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## Editorial

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**Biographical notes:** Raquel Castaño is a Professor of Marketing at EGADE Business School, Tecnológico de Monterrey. She holds a PhD and a Master's degree in Management from Tulane University. She also obtained a Master's degree in Business Administration and a second Master's in Marketing from EGADE. Her research focuses on the roles of emotion and cognition in decision making. Examples of this research include the role of temporal distance and mental simulation in adopting new products and services.

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Leisure and tourism services are knitted around customer interaction, exchange and performance between service employees and customers. There is a high significance of human interaction in the leisure and tourism services marketing that may be explained as service interface. Researchers and practitioners have acknowledged the importance of social and economic factors in order to manage customer satisfaction more effectively besides economic advantages in using tourism services. Effective management of customer satisfaction in this service sector also involves cross-functional collaboration and a transparent measurement scheme that clearly delineates the impact of each stakeholder's actions on overall customer experience (Gopalan and Narayan, 2010).

Customer satisfaction may also appear as loyalty towards a destination because of its ability in fulfilling specific goals or activity needs and/or because of its symbolic meaning. Hence, attachment could be an important measure of tourist satisfaction leading to customer loyalty. Despite the significance customer satisfaction drivers only there seems to be limited research conducted to determine the likely influences of emotional associations or meanings tourists attach to the places they visit on their satisfaction and future behaviour (Yuksel et al., 2009). Some studies have identified that the causal customer-services relationships in tourism are constructed on a triadic paradigm of image, satisfaction and loyalty as three key variables in tourism marketing. The convergence of these variables in a leisure and tourism industry would nurture favourable cognitive dimension and seed emotional association with the services among tourists and leisure shoppers (Hernández-Lobato et al., 2006). Tourism service providers should evaluate the customer satisfaction in reference to event attendees' expenditures, word-of-mouth behaviour and repeat patronage intentions would be affected by their overall event satisfaction. An overall satisfaction had a significant relationship with outcome variables may be measured in terms of word-of-mouth behaviour and repeat patronage intentions (Smith et al., 2010).

Within the tourism industry there is an important number of individual organisations that continuously monitor customer satisfaction in an attempt to maintain high quality service and build customer loyalty. There is a large body of literature available on customer satisfaction, however, the dynamic nature of the field of marketing makes necessary to question the traditional models and adapt them so that they can provide the information necessary to develop adequate marketing strategies within the tourism and leisure industry. For example, nowadays with the rise of the internet, consumers are able to evaluate almost simultaneously different alternatives of products and services. Consequently to understand the determinants of customer's satisfaction in these markets, a comparative approach focusing on satisfaction evaluations for several alternatives should be considered. Additionally, the attitudes and buying behaviour of consumers have changed due to economic and financial crises and perhaps a greater emphasis should be placed on incorporating 'equity' as a determinant of customer satisfaction. The issue of 'being treated fair' seems to have taken on added relevance.

Most tourism firms operate casually in various destinations assuming that every event or touristic spot in the destination would be attractive. Such perception may stand lame in a competitive market environment. Tourism firms should set clear objectives and apply an organising framework in order to make sense of evaluating customer satisfaction. Firms should develop leisure and tourism marketing strategies through a continuous customer satisfaction monitoring. The ultimate goals of monitoring satisfaction may include identifying strategic objectives at the destination level, preparing tactical and operational plans and ultimately increasing the competitiveness of a given leisure or tourism event. Attitude of leisure shoppers and tourists directly affects satisfaction and indirectly affects future behaviour, while tourist motivation directly influences satisfaction and indirectly affects future behaviour (Spiers and Walker, 2009). Thus, tourist satisfaction has a significant influence on future behaviour, and satisfaction level drives a significant mediating variable in tourism behavioural marketing model.

This issue of the journal consists of six empirical research papers, of which four studies discuss customer satisfaction and its impact of various perspectives of tourism. The remaining two papers discuss the motives and constraints of spectators of sports events, and forecasting tourism marketing operations. We truly believe that the topics presented here will be of great interest to all of you. It conveys new insights by discussing interesting and new strategic and operational alternatives open to build customer satisfaction and loyalty within the tourism and leisure industry. We hope you will enjoy reading it.

## References

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