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## **Editorial: Cognitive and marketing perspectives of leisure and tourism**

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Cognitive dimensions of consumers are the major drivers in the leisure and tourism marketing and many firms gained higher success in selling leisure and tourism services through customer centric strategies. Among various customer centric approaches call centres have emerged as one of the quick solution provider channels for leisure and tourism services. Call centres not only offer personalised attention to their problems but also help in building customer loyalty. Customers rely on call centres which have high value work force towards services scheduling methods such as queuing system models to achieve optimal performance (Ryder et al., 2008). Learning about customers and experimentation with different segmentations, value propositions, and effective delivery of services associate customer in business and help frontline employees acquire and retain customers with increasing satisfaction in sales and services of the firm. Measuring customer satisfaction leads to identifying ways to improve product and services quality of the firm, which in turn leads to increasing the company's competitive advantage (Rajagopal, 2009; Selden and Macmillan, 2006).

Understanding motivation is important for all stakeholders in the tourism industry. The search for novelty is one motivating factor when planning leisure trips and vacation activities (Weaver et al., 2009). Social networking and leisure preferences among consumers drive search behaviour for new services. Recent conceptual thinking on marketing of leisure services suggests that a new marketing philosophy is needed to guide marketing efforts in the changing cognitive and social dimensions. Thus, firms need to develop leisure and tourism marketing strategies analysing behavioural research and consumer needs, building creative infusion and strategic positioning services, and aligning corporate policies to consumer preferences (Edgell et al., 2000).

This issue of the journal includes six papers on cognitive and marketing related subjects in the area of leisure and tourism marketing. Byunggook explores a conceptual framework towards subjective perception on leisure of individuals based on social cognitive perspectives. This study finds a direct relationship between internal social cognitive variables in reference to intrinsic satisfaction, emotions, and self-efficacy, and subjective perceptions of leisure. This study provides an important contribution revealing that social cognitive variable may have various causal effects on the subjective perceptions of leisure. Some researchers in past have also stated that individual attitudes, beliefs, and dispositions influence buying leisure services through long-term dyadic relationships within families (spouses, adult child and parent, and siblings) and re-construct their beliefs and perceptions on leisure (Siegenthaler and O'Dell, 2000). The cognitive issues discussed by Byunggook show congruence with the previous studies and contribute to the existing literature on the subject.

Multinational organisations have implemented knowledge management to enhance competitive advantages observing the growing concern over fierce global competition. Consequently, investments in resources for knowledge management implementation in many organisations are increasing and measuring knowledge management performance has become an important agenda among researchers and practitioners (Chin et al., 2010). Koseoglu et al. have found in their paper *knowledge management, organisational communication and job satisfaction* that empirical linkages among knowledge management, job satisfaction, and organisational communication does not exist in context of their study in reference to a five-star hotel in Turkey. Authors argue that effective management-worker communication should be promoted, and workers should be encouraged to share their thoughts and feelings with their managers for effective behavioural and outcome performance.

Sports is considered to be one of the principal leisure products and consumers those spend on leisure sports activities either towards playing or watching sports develop emotional attachment over long-run. The relationship that sport admirers and consumers construct becomes the central to their leisure decisions and to sport-related experiences among consumers guide their personality, values and life style. The pivot of such sport led behaviour include underlying drives of admirers, mediating motivation of sports fans, team attachment and contextual influents that steer the satisfaction among consumers (Smith and Stewart, 2007). Raquel Castaño et al. have addressed the perceptions of leisure activities from the social and behavioural perspectives in their paper *Understanding the Soccer for Mexico Consumers* and revealed that sports are intimately connected to the lives of their consumers in many different ways. In this study, authors explore the nuance of world football (or soccer) for low income consumers in Mexico who attend matches every week and follow their teams with a passionate support. The crux of this study is behavioural analysis of consumers who spend money for their leisure satisfaction. This study divulge that consumer gain an inner sense of self worth when their favourite teams accomplishing their goals.

On the marketing dimensions of leisure and tourism services, three papers in this issue of the journal contribute to the existing literature. The perception of consumers on reputation of the company and brand image on perceived quality, trust, perceived value, and purchase intentions affect the consumer preferences on leisure and tourism services. Consumers tend to have high value for money to drive their purchase intention. It is also noted that brand image significantly affects quality and trust perceived by consumers (Chiang and Jang, 2007). Corte et al. discuss the destination marketing in reference to

implications of brand and image on consumers. Authors based their arguments analysing an empirical study, which revealed that quality, identity, image and brand leverage destination marketing and set initiatives for stakeholders' collaboration.

Consumer value is an important determinant of performance of leisure and tourism services. The individual values of the consumer may be estimated as base values and changes in such values are affected by the corresponding measures of the specific value drivers. The base value ties to the most important of all complements that may be determined as customers' need. Estimating value drivers for intangible products and services can be tricky due to paucity of data (Rajagopal, 2006). In the last paper of this issue, Liu and Lin have developed a conceptual model concerning critical factors for marketing urban cultural tourism. Their model is built around the triadic dimensions of value exploration, value creation and value delivery. Mass customisation is a strategic tool to improve competitiveness both in products and services. The key to effective mass-customising is developing the task of differentiating a product or service for a specific customer to the optimum point of deriving customer value. Subramoniam and Babu discuss the strategy of mass customisation in tourism services in the context of Kerala, India. Authors argue that there exists ample scope for applying the mass customisation strategies in eco-tourism, to remain more competitive at micro, meso and macro level.

We hope that the collection of these articles would contribute to the existing literature on leisure and tourism marketing, and provide directions to the future research on the subject. As an anthology, these contributions also stimulate thoughtful and challenging perceptions on analysing leisure and tourism activities around the global destinations. The papers published in this issue demonstrate that leisure and tourism research has diversified scholarship.

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