Storytelling and its influence on the promotion of tourism for the national sanctuary of Huayllay, Pasco Region, Peru in 2021 [version 1; peer review: awaiting peer review]

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Abstract

Background: The objective of the study was to determine the influence of storytelling in the tourism promotion of the Huayllay National Sanctuary.

Methods: A quantitative approach study was used, a pre-experimental design with a single control group, and the study population consisted of 19 visitors to whom a pre-test and post-test were performed to evaluate the results obtained. The information collected was processed through the SPSS 26 statistical program and subsequently the event tree analysis (ETA) was performed to determine the degree of influence between the study variables.

Results: Results of 0.677 and 0.795 indicate that storytelling does have an influence on the promotion of tourism for the study area.

Conclusions: The study was able to determine that there is an influence between storytelling and tourism, and this can be used as a tourism promotion tool not only at the local level of the study site, but also at the national level.

Keywords
Tourism, storytelling, promotion, experiences, destinations.
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Author roles: Jara Miranda RA: Conceptualization, Data Curation, Formal Analysis, Methodology, Supervision; Obregon Trujillo GY: Investigation, Methodology, Validation, Visualization, Writing – Review & Editing; Obregon Trujillo HV: Investigation, Methodology, Validation, Visualization, Writing – Review & Editing; Calvanapón Alva FA: Methodology, Writing – Review & Editing; Reaño Portal WR: Writing – Review & Editing

Competing interests: No competing interests were disclosed.

Grant information: The author(s) declared that no grants were involved in supporting this work.

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How to cite this article: Jara Miranda RA, Obregon Trujillo GY, Obregon Trujillo HV et al. Storytelling and its influence on the promotion of tourism for the national sanctuary of Huayllay, Pasco Region, Peru in 2021 [version 1; peer review: awaiting peer review] F1000Research 2022, 11:782 https://doi.org/10.12688/f1000research.121773.1

First published: 12 Jul 2022, 11:782 https://doi.org/10.12688/f1000research.121773.1
Introduction
In recent decades, tourism has gained greater relevance around the world because it is a powerful alternative tool for economic growth, which is why it has become so dynamic for both the public and private sectors. In this sense, a great number of cities are looking for an ideal tool or strategy to promote their tourist destinations efficiently and achieve their consolidation in the competitive tourist market (Nieto, Román & Bonillo, 2016, p.129).

Under these circumstances, the idea was born to investigate the influence of a commercial communication tool called storytelling, which appeals to the emotional factor through stories, anecdotes and tales; it should be noted that storytelling already represents a successful model in countries such as Spain, Ecuador, China, Italy, and Cuba, where it has achieved an extraordinary influence due to its importance in the tourist's choices for their next destinations (Yavuz et al., 2016).

Boari and Vidal (2020) analyzed the promotion of Cuban tourism using storytelling. They concluded that Cuban tourism efficiently uses storytelling for the promotion of its tourist destinations, taking into account all its cities and tourist attractions. As more than a trip, Cuba provides a reunion with the world that no longer exists.

On the other hand, Pancca (2018) attempted to determine the effectiveness of storytelling as a commercial strategy for the consolidation of textile artisans in the Cusco region. It was determined that only a small percentage of artisans use storytelling for advertising, and they are the ones that have managed to obtain the best results, such results are reflected in the increase of their sales.

As for storytelling in tourism, it is a recent phenomenon, despite the fact that storytelling has always been present in our lives. This tool tends to enhance the intangible aspects based primarily on emotional and narrative communication to convey a clear message that connects emotionally with the potential visitor (Acosta & Perez, 2019).

Recent research in countries where tourism activity has prospered favorably support and have documented the effectiveness of storytelling for the promotion of tourist destinations. Compared to other conventional tools which only overload social networks with information, storytelling the effective communication of a tourist destination through the art of telling a story, tale, or experience, in a way that connects with the emotions and feelings of the potential visitor (Carbache et al., 2019).

In Peru, the promotion of tourist destinations still retains the sustained trend of relying mainly on traditional techniques, using basic tactics which lack creativity and do not exceed the standard promotion, which are very unconvincing and fail to connect emotionally with the potential tourist and, therefore, do not motivate the intention to travel (Camprubi, 2019).

In recent years, given the competitiveness of tourist destinations, it has become necessary to investigate new tools to create a good differentiation strategy and increase the level of visitors to which tourist destinations aspire.

The lack of good techniques or tools for the promotion of tourist destinations prevents the possibility of increasing the flow of visitors, and therefore the opportunity to consolidate the tourism market. Emerging tourist destinations are the most affected, limiting development and preventing potential tourists from knowing about the tourist area and choosing it as an option when choosing a destination to which they wish to travel (Castillo & Castaño, 2015, p.7).

As a theoretical contribution of the present research, this constitutes a new perspective for tourism promotion, which will allow it to establish itself with greater consistency and solid foundations. Likewise, special attention will be paid to a tourism promotion tool such as storytelling, achieving a connection with the feelings and emotions of potential visitors, so that the promoted destination will be visited.

In practice, the impact of the research is that the proposed use of storytelling as a tool for tourism promotion of the Huayllay National Sanctuary will be favorable for the destination, since the use of new tools for the promotion of destinations is more efficient than the traditional ones and will allow achieving a greater flow of visitors, and its consolidation as a tourist destination. It should be noted that it will have a positive impact on the progress of tourism in the area.

The social contribution of the research is that on the one hand it will allow the future visitors to get to know a new tourist destination, from another point of view it will allow the local population to increase their economic income, and therefore the quality of life of the local population can be improved. They can also consolidate their destination in the tourist market as an ideal destination which should be visited. It will leave an innovative legacy for companies in the industry, which can choose to carry out their promotional campaigns using storytelling as a tourism promotion tool.

Finally, as a methodological utility, it contributes with scientific methods through arguments, concepts, and information on tourism promotion. Likewise, to confirm its veracity, the measurement instruments will be validated. Special attention
will be paid to the use of a relatively new tool for the tourism sector, storytelling, which currently does not have enough previous research at a national scope, so it will serve as a support for future research.

From this perspective, the main objective of this research is to determine the influence of storytelling in the tourism promotion of the Huayllay National Sanctuary.

**Methods**
The type of research used in the study was applicative and explanatory since it will investigate both variables, making use of science, and its primary mission is to provide a general solution to a practical problem.

For the present study, a pre-experimental design (pre-post) with a single control group was chosen, the study population consisted of visitors to the Huayllay National Sanctuary, and only the independent variable (storytelling) was manipulated, but not the dependent variable (tourism promotion).

Chávez (2020) indicates that the pre-experimental design allows the approach to a certain phenomenon under investigation. Subsequently, the formulation of a study hypothesis was carried out, so a stimulus is applied to a single group (pre-test and post-test) in order to appreciate its variation in the results (p.168).

**Independent variable: storytelling**
Storytelling is, naturally, the art of telling a story. Its most important characteristic lies in the connection that is created with the recipients, since the objective is to connect emotionally through a story, a tale, narration. This is based mainly on transmitting feelings and emotions since stories have the power to convince. In tourism it would focus on visiting the destination, motivated by the stories and videos giving rise to the visit of the place (Carbache et al., 2019).

**Dependent variable: tourism promotion**
Tourism promotion is one of the fundamental pillars of destination marketing. Since it is aimed at persuading potential tourists about the tourist offer. Likewise, the competitiveness of tourist destinations is subject to the way they promote themselves, therefore, tourism promotion is of radical relevance for destination management. In relation to this, tourism promotion can be divided into advertising, sales promotion and public relations (Castillo & Castaño, 2015).

![Flowchart storytelling](image-url)
In the present investigation the study population is constituted by the visitors of the Huayllay National Sanctuary, Pasco Region 2021. The sample of the present study was determined under a non-probabilistic sampling by convenience criterion, since it was subject to the researchers' criteria, so the sample size was established at 19 people.

**Data collection techniques and instruments, validity and reliability**

In the present research, the survey technique was chosen. The survey is one of the research techniques with much greater effectiveness in social studies of a scientific nature, and many investigations usually begin and end with a survey (López & Fachelli 2016, p.6).

The use of the questionnaire instrument was considered two times, to determine if the storytelling influences the tourism promotion of the Huayllay National Sanctuary, Pasco Region 2021. After the respective analysis using the SPSS 26 statistical program, and finally the Eta test was carried out.

To provide validity to the evaluation instrument, the anticipated tests were tested and validated through the judgement of experts from the Cesar Vallejo University. Likewise, the Pearson coefficient was used, considering the following formula:

\[
r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}
\]

To find the correlation between the questions and the test as a whole, the McNemar corrector was used:

\[
r_{McN} = \frac{r + S_1 - S_2}{\sqrt{S_1^2 + S_2^2 - 2r + S_1^2 S_2^2}}
\]

$S_1$: Changes of total scores

$S_2$: Question changes

If $r_{McN}$ is greater than 0.35 the item is set as valid.

For the reliability of the work, a pilot test was carried out with 19 people using Cronbach’s Alpha test, which obtained a value of 0.939. Once the reliability was demonstrated, the instrument was applied to the estimated sample according to the inclusion and exclusion criteria. Once the instrument had been assessed as reliable, the same methodology used in the pilot test was used to collect data from the study sample.

Based on the data obtained from the application of the instrument (questionnaire), the information obtained was analyzed in depth using the SPSS 26 statistical program. The results will be interpreted by means of graphs and statistical tables.

The present study was respectful of the APA 7th edition norms, as well as the right to audit, the authors were cited accordingly, and the people who participated in the study were informed of its objectives. The research criteria of the Professional School of Tourism and Hotel Management of the César Vallejo University were followed.

The research was approved by a research ethics committee, set out in the documents entitled Annexes No. 2 and No. 3 “PROTOCOL FOR THE REVIEW OF RESEARCH PROJECTS BY THE RESEARCH ETHICS COMMITTEE”, chaired by Roberto Macha Huamán, President of the Research Ethics Committee of the Faculty of Business Sciences of the Universidad Cesar Vallejo.

**Consent**

Regarding consent for participation in the research, participants were provided with a written informed consent form which was intended to provide information to the person about the survey. Information such as the use of the potential answers, the duration of the survey, the receipt of an incentive for answering the questionnaire and the assurance that the identity of each person would be protected, always keeping them anonymous, were included in this form.
Table 1. Changes in the advertising dimension (pre-experimental analysis).

|                      | F  | %   | Valid % |
|----------------------|----|-----|---------|
| Pre-test advertising |    |     |         |
| Deficient            | 19 | 100.0| 100.0   |
| Regular              | 0  | 00.0 |         |
| Efficient            | 0  | 00.0 |         |
| Total                | 19 | 100.0|         |
| Post-test advertising|    |     |         |
| Deficient            | 0  | 00.0 |         |
| Regular              | 0  | 00.0 |         |
| Efficient            | 19 | 100.0|         |
| Total                | 19 | 100.0|         |

Note. F = frequency, % = percentage.

Results

Table 1 shows that the publicity of the Huayllay National Sanctuary was at a deficient level in the Pre-Test corresponding to 100.00% (Jara Miranda et al., 2022). However, in the Post-Test the publicity showed an efficient level, since the result was 100.00%, which is indicated by the scale.

Table 2 shows that the sales promotion of Huayllay National Sanctuary had a deficient level in the Pre-Test corresponding to 52.00%, a regular level of 47.9%. However, in the Post-Test, the sales promotion showed an efficient level, since the result was 78.9%, showing an improvement.

Table 3 shows that the public relations of the Huayllay National Sanctuary were deficient in the pre-test, corresponding to 100.0%. However, the post-test showed an efficient level of public relations, since the result was 94.7%, showing an improvement.

Ha: Storytelling influences the Tourism Promotion of Huayllay National Sanctuary, Pasco Region 2021.

Ho: Storytelling does not influence the Tourism Promotion of Huayllay National Sanctuary, Pasco Region 2021.

The p-value of the Pearson's test (Sig.<0.05) is 0.000, so the null hypothesis can be rejected, and we accept the alternative hypothesis; concluding, indicating that; effectively storytelling influences the tourism promotion of the Huayllay National Sanctuary, Pasco Region 2021.

Table 2. Changes in the sales promotion dimension (pre-experimental analysis).

|                      | F  | %   | Valid % |
|----------------------|----|-----|---------|
| Pre-test sales promotion |    |     |         |
| Deficient            | 10 | 52.6| 52.6    |
| Regular              | 9  | 47.4| 100.0   |
| Efficient            | 0  | 00.0|         |
| Total                | 19 | 100.0|        |
| Post-test sales promotion |    |     |         |
| Deficient            | 0  | 00.0|         |
| Regular              | 4  | 21.1| 21.1    |
| Efficient            | 15 | 78.9| 100.0   |
| Total                | 19 | 100.0|        |

Note. F = frequency, % = percentage.
Based on the results obtained, it is determined that the storytelling does influence the tourism promotion of the Huayllay National Sanctuary, and vice versa (Table 4). When applying the ETA test (Table 5), it was found that variable 1 has an influence on variable 2, with an ETA value of 0.795, and variable 2 has an influence on variable 1 with an ETA value of 0.677, with values close to 1 indicating that there is an influence between the two.

**Discussion and conclusion**

The present study shows the influence of storytelling for the tourist promotion of the National Sanctuary of Huayllay, in that sense, its clear influence was determined, as well as the high acceptance rate. This is like the research of Pancca (2018) who determined that only a small percentage of artisans use storytelling for advertising and are those who have managed to obtain the best results, such results are reflected in their increased sales. In the same way it agrees with the theory of Arkun, Keskin, and Ayar (2015) who indicate that storytelling as a tool for tourism promotion is an essential component for the marketing of tourist destinations, and is established as the way to publicize experiences, stories, and anecdotes to manifest different situations or data by way of stories whether real or fictional.

Therefore, this study coincides with the research of Camprubi (2019), for which the primary objective was to examine the performance of storytelling in a tourist destination through the stories, narratives and legends of the place, concluded that
the relevance of storytelling as a tool is solid and has demonstrated strength and effectiveness when promoting the tourist destination. Taking into account that the study area has myths and legends, which contribute favorably to the successful use of storytelling, contributing to the tool being more than effective within the study area.

This is one of the first studies at national level in relation to this new commercial communication tool oriented to the travel and tourism sector. It should be noted that there are other studies oriented to the advertising of recognized brands and even banking entities and they have demonstrated their solidity and strength.

In conclusion, the findings of the study show the influence of storytelling as a tool for tourism promotion of Huayllay National Sanctuary, so it could build an excellent alternative for the communication of tourist destinations.

Data availability

Underlying data

Zenodo: Storytelling and its influence on the tourist promotion of the national sanctuary of Huayllay, Pasco Region-2021. https://doi.org/10.5281/zenodo.6677467 (Jara Miranda et al., 2022).

This project contains the following underlying data:

- Results-BAREMOS.xlsx (results in data processing tables)
- STORY – RELIABILITY.xlsx (pilot test applied to 20 people to measure the reliability of the questionnaires)
- SSPS STORY.xlsx (Survey collection database)

Extended data

Zenodo: Storytelling and its influence on the tourist promotion of the national sanctuary of Huayllay, Pasco Region-2021. https://doi.org/10.5281/zenodo.6677467 (Jara Miranda et al., 2022).

This project contains the following extended data:

- Questionnaire.docx (blank version of the questionnaire)

Data are available under the terms of the Creative Commons Attribution 4.0 International license (CC-BY 4.0).

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