# Editorial: Enabling CAGE framework in tourism marketing

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The CAGE distance framework is based on four categories comprising cultural, administrative, geographic, and economic attributes, which helps tourism companies as a contemporary tool to identify and assess differences between countries when entering a new market. The CAGE framework needs to be analysed in the context of several peripheral factors, which include cognitive distance dimensions comprising culture, language, education level, industrial development, political system, religion, and time zone to evaluate the socio-economic and personal values associated with tourism marketing.

Leisure and tourism services are largely influenced by geographic identification tag (GI Tage) that explains the attributes of the tourism destinations and associated historical or ecological facts. The CAGE supported by the GI Tag drives consumer psychodynamics to contribute to the brand image. However, both brand image and consumer psychodynamics built through the interpersonal relations and e-word-of-mouth motivate the consumers towards developing association with the leisure and tourism services. Behavioural destinations, which embed various intangible variables like knowledge, awareness, self-actualisation, and self-esteem, have also grown with ecological focus in the tourism sector worldwide. Kalundborg Eco-Industrial Park is a symbiotic network converging exhibition of ecological industrial products and destination tourism, located in Kalundborg, Denmark, in which many consumer and industrial products firms in the region collaborate to use mutual products and share eco-friendly resources to support the CAGE attributes and help in maintaining the GI Tag. Such co-created brands reinforce regional tourism, which is emerging as industrial tourism across business destinations in Europe and Asia. Leisure and tourism firms, therefore, rely on simple metrics to measure CAGE matrix to extend healthy stakeholder relationship. These firms follow consumer prompted rules in improving corporate governance while engaging artificial intelligence (AI) and technology tools to drive their social tourism brand campaign programs (Haenlein and Libai, 2017).

The inflow of tourists to Asian and north American countries has significantly declined since the beginning of 2020 due to the pandemic effect, geopolitical tensions, and lack of adequate structural reforms in tourism. Consequently, it has become necessary for tourism-dominated developing countries in Southeast Asia (e.g., Thailand, Malaysia, India, Philippines, and Indonesia) and North America (e.g., USA, Canada, and Mexico) to restructure the destination tourism strategies. Among the other tourism sectors, adventure, wellness, and eco-tourism segments need special attention in the

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post-pandemic business-recovery period. Adventure tourism is growing fast among the tourism sectors and constitutes a major part of the tourism industry in the developing countries (Rajagopal, 2022). However, social networks help tourism companies to understand customer needs and co-create adventure tourism services. Some studies revealed that young adults seek micro-adventures within their neighbourhood, while health and well-being have also been a stronger focus along with the CAGE factors in managing and improving tourism services. Firms focusing on health (wellbeing) and sustainability to promote adventure tourism can develop a market competitive framework of services in this segment (Gross and Sand, 2020). However, tourism firms at the grassroots have yet to define the roles of stakeholders clearly and help the network of relationships among adventure tourism stakeholders co-evolve. There exists a significant opportunity in this segment of the industry, which needs to be exploited by a systematic approach to plan adventure tourism. The collective intelligence and crowd-based business modelling could be implemented to effectively manage the adventure tourism services (Kent et al., 2012).

Corporate cultural differences seem to constrain knowledge transfer during the integration process, suggesting that they translate into worse performance, whereas cultural fit fosters value creation in cross-border acquisitions by understanding similarities and differences in firm strategy, structure, and leadership. The analysis of CAGE matrix helps firms to focus on the key factors to resolve cultural differences and promote tourism in the context of GI Tag attributes. Such integrated strategy enables tourism firms to improve their performance (Bauer and Matzler, 2014). The direct effect of administrative (i.e., institutional) distance is often not as significant as effective integration of touristic interest and self-esteem to create value while measuring the factor distances in CAGE matrix. Economic distance such as the effects of labour market flexibility and efficiency enable the tourism firms to improve performance by reducing economic distances comprising strengthening the revenue stream and destination-based profitability (e.g., Galdino et al., 2022). The consumer homophily often drives consumers to compartmentalise their social values and lifestyles because of either superiority or inferiority cognitive attributes. Such state of mind drives inferiority-driven consumers to adapt to conspicuous consumption behaviour. Indeed, low- and middle-income individuals feel complex desires and curiosity to attain hedonic experience of wellness tourism, as they compare themselves to typically richer individuals in a random network.

Coevolving with academics and stakeholders, firms can identify appropriate technologies, carry out innovations, and prepare for effective technology transfer through training programs on face-to-face and digital platforms. Such integrated efforts leverage social and industrial consciousness for developing new products in the fields of renewable energy and sustainability, and meeting the social challenges such as poverty alleviation, housing, and community health. The technological revolution has driven the digital transformation, as firms are engaged in co-creating value in industrial markets. Among the many forms of technology development, digital technologies have encouraged AI which has the strongest pervasive impact (Monila and Rajagopal, 2023). Social relations widely rely on information technology infrastructure irrespective of its sophistication. The major concern in digitalising emotions and social relationships is to ensure effective knowledge management through diffusion of dialogues across the social genre. Social empowerment depends on the active digital connectivity in which people exchange their perceptions and values on brands, benefits, and benevolence (3Bs) to express their compassion to the companies within the existing social ecology.

Convergence of business and social ecology drives expectations of consumers and stakeholders to strengthen their association and social fit with both insiders and outsiders of their social regime.

Generative and predictive AI in the public domain has significantly supported the corporate tourism governance to develop interactive relationship and mutual dependency among other firms in the tourism industry and stakeholders to learn and widen attention, interest, desire, and action (AIDA) attributes. AI robots serve as co-workers and analysts for decision making in large multi-brand and transnational leisure and tourism firms. Happiness, arousal, and merriment have a significant impact on robot sentiment polarity, while anticipation and surprise do not significantly affect the AI logarithms. Therefore, one major challenge is to anthropomorphise robots for tourism and hospitality industry, which will strengthen the interrelations across the CAGE elements (Jörling et al., 2019).

This issue of the journal includes five papers that broadly address relationship management in tourism industry, urban recreation, adventure tourism, and tourism experiences. The research papers with the above focus represent the study areas of Malaysia, Bangladesh, and India. These papers discuss contemporary research propositions and attempt to establish convergence between the role of technology, consumer, and companies in managing brand awareness, brand knowledge, and brand affinity among competitive leisure and tourism brands in the competitive technology-led marketplace. I hope this collection of research papers appearing in this issue will enrich the existing literature and stimulate future research.

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