Original Research Article

Explanation of the Role of Storytelling Marketing and Travel Involvement on the Behavioral Intention in Choosing a Travel Destination
(Phenomenological Approach)

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Abstract | Understanding the behavioral reactions of visitors is crucial for marketing managers in the Tourism Industry. The present article is the effect of story-telling Marketing factors and Travel Involvement on the Tourist Behavioral Intentions in choosing a Tourist destination Khorasan Razavi. To answer this question, the method of Phenomenological research with a qualitative approach has been used. The method of snowball sampling and purposeful sampling was obtained, and by conducting a total of 12 interviews with professors and experts in the field of marketing management, tourism marketing, and the culture and literature of Khorasan Razavi, the theoretical saturation stage was achieved. Also, the methods of open, axial, and selective coding were used. The results and findings of the study show that religious, epic, mythical, and historical stories play a key role in shaping the beliefs, attitudes, and behavioral intentions of tourists visiting Khorasan Razavi. Finally, the research results are compared with previous studies, and a proposed model is presented.

Keywords | Story-telling marketing, Travel involvement, Behavioral intention, Travel destination.

Introduction

Woodside, Sood & Miller (2008), and other behavioral science researchers such as Escalas, stern & Holt (2004) propose that stories and story-telling are central to achieving a deep understanding of consumer psychology. Woodside et al. (2008) offer five propositions that inform this conclusion. First, people naturally think narratively rather than argumentatively or paradigmatically (Weick, Sutcliffe & Obstfeld, 2005; Hiltonen, 2002). Second, a substantial amount of information stored in and retrieved from memory is episodic stories that include inciting incidents, experiences, outcomes/evolutions, and summaries/nuance of person to person and person to brand relationships within a specific context. Third, retrieving, reliving, or re-watching stories results in what Aristotle refers to as "proper pleasure "a catharsis-that relates usefully to the watching, retrieving, and telling stories enables. The individual to experience one or more archetypal myths. An archetype is a primary unconscious form, an original pattern or prototype in the human mind; archetypes are not learned or acquired- they are with us from birth and are as natural and embedded in us our own DNA (Jung, 1959; Wertime, 2002). Fourth, specific brands and products

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often play pivotal roles enabling consumers to achieve the proper pleasure that results in a consumer mentally and/or physically enacting a specific archetype and reliving the experience by periodically retelling a given story. Fifth, individuals seek clarity to make sense of prior conversations, events, and outcomes from others and themselves by telling stories (Weick, Sutcliffe & Obstfeld, 2005).

The purpose of this study is to provide a model for how the story-telling paradigm will influence travel behavior. Our goal is to enrich the theory of tourism through the conscious and unconscious interpretation of stories through which one creates the ground for the developments of tourism by telling about one person,s journey to others.

Theoretical foundations and research background

Kirby & Marseden (2006), argue that marketing methods of today are shifting. Traditional marketing campaigns that are based on "mass marketing" are not as successful as they were. also claims that there has been a paradigm shift in the marketing arena (Grönroos, 2000).

It has moved away from" transaction marketing," which is based on the exchange of ready-made value for money, to an increased focus on relationship marketing," which is founded on cooperation in order to facilitate a mutual creation of value. Wherever a person goes, she/he is exposed to marketing messages that need to be sorted out. According to advertising experts, a customer is exposed each day to more than fifteen hundred marketing messages. Companies can barely distinguish themselves from each other on the market since there is an information surplus out there (Rosen, 2000), exemplifies that:"A weekday edition of the New York times contains more that information than the average person was likely to come across in a lifetime in seventeenth-century England." In today's highly populated markets, most people experience a great deal of information overload, and the ability to identify a successful company from an unsuccessful one is very important (Mossberg & Nissen- Johansen, 2006). Jay (1996), argues that the main problem that many companies face today is how to find marketing resources that are both affordable and effective. (Gummesson,2004) claims that the expression saying a good product or service sells itself is no longer valid. High-quality goods and services are expected today, so there must be one surplus value. The behavior and expectations of today's customers have been changed. Quantity and price have lost their competitive power,

whereas quality and symbolic meaning are becoming increasingly important.

Mossberg & Nissen- Johansen (2006) explain the use and importance of using feelings, esthetic symbols, design, and stories in marketing. (Gummesson, 2004) agrees and says that story-telling has become an important tool in today's marketing and that customers purchase different stories in order to fulfill different needs. (Gabriel, 2000), states that archetypes are always fascinating and inspiring to the people of the world. Today it is realized that stories can be utilized as an effective tool to communicate ideas, to create brands, and makes communications both inside and outside the organization. Gabriel explains that: "Good stories are valuable; they can hardly be mass-produced."

People can easily tie themselves to stories. One example is Mossberg & Nissen–Johnson (2006) argue that story-telling has become a utilized concept, especially in the field of tourism service marketing. (Grönroos, 2000) explain that the intangibility, unpredictability, and often rather significant nature of services motivate most consumers to seek out advice from people in their acquaintance for choosing a specific service provider. Mossberg and Nissen-Johansen claim that story-telling in this field can act as an effective tool for organizations in order to generate positive "word-of-mouth." Humans have always been fascinated with   stories since they lived in caves or connected with each other beside the fire and telling stories (Brown & Denning, 2005).

The experience of industrialization quickly brought us into a new business area. Today's markets are no longer the traditional markets, where all power was in the hand of the producer. Companies are in constant competition to attract customers, and this has become much more difficult because today, "price" is not the only factor in the decision-making process of the customer. Tourism is one of the largest service sectors, which is also facing a sharp increase in information surplus in the market along with increasing competitiveness. Today, travel agencies and tourist-friendly countries use story-telling as a very effective method of communication. Stories as an effective tool can very clearly convey the values of companies and tourist countries. Stories as virtual audio and visual concepts are presented by companies and tourist countries. Stories are close to our daily lives. There have been many stories around us since childhood, and they have helped us to know the world. A story systematically helps us to know the world, not as a novel, story, or art in a film, but through historians, psychologists, and journalists, teachers, lawyers, which have been considered in our daily lives.

Children grow up with stories told to them by their

mothers at bedtime, while managers can use the stories to expand their workforce. Stories seem to be a part of human life.

A story developed from a "narrative" is generally referred to as "telling a story." A myth is a traditional story about heroes or supernatural beings, often explaining the origins of natural phenomena or aspects of human behavior. The myth of rebellion and revolt arising from archetype reflecting the mottos, "follow up parental, follow the leader, and societal rules are meant to be broken" (Mark & pearson, 2004).

Carmo & Claudio (2013) defined the story as The logical and interconnected relationship by the story-teller through time and space or through experiential behavior. Guttentag (2010), considers story-telling marketing as a communication method in marketing through story-telling. Park & Njite (2010), stories as communications factor, that is understood by the general public and most of these stories are used by managers and marketers to deliver goods and services, values and emotions.

Chen & Chen (2010), pointed out "Involvement" as the stimulated interest that arises in a particular situation. Hair, Black, Babin & Anderson (2010) regard involvement as the individual perceived correlation based on the demands, value, and interests in certain events.

Hulusic & Rizvic (2013) also indicated that the idea of involvement changes from consumer behaviors to leisure opinions, and leisure behaviors are strongly correlated with enduring involvement, "involvement" is therefore as the psychological state of motivation, encouragement, or interest among individual, groups, or products. They also pointed out involvement as a personal correlation with a certain event and the tactic of influencing consumers receiving and dealing with information. Our purpose of travel involvement is to understand consumer participation through its meaning and relationship to activities, leading to consumer (tourist) decisions to understand the concepts and feelings associated with it and to decide on" travel" and choose a tourist destination. Consumers can be divided into "high-involvement" and "low involvemen.". The consumer with high involvement presented high interests in data collection and gathering information before deciding to make a trip. At the same time, consumers with low involvement showed a lack of data collection before deciding to make a trip.

The idea of "behavioral intention" originated from the "theory of attitude" in psychology and is currently mostly discussed with consumer behaviors. Attitude contains a cognitive factor, an emotional factor, and an intentional factor.

Kotler & Keller (2011). They mentioned that behavioral intention as an individual following a definite activity or possible behavior or tendency for an attitude target. Behavioral intention refers to human action or tendency to a certain attitude target. Based on the above definitions, the behavioral intention of a tourist in choosing a travel destination is defined in this study as "possible action or tendency affected by attitude targets." "Attitude" is a condition for measuring intention. Wise et al. regarded behavioral intention as loyalty and divided it into cognition, emotion, desire, and the act of loyalty. Hyun & O'Keefe (2012) also pointed out the relationship between behavioral intention and loyalty and divided behavioral intention into loyalty, conversion tendency, willingness to pay more, external response, and internal response. (Hsiao, et. Al. 2013) considered that attitude came from belief and emotion, but assessing the intention can more accurately predict a person s behavior toward his or her attitudes. A person may prefer certain productₛ, but he may not be able to afford them (Kotler & Keller, 2011). pointed out that the obvious effects of psychological and behavioral involvement on behavioral intention. A tourist with high involvement in activities shows lower effects on risks and expenses. Behavioral intention generally refers to the possibility and tendency of an individual to take special actions or methods aiming at the attitude. Attitude, resulted from belief and emotion, would generate possible action tendencies of an individual through cognitive factors or emotional factors. The key point in this study is to understand the tourist behavior foe choosing a tour or choosing a travel destination. The dimensions contain: (1) cognition, referring to individual knowledge and belief in an objective, (2) emotional factor, indicating personal feeling or emotion towards an objective; and (3) action loyalty, Showing individual action or behavioral intention towards an objective.

Research background
Some of the foreign studies that have been done on the subject of story-telling marketing are shown in Table 1.

Research methodology
The inefficiency of quantitative methods in organizing human and human-related phenomena has led to qualitative research methods in helping researchers to understand humans and social and cultural contexts in which human lives. Including organizations as a social phenomenon influenced by human actions and intentions. It seems a more appropriate option.

Table 1. Research bachground. Source: Authors.

Researcher(s)	Summary of research results
Li (2014)	It surveys the impact of story-telling marketing and creating attraction for a tourist destination, and to create a tourist attraction, it has used story-telling marketing as a new strategy. The basic assumptions of this study are that: Firstly, story-telling marketing has a significant positive effect on travel and travel involvement, Secondly, has positive effects between travel involvement and tourist behavioral intention, and thirdly, story-telling marketing has positive and significant effects, intent on the tourist's behavior in choosing a tourist destination.
Yavuz, Sumbul, Ergec & Derdiyok (2016)	In a qualitative analysis, the role of story-telling in the brand communication of a tourist destination is investigated, and it is stated that stories evoke feelings and interests in goods and services in marketing. Story-tellingis very useful in the tourism industry and is a unique communication channel. Tourists always need legends or myths and stories that have fascinating characters or characteristics that introduce a tourist destination. Qualitative method and content analysis were used in this research, and through classification and coding techniques, counting codes, categories and concepts, to achieve attractive factors such as:
Chen & Tasai (2007)	In a study entitled "How does the image of a tourist destination and evaluating factors affect behavioral intention?" They presented a model in which the image of a tourist destination and perceived value affect the paradigm of satisfaction and behavioral intention in choosing a tourist destination. The results show that the image of a tourist destination has direct and indirect effects on their behavioral intention in choosing a tourist destination. Factors of tourist destination image, perceived value, satisfaction, and behavioral intention are pieces of evidence that have been proven in this study.
Mohamad, Ali & Ghani (2011)	In a study entitled "Structural model for tourist destination image, satisfaction, and loyalty to a tourist destination" developed a model, have tested the relationship between tourist destination, customer satisfaction, and loyalty to a tourist destination. Research has shown that good recreational facilities, transportation, food, etc., can create a good image of that tourist destination, and the image of a tourist destination will be a basic prerequisite for satisfaction and increasing loyalty.
Hsu & Huang (2010)	In a research article entitled "Formation of tourist behavioral intention and real behavior," They used the "theory of planned behavior" (T.P.B) in the tourist population; they have presented a model based on the real motivations and behaviors of tourists. Finally, they conclude that the "theory of planned behavior " can predict behavioral intention but that behavioral intention does not necessarily reflect actual tourist behavior.
Woodside & Megehe (2009)	A study on " theory of travel story-telling in action", through semiotic studies (study of signs and symbols) examined the effect of signs and symbols of stories on the travel behavior of a tourist in choosing a tourist destination and the emergence and manifestation of personal behavior and story-telling in choosing a tourist destination refers to the steps that are : (implicit stimulus) or prequel, awakening, catharsis, and finally, the stories created and interpreted after the trip.
Agren & Olund.(2007)	In a research paper entitled "story-telling, a study of marketing communications in "the hospitality industry". It is said that due to the excess of information in marketing advertisements today, it has become very difficult to find marketing resources that his work can be offered. Today in the service sector, quality plays an essential role, and story-telling as a special and unique method of communication can create a good mental and emotional image.
Hermansson & Na (2008)	In an essay entitled"how companies can communicate through story-telling," story-telling is one of the most important methods of human communication, and companies use story-telling marketing to convey values and build trust and confidence in their customers and employees. This study examines how story-telling can provide a deeper understanding of company values and concepts inside and outside the organization.

Therefore, in order to use such qualitative research methods correction, it is necessary to have a better understanding of these methods. One of these qualitative research methods that are less considered is the research method phenomenological (Balloee, 2016). To explain and present the (model) with a phenomenological approach and using tools (interview), we have collected qualitative data. Qualitative research is very useful to obtain information about regular or problematic experiences and the meaning associated with these experiences from selected individuals and groups who are in situations and can reach the necessary knowledge (Akbari & Ghafourian,2016).

Phenomenology is commonly known as the book "phenomenology of the soul, or phenomenology of the mind" (Hegel-1870), and Hegel played a key role in popularizing the term, today phenomenology is not known as Hegel s, but as its main representative in the twentieth century, Edmond Husserl because he made every effort to construct the macro-model of phenomenology to be a solid foundation for the analysis and foundation of science in the modern world (Naghibzadeh& Fazeli, 2006).

The purpose of phenomenology can be summarized as follows: (the study of how meaning is created through people biological experience, discourse analysis, how to use language in carrying out personal, social, and socio-political projects, in this field, have been developed. In fact, phenomenology describes the meaning of a concept or phenomenon from the point of view of some people and based on their lived experiences of it.

Therefore, it seeks to understand the common experiences of some people. Phenomenology helps to gain a deeper understanding of the meanings and nature of daily experiences. The phenomenologist asks: What is this experience, and what does it look like. In the phenomenological study process, after selecting the subject or phenomenon under study, the researcher collects data from people who have experience in that subject and develops a descriptive combination of the essence and nature of experience. This description consists of two questions: what has been experienced and how has it been experienced. In phenomenological research, what is important to know is the experience of human beings and their interpretations of the experiences. Therefore, experience and interpretation are the subject and focus of phenomenological research (Mohammadpour, 2013a). In general, there are two basic approaches in phenomenology, that are: Descriptive phenomenology and interpretive phenomenology (Danaeifard & Kazemi, 2011). In this study, according to in-depth

interviews with informants, descriptive phenomenology is pursued, an explanation based on the concepts extracted from the interviews is pursued and not their interpretation; therefore, this type of phenomenology was chosen. According to Brom (2011), descriptive phenomenology, instead of presenting a presupposition and searching, seeks evidence to prove it and describe the structure of a psychological phenomenon so that it can understand that phenomenon more deeply and comprehensively than other methods (Khojastemehr, et al., 2017). In phenomenological research, the method purposeful or criterion-based sampling has been used to select samples. Sprinral & Carpenter (2007) state that individuals are selected to participate in research based on their knowledge of the phenomenon under study (Mohammadpour, 2013a). Therefore, according to the research method, the sampling method was purposeful and snowball. Snowball sampling is a well-known and widely used purposeful sampling technique in which initial informant or participants should be identified to identify additional items, which may be gradually used in the study. This sampling method is a good way to find key informants with sufficient information about the research. The researcher can ask questions such as: Who knows a lot about this? Who do you suggest in this regard?. In each sample, another key sample was obtained (Mohammadpour, 2013b). In purposeful sampling, the researcher believes that he can use his insight and knowledge to identify and select suitable people for interview or observation. Due to the fact that in this method, samples are selected based on the judgment of the researcher, it is also called (Judgment sampling) (Tabibi, Maleki & Delgoshaei, 2016).

In this study, the method of in-depth interview was used to collect data. In this research, with the aim of collecting qualitative and real information, a total of 12 interviews were conducted with informants who had experience in tourism marketing and story-telling marketing concepts in order to achieve theoretical saturation. Data collection lasted from Jly2020 to September 2020. The interview protocol questions were formulated according to the research questions, and they were finalized after applying the corrections considered by the professors, experts, and supervisor, and advisor in the field of study. During the interviews, in addition to take notes, probing questions were also asked (probes) according to the interview conditions and participant's answers. By category saturation, it means that state in which the researcher mentally arrives at the concepts that he or she does not acquire new data, new information, or more knowledge than the compilation of categories (Bazargan, 2014).

Validity and Reliability of Research

Guba & Lincoln (1994), methods have been used to ensure the validity and reliability of the qualitative research method, which is equivalent to the validity and reliability of quantitative research. Based on this method, four criteria of credibility, transferability, consistency, and confirmability were considered for evaluation. For this purpose and to achieve the four criteria Guba & Lincoln (1994), the following actions were taken.

• **Credibility**: credibility is to focus on research and ensure that data and data analysis processes are well-researched (Polit & Beck, 2004). Choosing the best method for data collection, the amount and number of data are very important in creating credibility. Therefore, the researcher spends enough time confirming the research process by experts in this field, using two coders to codify several interview samples to obtain reliable information from the coder's point of view, and using rich questions increased the validity of the research data to an acceptable level. In order to increase the validity, the following measures were taken:

1-Review by the participants: The components and concepts obtained by some of the participants in the interview were considered and reviewed, and the final opinions were extracted after the approval of the supervisor and advisor.

2- Review by experts: at this stage, the opinions of experts in the field of quality, tourism, and marketing on the concepts and components were received.

• **Transferability**: This refers to the extent to which research findings in one environment can be extended to the other environments and other groups (ibid.). This capability can be achieved through the development and detailed description of the study data collection phase, the use of special procedures for coding, and the analysis of symbols, signs, and other items in the data analysis phase (Tabibi et al., 2016). To obtain the transferability of the research findings, four experts who did not participate in the research were consulted.

• **Confirmability**: If the research findings are to be verifiable, all details must be carefully recorded at all stages, which has been done for this research. The ability to confirm with respect to the research"s neutrality, agreement on codes and findings, check the text of the interviews, and codes and classes extracted by two academic staff members who specialized in tourism management and marketing, have been confirmed.

• **Consistency**: This concept is equivalent to reliability in quantitative research. Consistency refers to the degree to which data is recyclable and reproducible by other researchers. Based on this, all the details of the research were recorded, and notes were taken from all stages of the work in order to make it possible for other researchers to repeat the research. To calculate the reliability of the retest (Stability index), three interviews were selected and coded from the conducted interviews as a sample, and the specified codes were compared at two-time intervals for each of the interviews, and the reliability of the retest was about 82%, which because it is more than 60%, the reliability of the coding was confirmed.

In the phenomenological analysis of information, an attempt is made to highlight important and meaningful statements in order to achieve what participants have learned from the experience of the phenomenon (Iman 2014). The main technique in data analysis was coding method. Based on the three coding steps, namely: open, axial and selective, the data were continuously reviewed and refined, and based on the similarities
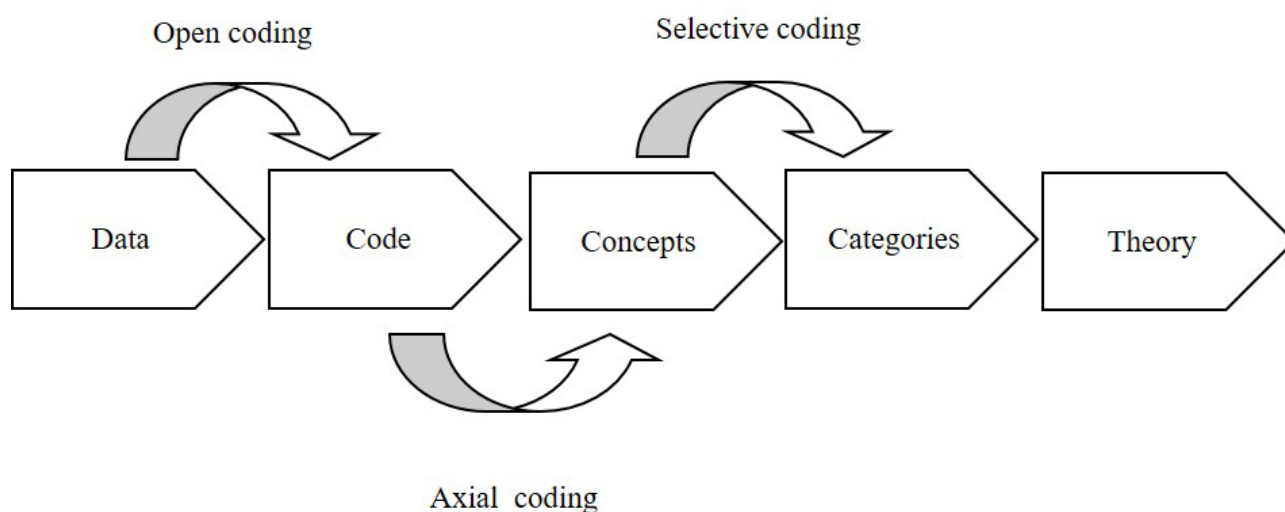

Fig. 1.The relationship between coding and phenomenological analysis process. Source: Authors.

Table 2. Demographic characteristics of research. Source: Authors.

Informant	Education	Gender	Age	Interview time	Occupation
I1	Literature Ph.D	Male	66	42minutes	University professor
I2	Marketing Ph.D	Male	52	38minutes	university professor
I3	Tourism management Ph.D	Male	60	35minutes	university professor
I4	Management Ph.D	Male	48	45minutes	university professor
I5	Literature Ph.D	Female	46	46minutes	university professor
I6	Marketing Ph.D	Female	45	38minutes	university professor
I7	Tourism management Ph.D	Female	54	42minutes	university professor
I8	Tourism management Ph.D	Male	48	33minutes	university professor
I9	Management Ph.D	Female	52	36minutes	university professor
I10	Marketing management Ph.D	Male	46	30 minutes	Employee
I11	Master of management	Male	62	36minutes	Employee
I12	Bachelor of management	Male	38	25minutes	Employee
				Total time:435 m	

and connectivities of data in an inductive process, a set of similar data was gathered around a concept. Al so, concepts, categories, and themes have been determined. After each interviewed its recorded, the text of the interview was entered into Nvivo shell software, and after analysis and coding, subsequent interviews were conducted. Fig. 1 shows the relationship between coding and the phenomenological analysis process.

Analysis of research data and findings
Demographic changes of phenomenological research: you can see the characteristics of demographics, the level of individual education, and the time of interviewing informants in the Table 2.

Research Analysis
In terms of process, research analysis starts from collecting data and turning data into codes, then codes into concepts and then concepts into categories and theory.
Codes are conceptual or descriptive tags that contain key data. Concepts are a set of codes with similar content that make data grouping possible. Categories are a general group of concepts with similar themes in the form of classes that are used to generate theory. Theories here are a set of categories that make it possible to address the research topic in detail (Tabibi et al., 2016). During this stage and according to the analysis, a total of 457 codes were obtained. The coding steps

were performed by the researcher. Coding was done in three stages after the interviews, and during these stages, their concepts and categories, and characteristics of each category were identified (Azizi, Ghareche & Barati, 2017). In open coding, a multitude of categories has formed that need to be refined and separated from each other. In the next step, we use axial coding, in which small units come together in larger categories, and in this assembly, those categories are selected that will lead to more fruitful results. Axial coding is the process by which subcategories are linked to core categories (Mirzaei, 2016). In the last step, called selective coding, a core category is selected, and then they are systematically linked to the initial categories or subcategories to validate the relationships between them (ibid.). According to the results of coding and analysis, the research findings are: "Story-telling marketing, travel involvement and behavioral intention in choosing a tourist destination (Khorasan Razavi) are effective." These concepts and their codes are specified in Table 3.

Story-tellinggngng marketing
Stories are raised from myths and narratives (Carmo, Cloudio, 2013). The story is "a logical and interconnected relationship, that , by the story-teller at a specific time and place or through experiential behaviors is expressed" (Guttentag, 2010). A story has always incorporated traditional cultural elements in societies and helps people to understand life experiences. The

Table 3. Concepts and categories related to classes and their indexing. Source: Authors.

Concepts	Categories	Sample of proposition	Identification
Historical stories	Nader shah wars(3), Nader Shah(22), Travelogue of Naser Khosrow(2), Mangol invasion(1)	Tell us your experiences about the historical stories of Khorasan Razavi?	I1, I2, I3, I5, I6, I7, I8, I9, I10, I11, I12
Religious stories	Imam Rza(22), Hazrat Reza(22), Muharram & safar(3), Hadith of selselatol zahab(1)	Tell us your experiences about the religious stories of Khorasan Razavi?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I10, I11, I12
Epic and mythical stories	Rostam(19), Shahnameh(23), Sohrab(10) Rostam & Esfandiyar(2), Rostam & Sohrab(10), Arash Kamangir(2), Zahak(3) Birth of Zal(5), Ancient Beliefs(2)	Tell us your experiences about epic and mythical stories of Khorasan Razavi?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I10, I11, I12
Local & imaginary stories	Mantegh al tair Atar(2)	Tell us experiences about imaginary & local stories of Khorasan Razavi?	I1, I2, I3
Prominent characters of the stories	Imam Reza(22), Ferdowsi(35), Rostam(19) Nadershah(21), Rostam & Sohrab(10), Zal & rodabeh(2), Zahhak(3), Rostam & Esfandiyar(2), Korosh(3), Zarathustra(3), Haroon Al-Rashid(2)	Describe the prominent characters in the stories of Khorasan Razavi?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Prominent places of tourist destination	Holly shrine(19), Ferdowsi tomb(19), Nadershah tomb(10), Khayyam tomb(8) Imam Reza tomb(22), Mashhad(19), Torghabeh(3), Kamal-Al-Molk(5) Kalat Nader(5), Nayshabur(10), Sabzevar(9), Khorasan Razavi(33)	Name the prominent places of this tourist destination?(Khorasan Razavi)	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Positive emotion in stories	Patriotism(3), Heorism(2), Love(6), Effort(4), Bravery(3), Identity building(3) Masculinity(2)	What positive emotions can you in the stories of Khorasan Razavi?	I1, I2, I5, I6, I8, I10, I11
Negative emotions in stories	Lies(5), Trickery (2), Superstitions(2), Betrayal(2)	What negative emotions can you name in stories of Khorasan Razavi?	I4, I5, I7, I8, I10
Motivational aspects of stories	Success(3), Heroism(2), Victory(5), Effort(4), Identity Building(4), Useful Consequences(2), Patriotism(3)	What motivational aspects can you name in stories of Khorasan Razavi?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Attractions of tourist destination	Religious attractions(3), Historical attractions(2), Tourist attractions(3), National & religious celebrations (2), Delicious food(4), Cultural Attractions (2)	What are the attractions of this tourist destination (Khorasan Razavi)?	I1, I2, I4, I7, I10, I11
Personal desire to visit a tourist destination	Religious beliefs(4), Ancient Iranian culture, Personal desire(4), Cultural Attractions(2), Religious Attractions(3) Good memories(5)	Does dose personal passion play a key role in choosing this tourist destination?	I3, I4, I6, I7, I8, I12
Motivation for choosing a tourist destination	Intention tourist(28), Religious tourist(20) Historical tourist(2), Poetry & Literature(2)	What motivates the choice of this tourist destination?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Role of the tourist destination in the lifestyle of visitors	Religious beliefs(3), Oppression(2), Self-sacrifice(2), Rationality (2)	Does this tourist destination play a role in the lifestyle of the visitors?	I3, I4, I8, I9, I12
Importance of traveling to this tourist destination	Intention of pilgrimage(28), Being new(3) Having fun(1), Historical factors(20)	What is the importance of traveling to this tourist destination from the visitors' point of view?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12

Continuation of Table 3.

Adequate knowledge of tourist destination	Adequate knowledge of destination(8) Tourist agencies(2), Awareness of tourist destination(2)	Does having enough knowledge of this tourist destination affect selecting it?	I1, I2, I3, I5, I7, I8, I9, I11
The newness of tourist destination	Novelty(8), The newness of a tourist destination(8), Newness(20)	IS the novelty of a tourist destination effective in choosing it?	I1, I2, I3, I5, I7, I8, I9, I11
Familiarity with the culture, poetry, and literature of the tourist destination	Variety of epic works(35) Role of culture and literary works(2) Diversity of historical works(2) Ancient culture(2)	Is familiarity with the culture, poetry, and literature of the tourist destination effective in choosing it?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Visiting religious places	Holy Razavi shrine (19), Hazrat Reza(22) Imam Reza(22), Khajeh Abasala(2), Khajeh Rabi(2), Imamzadeh Mahroogh(1)	Do visit religious places of this tourist destination is effective to choose it?	I1, I2, I3, I4, I5, I6, I7, 8I, 9I, I1, I11, I12
Visiting the historical sites	Ferdowsi tomb(19), Khayam tomb(3) Nadershah tomb(3), Attar tomb(1) Kamal al molk(5)	Is visiting historical sites effective in choosing this tourist destination?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Attractiveness of tourist destination	Being attractive(40), Good quality services(10), Museums(5), National &Religious Celebraties (5), Nature tourist(2), Diversity of historical Monuments(2)	Does attractiveness of a tourist destination is affect in choosing it?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I1, I11, I12
Enjoying a tourist destination	Enjoyable Destination(7), Positive Experiences(2), Childhood days(2), Past memories(1)	Does the enjoyment of this tourist destination affect its choosing?	I3, I4, I6, I7, I8, I10, I11
Factors causing a re-trip to tourist destination	Enjoyment(7), Loyalty(14), Interest(9) Travel motivation(3), Appropriate service(10), Good quality services(10), Good Memories(5)	What factors causing to re-trip to this tourist destination?	I1, I2, I3, I4, I5, I6, I7, I8, I9, I11
Factors creating advice to friends traveling to the tourist destination	Appropriate services(10), Enjoyability(7) W-O-M marketing(5), Business complexes(5), Awareness & cognition(4) special foods(4)	What factors will cause you to introduce this tourist destination to your friends?	I1, I2, I3, I5, I6, I7, I8, I9, I11

story helps us to understand the events around us and the different situations and that we come to contact with our life (Huhtamo, 2010). Koll regarding a story as a narrative, which could help people perceive, understand and form aself–concept. Story-tellingmarketing is to precede communication marketing through story-telling (Loureiro & Kastenholz, 2013). Huhtamo regarded stories as a powerful medium to deliver information. (Guttentag, 2010) indicated that story-telling with lots of magical power could become an important communication instrument and as a marketing tool has an intensifying effect on the consumer.

Loureiro & Kastenholz (2013) Pointed out three characters in stories: (1) A story is a factual report of events, (2) A story is a myth, a version allowing the story-teller to speak out or explain, (3) A story is a narrative, a tool allowing people to understand an event and construct the reality. The factor that connects these characteristics is that they give them authenticity. A report story puts stress on the authenticity that the described event completely conforms to the truth a myth story might not conform to the truth, but the authenticity is given by the story-teller, and a narrative is not necessarily true, but the sense of reality is established by the narration of the story-teller,i.e, the story-tellers systematically expressed the observed events and the way of telling the story makes people believe it to be the truth, (Gabriel, 2000) divides the stories into four groups, which are: Tragic and sad stories, Comedy stories, and Love stories and epic stories. Brown & Patterson (2010), divided stories into five groups: epic and mythical stories, historical stories, religious stories, fictional stories, and folk tales. In this research and with consideration of the culture and literature of Khorasan

Razavi, we have studied historical, epic, religious, fictional and folk stories. In addition, from different aspects and dimensions, the stories and their impact on the mental conflict of tourists, the impact of prominent characters, places, objects and phenomena, positive and negative emotions of the stories, and their motivational factors and aspects have been questioned and studied.

Consumer Involvement

Consumer involvement is defined as Perceived personal importance or interest related to acquisition, consumption, and disposal of goods, services, or ideas. As the level of mental engagement increases, consumers become more motivated to pay attention, understand, and unravel, the information that is important when buying a product.

Researchers have identified two different types of involvements. situational involvement, that occur over a short period of time and is related to the individual situation, such as the need to replace a defective good. In contrast, Enduring involvement indicates a larger commitment related to the categories of goods. Enduring involvement occurs when the consumer spends every day thinking about the product. The combination of situational and enduring involvement result in conflict reactions. involvement responses, depend on the complexity of the information processing and the subject matter of the decision by the consumer (Mowen & Minor, 2014). The greater the level of involvement of consumers, the deeper they process information. In addition to increasing information processing, we also find out an overall increase in levels of arousal. Consumers pay more attention to information related to a particular decision; as a result, it will increase thinking about decisions. In addition to higher levels of involvement, they are likely to lead consumers to a broader decision–making process, and in going through each of the decisions–making stages, they proceed in a

more practical way. Differences in the type of decision process in the state of "High and low involvement" lead to two different decision groups. Limited decision–making in low involvement and wide decision–making in high involvement situations (Mowen & Minor, 2017) (Fig. 2).

• **Behavioral intention: Beliefs, attitudes, and behaviors** The concept of beliefs, attitudes, and behavior are closely related. In general, the process is called the" formation of consumer attitude. To understand consumer behavior and intentions, one must look at how beliefs, attitudes, and behaviors are formed and interpreted.

• **Consumer Beliefs**: Consumer beliefs are the result of cognitive learning. Beliefs represent the cognitions and inferences that the consumer has about their phenomena, their characteristics, and their benefits. Phenomena are: goods, people, companies, and things that people have opinions, beliefs, and attitudes toward them. The features, characteristics, or dimensions of a phenomenon are, ultimately, the positive consequences that phenomenon brings to the consumer. However, it is possible that consumer beliefs about commodity characteristics do not correspond to reality which is called the Halo effect.

• **Consumer Attitudes**: L.L.Thurstone, define attitude as follows: Attitude is the degree of feeling agreement or disagreement with a stimulus.On the other hand, beliefs are an epistemological phenomenon, attitudes emotional feeling are what people have about a phenomenon. Attitude is stored in long-term memory and performs four important functions for the consumer. These functions are: utilitarian, self-defence, knowledge function and value-expressive.

• **Behavior and behavioral intention**: consumer behavior includes all the things that consumers do in connection with the acquisitions, consumption, and disposal of goods and services after consumption. People may develop behavioral intentions before doing something, in which there is a possibility of engaging
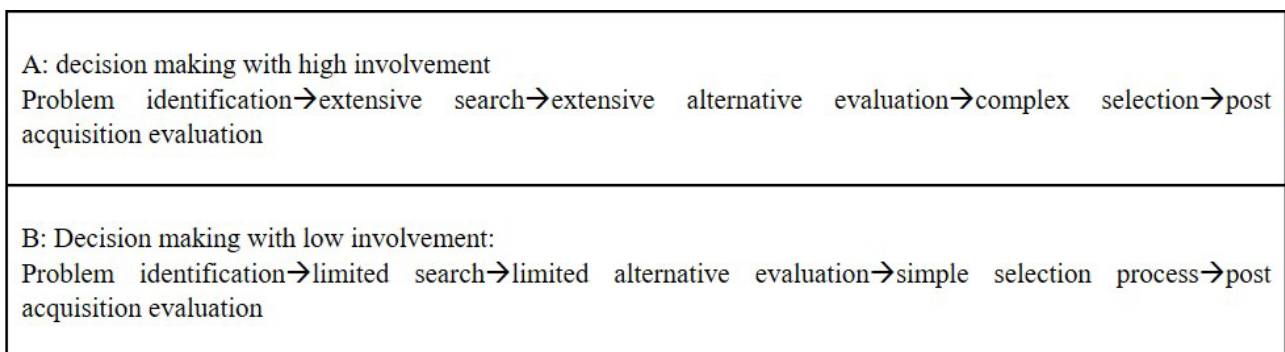
A: decision making with high involvement
Problem identification→extensive search→extensive alternative evaluation→complex selection→post acquisition evaluation

B: Decision making with low involvement:
Problem identification→limited search→limited alternative evaluation→simple selection process→post acquisition evaluation

Fig. 2. A traditional decision-making perspective. Source: Authors.

in that behavior. Behavioral intentions are defined as: "expecting to behave in a certain way in relation to the acquisition, consumption, and disposal of goods and services"; therefore, the consumer may behave in certain ways in relation to certain actions. These include: seeking information, sharing your experiences about a product with another person, buying a product or service, or post-consumption trends, and since behavioral intentions predict actual behavior especially in situations of high mental involvement, measuring behavioral intentions is of great importance for tourism industry marketing researchers (Mowen & Minor,2014).

Discussion and Conclusion

Since the present study seeks the answers to the main question of the research: that is, identifying the marketing factors of story-telling and travel involvement effective on the tourists desire and behavioral intentions to visit Khorasan Razavi, an attempt was made to prepare interview protocols according to theoretical foundations of research, and previous studies should be compiled. After searching and determining the objectives of the research, the reasons of the impact of story-telling marketing and travel involvement on the behavioral desire and intention of tourists visiting Khorasan Razavi were examined.

In the next step, with accurate and consistent analysis of qualitative data collected from participants and those familiar with the research and their coding and categorization, important key factors that were effective in the behavior and intention of tourists were identified. In a general classification and through the analysis of the content of the indicators, the effect of religious,epic, and historical stories in creating a high involvement for travel and, ultimately, causes the desire and behavioral intention of tourists to travel to Khorasan Razavi. The most important factors in the field of story-telling marketing, and the impact of historical, religious, epic and mythical stories, folk and fiction, the highest effect of religious stories, especially in connection with the eighth Shiite Emam, Ali ibn-Mosa-Al-Reza, and the story of the deer guarantor with the meaning of kind Imam Raouf. Then, epic and mythical stories with the mention of Shahnameh of big poetry Ferdowsi and Rostam and other stories such as:

Rostam and Sohrab, Rostam and Esfandiyar and birth of Zaal, Arash and Kaveh and Zahak, are with the highest frequency in terms of "content analysis" according to informants and experts, historical stories such as Nader Shah and wars of Nader-Shah are in the third place.

According to prominent characters in the stories of Khorasan Razavi Imam Reza, Ferdowsi, Nader shah, Rostam, Rostam and Sohrab had the highest frequency. The impact of prominent places in this tourist destination, the holy shrine of Imam Reza, tomb of Ferdowsi, tomb of Nader Shah, and Khayyam respectively, had the highest frequency.

Of course, Khorasan Razavi province has been introduced as the most prominent tourist destination, the opinions of experts and informants. Stories express positive emotions Such as: effort, patriotism, bravery, identity building, masculinity and love.These stories also have negative emotions, the most important of which are: lies, betrayal, superstitions, and trickery.In terms of motivational aspects of stories, identify building, efforts, patriotism, victory, and success and heroism can be enumerated.

The travel involvement theoretically refers to various factors such as: tourist attractions, personal desire to visit a tourist destination, motivations for choosing a tourist destination and the importance of travel to a tourist destination have been studied. Factors such as: Religious attractions, history, cultural and tourism, religious beliefs, a personal passion, pilgrimage intention, are the main factors identified in explaining the involvement to travel to Khorasan Razavi.

Behavioral intention in choosing this tourist destination based on factors such as:, having enough knowledge, being new or novelty , visiting religious and historical places, being attractive and enjoyable, and after analyzing the content of the opinion of informants and experts, factors such as : novelty , variety of epic works , pilgrimage to the Holy Shrine of Razavi, the tombs of Ferdowsi and Khayyam and Nader Shah, the attractiveness of tourist destinations and appropriate and quality services were identified with the greatest frequency.

Comparing the results of previous studies show that the effect of story-telling marketing and travel involvement with studies of (Li, 2014), on the effect of story-telling marketing on attracting a tourist destination as a new strategy is consistent and has a significant positive effect on travel involvement. Second, it will have a positive on the relationship between travel involvement and behavioral intention in choosing a tourist destination.

Also, with the research of Yavuz et al. (2016), in qualitative analysis shows the role of story-telling marketing and stories in creating positive feelings and interests in tourism towards tourist destination, and story-telling marketing is useful in the tourism industry and it will be a unique communication channel.

He points out that tourists need myths and stories, which have attractive characters, places or attractive features that introduce the tourist destination. Also,

with studies of Hsu et al. (2010) and Chen & Tsai (2007) and Mohamad, Ali & Ghani (2011), in the field of creating an appropriate context of the image of tourism destination and its impact on behavioral intention and the relationship between behavioral intention and "actual behavior" in the tourism industry, which indicates that the research findings are consistent with the above studies.

For example, in research of Chen & Tsai (2007), the image of a tourist destination can affect the satisfaction and behavioral intention of a tourist in choosing a tourist destination, which in the present study, factors such as freshness, attractiveness, enjoyableness, quality of services, past memories, awareness and knowledge and good foods of Khorasan Razavi, increase satisfaction and thus affect the intention and behavioral intentions of tourist in choosing this tourist destination.

These findings are based on Mohamad, Ali & Ghani (2011) research on satisfaction and loyalty to a tourist destination through good facilities such as foods, hotels, transportations, recreational facilities, that can create a good mental image of the tourist destination also compatible.

Practical suggestions

From the findings of the present study, we can accurately answer the research question that, "hat are the factors affecting the story-telling marketing and travel involvement on the behavioral intentions of tourists in choosing a tourist destination" (Khorasan Razavi)?

The results of this study show that in using the stories related to this tourist destination, religious stories are in the first place and epic and historical stories are in the next places in terms of importance.

Therefore,to create a unique advertising message for this tourist destination,we can use religious stories such as , kind Imam, Zamen Ahoo, Guarantor of Gazelle,to attract religious tourists and from epic stories such as: stories of Shahnameh Ferdowsi, Rostam and Esfandiar, Zahak and Fereydoun and Arash kamangir, to attract cultural tourists and finally,we can used historical stories such as: Nadershah Afshar and Nader Shah s conquests , to attract tourist to Khorasan Razavi. In the marketing strategies in The tourism industry, different types of stories of this tourist destination can be used for "market segmentation" , "market targeting" and "market positioning", the target customers are divided into three groups: religious, historical, and cultural groups of tourists, and finally recreational tourists, and examine the competitive conditions and develop appropriate strategies to create a "competitive advantage" for this tourist destination. Therefore, the following suggestions

are provided for the use of story-telling marketing and stories related to Khorasan Razavi:

1-Stories related to this tourist destination can be used effectively to create and develop promotional campaigns in Khorasan Razavi province.

2-Story telling studies of this tourist destination can be used to develop the identification, branding, and marketing to create unique and inimitable messages of this tourist destination.

3-In order to effect story-telling on the name and brand of this tourist destination (Khorasan Razavi), a tourism management organization should be established specifically for it to coordinate and manage a group activity in the province.

4- In order to determine the effectiveness of marketing communications through the stories of this tourist destination, it should be turned into: words, phenomena, experiences, places, and prominent characters by the story-tellers of this tourist destination.

5-Stories can be used as a framework for organizing the characteristics of tourist destinations such as:

Hotels, restaurants, transportation system, traditional food of Khorasan Razavi ,religious ,epic ,historical, and tourist attractions as core value of Khorasan Razavi.

• **Suggestions for future and Research limitations**

From a theoretical point of view, this study has used a new method in the field of marketing, using the thematic literature on story-telling marketing, travel involvement, and behavioral intention to select a tourist destination. Also, this study, by examining scattered articles and writings in the field of story-telling marketing, has identified important and influential variables in it, according to the opinions of experts, professors, and informants, and relationships between have been analyzed.In this regard,this study will add to the growing body of marketing science. The type of study is exploratory and fundamental in terms of to purpose and builds theoretical models to explain the phenomenon and practical and scientific aspects will have practical application.

According to the qualitative data collected from experts, professors and informants in this field, its goals, factors, concepts, and categories, and consequences have been identified. Therefore, this study can be done in other provinces of Iran or to studying story-telling marketing in the whole country.

It should be mentioned that, in qualitative studies,story-telling marketing analysis is a process of conceptualization (coding), and has a descriptive and interpretive nature. The choice of an analytical method appropriate to the research methodology is usually associated with limitations.

According to marketing, story-telling marketing is a new topic in Iran because scientific analysis has not been done in this area. Therefore, the biggest limitation in the present study is the lack of internal scientific background in this field, which makes it difficult to conceptualize and analyze in this case. In addition, another limitation of this study was the world pandemic of Coronavirus (covid-19), which made data collection and interviews difficult.

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