich destinations are conducted. Additionally, the content of popular tourism guides was analyzed to identify common storytelling techniques. The findings show that storytelling significantly boosts tourists' cultural immersion by providing context, fostering emotional connections, and deepening appreciation for local heritage. Tourists reported that stories including local legends, personal anecdotes, and historical events made their experiences more memorable and engaging. They felt a stronger connection to the culture and people of the places they visited. In conclusion, storytelling in tourism guides serves as a powerful tool for cultural immersion. By incorporating well-crafted narratives, these guides can transform tourist experiences, making them more meaningful and enriching. This research underscores the importance of guide developers integrating storytelling elements to foster a deeper connection between tourists and their destinations. Future research should further investigate the specific types of stories that most effectively enhance cultural immersion.