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## The Effect of Cultural Intelligence on the Consumer-Based Brand Equity for a Tourism Destination: The Moderating Role of the Type of Tourist

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### Article Info

### Abstract

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This study aimed to examine the effect of cultural intelligence dimensions on the consumer-based brand equity for a tourism destination and the moderating role of the type of tourist in Mashhad. An applied descriptive survey method was used in the present work. The statistical population was all Iranian tourists in Mashhad in 2021, with a sample of 367 respondents. The research tools were the standard questionnaires of Earley and Ang (2003) cultural intelligence and the brand equity of Frias-Jamilena et al. (2018). The validity and reliability of the questionnaire were confirmed. Structural equation modeling was used to test the hypotheses and analyze the data. For this purpose, Smart PLS3 and SPSS 23 were used. According to the results, cultural intelligence significantly affects the consumer-based tourism destination brand. Also, the metacognitive, cognitive, motivational, and behavioral dimensions of cultural intelligence significantly affected the consumer-based brand equity for a tourism destination brand among Mashhad tourists. Also, the results confirmed the moderating role of tourism type on the relationship between cultural intelligence and the consumer-based brand equity for a tourism destination brand among tourists. Tourism officials of Mashhad are advised to launch a comprehensive website to detail the economic, cultural, and religious components of tourists who intend to travel to Mashhad. This helps value tourist choice and increases the Mashhad brand among tourists by strengthening the cultural intelligence of tourists.

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## Background

Tourism development, like any other industry, requires different components. The interaction between the local community and tourists is one of the influential components of tourism development. In this regard, cultural intelligence affects the interaction between these two groups and can bring the tendency of society and its support for tourism development (Akbarian & Ramezanzadeh, 2015).

Cultural intelligence refers to adapting and functioning successfully in culturally diverse environments (Alexandra et al., 2021). Cultural intelligence is the understanding of the appearance and conscience of people intellectually and practically. It also provides a framework to understand and invest in differences, not just tolerate or ignore them. A person with high cultural intelligence can learn in a new cultural environment and enjoys encountering new cultures. During their stay in tourist destinations, tourists communicate with local residents. The result of their mutual relationships ends in changes in quality of life, value system, division of labor, family relationships, behavioral patterns, customs, and traditions of the host community. Therefore, the more unbalanced the relationship and interaction between them, the greater the negative effects and consequences. In this regard, the interaction and attitude of tourists with local residents are discussed, which inappropriate treatment and lack of interaction lead to dissatisfaction of local residents and reluctance to and lack of support for tourism development. Therefore, high cultural intelligence in tourists can lead to the support of local residents in interacting with them and create a good image of that particular destination in the minds of tourists (Akbarian & Ramezanzadeh, 2015).

In the post-Covid-19 era, tourism is one of the largest and most diverse industries in the world, which will have a significant jump and will overshadow many economic, social, cultural, and environmental sectors. As a result, addressing the factors enhancing customer-based destination brand equity (CBDDE) is essential for a developing country like Iran. The big challenge of Iran's tourism industry is that it has less competitive power compared to other tourism destinations. It is evident that various factors affect the competitiveness of Iran's tourism must be identified and evaluated. On the other hand, since destinations are places people choose based on their particular experiences and expectations to travel, it is possible to create a brand for them. Therefore, when choosing between a brand destination and its competitors, tourists prefer the brand destination because of its better position (Mohan & Sequeira, 2016). Therefore, branding tourist places help the competitiveness of these areas. Mashhad is a significant brand destination in Iran, attracting millions of travelers for its religious, historical, sports, medical, shopping, and natural attractions each year.

Since tourists communicate with the host communities when entering the destination, the proper interaction of tourists and residents in the destination makes tourists experience different cultures (Abdoli et al., 2021). Therefore, with the growth of the tourism sector, the need for effective interaction

with people from different cultures increases (Kumar & Dhir, 2020). Since culture affects all aspects of individual behavior in a relationship (De Mooij, 2011), cultural intelligence is one of the key factors in people's ability to understand cultural differences and their adaptation (Sharma & Hossein, 2017). Therefore, having high cultural intelligence by tourists can lead to the support of local residents in interacting with them and create a good image of that particular destination in the minds of tourists (Akbarian & Ramezanzadeh, 2015). However, the question is whether cultural intelligence can significantly impact CBDBE. Does the consumer (type of tourist) affect the relationship between cultural intelligence and CBDBE?

## **Theoretical Foundations**

### **Cultural Intelligence**

Earley and Ang (2004) first proposed the concept of cultural intelligence concept. They define cultural intelligence as an ability to learn new patterns in cultural interactions and to provide correct behavioral responses to these patterns. They believed it is difficult to find familiar signs that could be used to communicate in the face of new cultural situations. In these cases, the individual must develop a common cognitive framework based on the available information, even if the framework does not sufficiently understand local behaviors and norms. Such a framework can only be developed by those with high cultural intelligence. According to this definition, cultural intelligence differs from social and emotional intelligence (Kumar et al., 2008). Cultural intelligence is a multidimensional construct comprising four factors: metacognitive, cognitive, motivational, and behavioral. Each of these factors relates to a specific capacity that helps individuals to handle intercultural situations. The first of the four factors, metacognitive CQ, refers to the level of cultural awareness an individual possesses during a cross-cultural interaction (Coves-Martínez et al., 2022).

In another definition, Earley & Peterson (2004) consider cultural intelligence as an individual ability to understand, interpret, and act effectively in culturally diverse situations and compatible with those concepts related to intelligence that make intelligence more of a cognitive ability. According to this definition, cultural intelligence focuses on other aspects of cognitive intelligence by focusing on the specific capabilities required for quality and effectiveness in personal relationships in different cultural contexts. Cultural intelligence also includes individual insights helpful in adapting to cross-cultural situations and interactions. In another definition, cultural intelligence is considered an individual ability to understand, interpret and act effectively in situations with cultural diversity and is compatible with those concepts related to intelligence that make intelligence more of cognitive ability (Nafar, 1396). Ang et al. (2007) consider four components of cultural intelligence. The metacognitive component is how an individual argues for intercultural experiences. This element of cultural intelligence focuses on

the process that individuals use to acquire and understand cultural knowledge. An example is when someone adjusts concepts and mental images based on a real experience that did not meet his expectations (Nafar, 1396). The second is the Cognitive component. Everyone knows the similarities and differences between cultures and reflects the general knowledge about cultures has cognitive, cultural intelligence. For example, it provides information about religious and spiritual beliefs and values and beliefs about work, time, family relationships, customs, and language (Nafar, 1396). The third component is Motivational. It is the confidence that one can adapt to a new culture. The motivational component of cultural intelligence shows the energy and effort for effective interaction in the new culture. The motivational dimension of cultural intelligence includes the level at which individuals have confidence in their abilities in intercultural interactions, the degree of openness to experience interaction with people from other cultures, and the degree to which they find satisfaction in those interactions. According to Earley and Ang (2003), two general motivational frameworks are used to understand the motivational dimension: self-confidence and self-adaptation. The last is the behavioral component. It demonstrates a person's ability to display appropriate verbal and nonverbal actions in interaction with people from different cultures. This element of cultural intelligence focuses on how people act in situations where they are in a new culture (Nafar, 1396). The four-factor model of cultural intelligence of Van Dyne, Ang, and Livermore (2008) is presented.

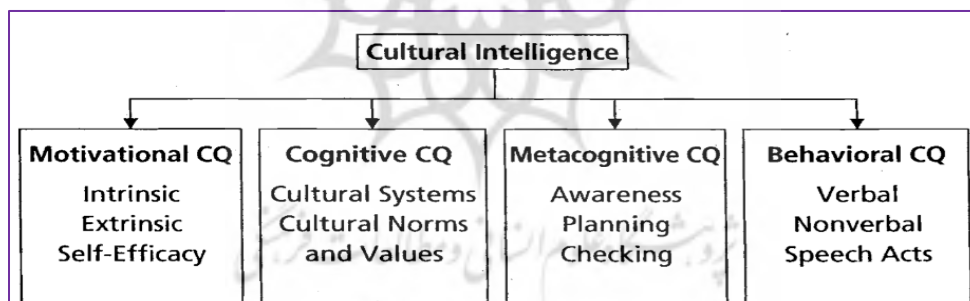


Figure 1. The model of cultural intelligence of Van Dyne et al. (2008).

### Customer-based destination brand equity

The measurement of CBBE is based on understanding how marketing initiatives impact consumers' acquisition and recall of brand information (Fernández-Ruano et al., 2022). The concept of brand equity was developed by Acker (1992), who defined it as the added value of the entire brand to the main product. Keller (1993) also found that brand equity is the distinctive effect of consumer brand knowledge in response to brand marketing efforts. Baldus et al. (2015) argue that brands add to the intangible and emotional values that affect consumers' perception of the brand, influencing how they decide to buy. In other words, brand equity is a signal that affects not only the perception of brand value by the customer

but also the perceived risk and brand image. Acker (1996) believes that brand equity is a multidimensional structure that includes brand awareness, perceived quality, brand recognition, and brand loyalty. He suggests that brand equity can be created through these dimensions.

Brand awareness is one of the main components of brand equity, which reflects the quality of a brand in the mind of the customer, which has a significant impact on product choice. Consumer brand awareness can also be one of the factors affecting the buying process. A higher degree of awareness can improve the likelihood of purchasing a product or service and create a sustainable competitive advantage (Foroudi, 2019).

Perceived quality is not the actual quality of the product but the customers' mental evaluation of the product. Also, it is defined as the customer's perception of the overall quality of a product or service. Indicators such as brand performance, employee behavior, service quality, etc., are measured in this variable. Acker (1996) defines perceived quality as the customer's perception of the overall or superior quality of a product or service according to the intended purpose compared to other options. He states that perceived quality can affect brand equity in 5 ways; A reason to buy a brand, distinction or positioning, overpayment, attracting the distribution channel members' interest in using a product with higher perceived quality, and brand development (Acker, 1996). Sharifi (2014) believes that perceived quality can be defined as the customer's perception of the overall quality or superiority of the product or service according to its expected purpose, compared to other options. Finally, perceived quality is a general and intangible emotion about a brand. So, perceived quality is not the actual or objective quality of the product but the customer's mental evaluation of the product. Perceived quality increases the core value of organizations by justifying the reasons for customers' purchases, distinguishing the brand from competing brands, creating a willingness to pay price overruns, attracting distributors, and enabling the brand to grow and expand.

Yoo and Donthu (2013) consider the most crucial aspect of brand recognition to be the formation of information in mind in the first stage. Brand awareness will include recognizing the brand and reminding the brand. Brand recognition means that when consumers receive a sign or signal from a brand, they can recall their previous encounters with the brand. In other words, brand recognition requires the consumer to correctly identify the brand compared to other brands based on what he has seen or heard before (Yoo and Donthu, 2013).

Brand loyalty is another component of brand equity. The concept of loyalty was first introduced in the 1940s. At the time, loyalty was a one-dimensional concept. After 1944 and 1945, two separate concepts of loyalty emerged: "brand preference," later referred to as "attitude loyalty," and "market share," later referred to as behavioral loyalty. Thirty years later, the concept of loyalty entered the academic literature, and researchers found that loyalty can be a combination of attitudinal and behavioral

loyalty (Mansoori, 2015). Brand loyalty means repeat purchases, which is due to a psychological process. In other words, repeat choices are not just optional reactions but the result of psychological, emotional, and normative factors. Oliver (1999) defines Loyalty as having a deep commitment to repurchase and support a product or service of interest, which, despite situational influences and competitors' marketing efforts, replicates the purchase of a brand with a brand's product line in Defines the future.

### **Type of tourism**

Typifying tourism first appeared in Poser in 1939, in the paper entitled "Der Fremdenverkehr im Riesengebirge (Tourism in the Giant Mountains)," in which Poser distinguishes several types of tourism: tourism by transit, summer relaxation, winter sports, short distance relaxation (Tureac and Turtureanu, 2008). Nevertheless, this classification did not last long, and different forms of tourists have been identified based on different purposes. Some criteria include The criteria of the initial area and the destination(Domestic/International Tourism); The criterion number of participants(Individual/group tourism); Organizational criterion (Organized/ Unorganized / Semi-organized tourism), Criterion Season (Continuous/ Discontinuous tourism); Temporal Criterion (Tourism for a very long time/Tourism of long duration/ Tourism of reduced duration) The criteria of transportation vehicles (Tourism by train/ Tourism by auto/ Marine tourism/ Air tourism/ Other forms of tourism (cycling, walking, etc.)); Social criterion (Private/ Social tourism); Criterion of the age and occupation of the tourist (Youth/ Specific to adults tourism/ Specific for older generation tourism); The criterion for the type of destination (Mountain/ Season tourism/ Other). In this research, we consider seven types of tourism, i.e., religious, therapeutic, artistic, recreational, natural, historical, and sports, which are the main reasons for traveling to Mashhad.

### **Study destination**

Mashhad is the second-most-populous city in Iran and the capital of Razavi Khorasan Province, located in the northeast of the country with a population of 3,001,184 people (based on the 2016 Census). It was an important location along the ancient Silk Road connecting with Merv (Mary) to the east. The city is located at 36.20° North latitude and 59.35° East longitude, in the valley of the Kashafrud River near Turkmenistan, between the two mountain ranges of Binalood and Hezar Masjed Mountains. The city benefits from the proximity of the mountains, having cool winters, pleasant springs, and mild summers. It is only about 250 km (160 mi) from Ashgabat, Turkmenistan. Also, it is the administrative center of Mashhad and the somewhat smaller districts of Mashhad. The city attracts

millions of travelers and pilgrims from different cities in Iran, the Middle East, and even other parts of the world each year.



**Figure 2. Geographical location of Mashhad**

### **Conceptual model and research hypotheses**

Some prior researchers have studied the effect of cultural intelligence on Consumer-based destination brand equity. Here are some prior researches studying similar variables.

Abedi et al. (2018) studied the effect of cultural intelligence on CBDBE. The statistical population of this study was tourists visiting Qazvin, the number of which was unlimited. Using 384 questionnaires, they found that the cultural intelligence of tourists affects CBDBE. Tourists' cultural intelligence also affects brand loyalty, quality, awareness, image, and equity.

Abdoli et al. (2021) empirically showed that cognitive, metacognitive, motivational, and behavioral intelligence has a significant positive effect on the perceived functional, cognitive, and emotional value of the destination brand. They also found that American tourists have the highest and Asian tourists have the least cultural intelligence in Iran.

Bahari et al. (2017) conducted a study to affect customer satisfaction and brand image on brand loyalty in the hotel industry in 5-star hotels in East Azerbaijan province. The data required for this study were collected by non-random sampling method available from guests of 5-star hotels in Tabriz and a questionnaire. The results showed that the effect of customer satisfaction on loyalty was more significant than the brand image.

Imanikhoshkhoo and Nadalipour (2017) found that spiritual experiences differ in different types of travelers. The study population consisted of all individuals who have traveled for pilgrimage, recreation, visiting cultural-historical attractions and businesses, visiting religious sites, or participating in ecotourism and nature-based tourism. Sampling was done based on the convenience method according to the size and nature of the target population. Finally, it was concluded that most pilgrims and visitors

to the religious sites were purposeful and sightseeing spiritual tourists with a deep intention to search for spiritual growth.

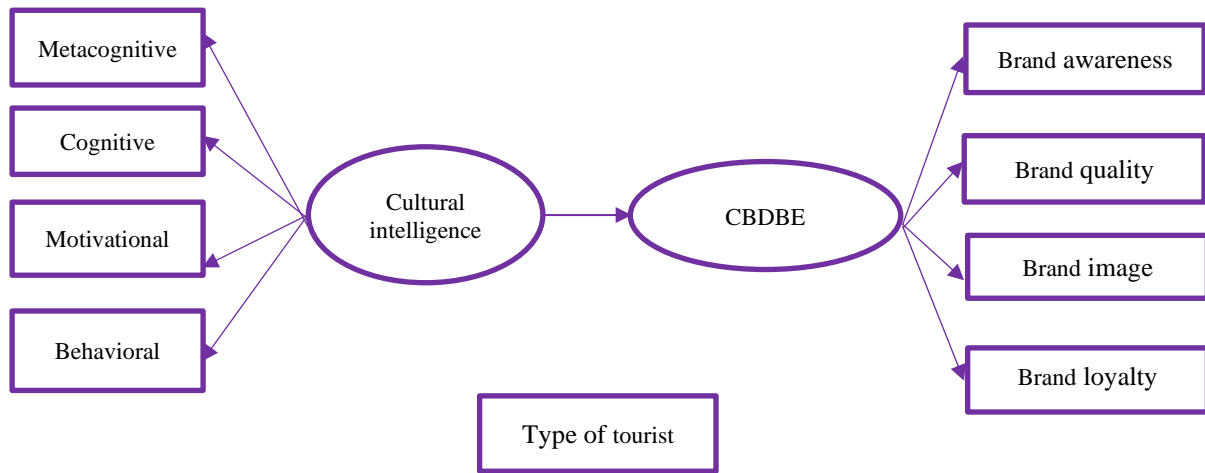
Karoubi et al. (2021) evaluated the factors creating a social bond among religious tourists using the services of recreational sports complexes in Mashhad. They found that secure and intimate bonding is essential to creating a social bond with religious tourists using the services of recreational sports complexes in Mashhad.

Mohan and Sequeira (2016) believe that brand equity measurement has posed a significant challenge to companies in the Indian fast-moving consumer goods (FMCG) industry. This paper investigates the impact of brand equity on the operational performance of businesses in the Indian FMCG industry. The research study adopts descriptive and exploratory approaches. The results indicate that there is a correlation between brand equity and the operational performance of the business.

Frías-Jamilena et al. (2018) believe that achieving attractiveness and competitiveness is one of the main priorities of tourism destination managers. This study shows that a tourist's cultural intelligence affects his assessment of CBDDBE, and this relationship is adjusted to the type of tourism. This study investigates the effect of cultural intelligence dimensions on CBDDBE by examining the moderating role of the type of tourist in Mashhad. Therefore, the following hypotheses were tested:

- Cultural intelligence has a significant effect on CBDDBE
- The metacognitive dimension of cultural intelligence significantly affects CBDDBE among Mashhad tourists.
- The cognitive dimension of cultural intelligence significantly affects CBDDBE among Mashhad tourists.
- The motivational dimension of cultural intelligence significantly affects CBDDBE among Mashhad tourists.
- The behavioral dimension of cultural intelligence significantly affects CBDDBE among tourists in Mashhad.
- The effect of cultural intelligence on CBDDBE among Mashhad tourists is adjusted by the type of tourist.





**Figure 3. A conceptual model**

### Materials and methods

This research is applied in terms of purpose because its results can be effective in planning for tourism development. In terms of how to collect data, it is non-experimental descriptive because the researcher cannot manipulate the research variables. In terms of the research method, it is a survey. The statistical population of the present study is all Iranian tourists in the city of Mashhad in 2021, whose number is infinite ( $N > 100000$ ). By distributing the questionnaire among the statistically available non-random sampling method, 367 usable answers were obtained, which is acceptable according to the rule of thumb in the structural equation technique (between 5 and 15 times the number of items).

Cultural Intelligence Questionnaire developed by Earley and Ang (2004) includes the components of metacognitive intelligence (4-1), cognitive intelligence (5-10), motivational intelligence (11-15), and behavioral intelligence (16-20) and includes 20 questions. The CBDBE questionnaire was prepared from the research of Frías-Jamilena et al. (2018), which was localized. This questionnaire includes components of brand awareness (4-1), perceived brand quality (5-10), brand image (11-15), and brand loyalty (16-20) and includes 20 questions. Questionnaires were conducted using a 5-point Likert scale of strongly agreed to disagree strongly. Descriptive and inferential statistical methods were used to analyze the data. The questionnaires used in this study are validated due to their standard content validity. However, the research questionnaires were presented to several professors, including respected supervisors, and were approved. The Cronbach's alpha coefficient was used to examine the reliability of the questionnaire, the results of which were reported in Table 1, which indicates the reliability of the questionnaire.

**Table 1. Reliability of the questionnaire**

Questionnaire	Number of questions	Cronbach's alpha coefficients
Metacognitive intelligence	4	0.873
Cognitive intelligence	6	0.918
Motivational intelligence	5	0.901
Behavioral intelligence	5	0.866
Brand awareness	4	0.886
Perceived quality	6	0.908
Brand image	4	0.890
Brand loyalty	5	0.891

In addition, all data processing steps have been done using Excel, Word, SPSS 23, and SmartPLS3.

**Table 2. Frequency distribution of the subjects according to the type of tourist**

	Frequency	Percentage
Religious	115	31.3
Therapeutic	42	11.4
Artistic	49	13.4
Recreational	95	25.9
Natural	40	10.9
Historical	15	0.04
Sport	11	0.03

Structural equation modeling consists of two parts: measurement model (relationship between structures and the dimensions of those structures) and structural model (relationship of structures with each other).

In order to validate the content value of each indicator in measuring the proposed concepts, the validity of the model is analyzed using the structural equation model method. A complete model of structural equations is a combination of a path diagram and confirmatory factor analysis. This method is used in studies that aim to test a specific model of the relationship between variables (Manian et al., 2007).

The research data are reviewed to confirm the validity and reliability of the evaluation, and two measurement and structural models are included in the research variables. The measurement model test includes the reliability (internal consistency) and validity (divergent validity) of research instruments and tools.

The model in standard estimation mode can estimate factor loads and path coefficients. According to Figure 3, we can see which index has a greater share in measuring its respective variable. The larger

the factor loads, the greater the share of that variable in measuring its corresponding variable. Findings showed that cognitive intelligence with a factor load of 0.966 had the largest share in the cultural intelligence variable. In measuring the variable of brand value, 4 factors were examined: brand awareness, perceived quality, brand image, and loyalty. Findings showed that perceived quality with a factor load of 0.959 had the largest share in the brand value variable.

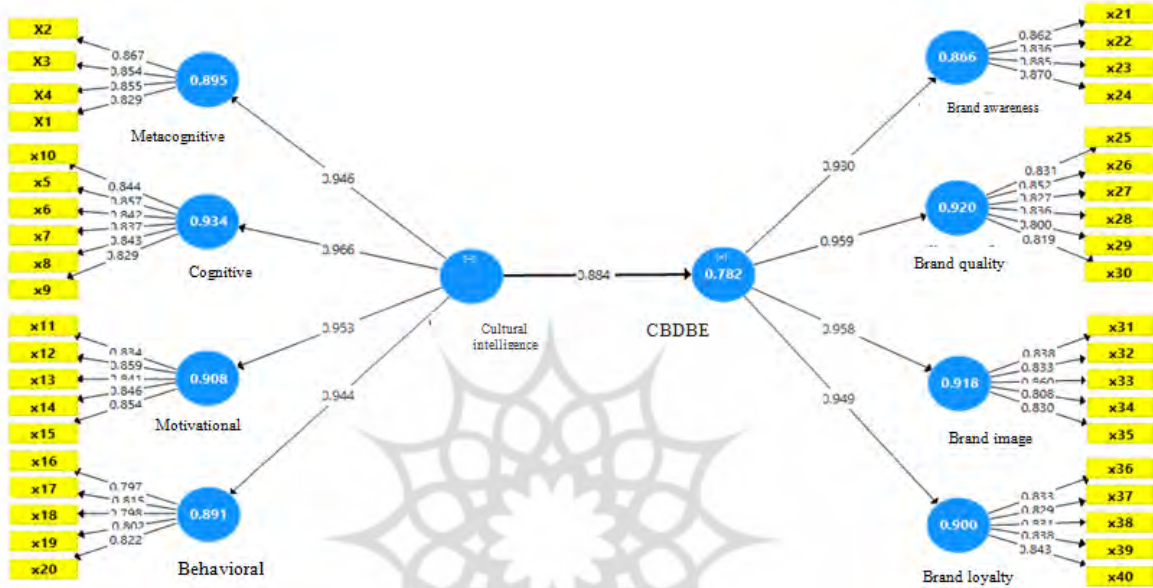


Figure 4. Factor loads of the model

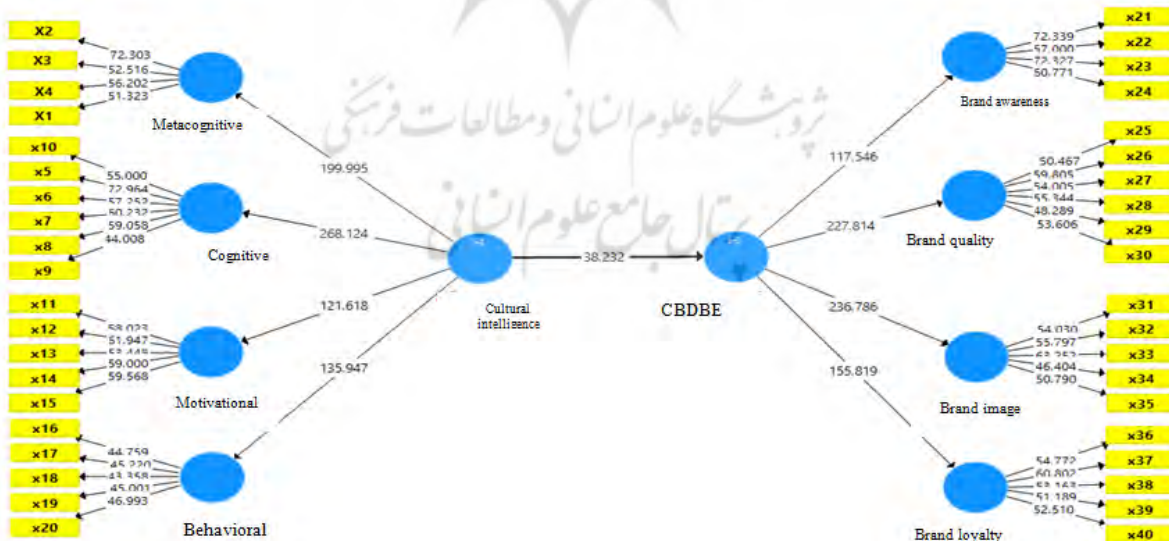


Figure 5. Structural model in the significant state of coefficients (BT).

### Model reliability test

The common reliability index is used to measure the quality test of the measurement model. This index shows whether the measurement model based on predicting and determining questions of variables was of good quality or not. That is, whether our indicators and questions correctly measured the variables in the form of a measurement model. Given that the coefficients of shared reliability should be above 0.5 (Ramu et al., 2010), the shared reliability of the questions is in good condition. Combined reliability above 0.7 also indicates instrument reliability.

**Table 3. Model reliability.**

	Combined reliability	Communality
Metacognitive intelligence	0.913	0.851
Cognitive intelligence	0.936	0.842
Motivational intelligence	0.927	0.846
Behavioral intelligence	0.903	0.806
Brand awareness	0.929	0.863
Perceived quality	0.929	0.827
Brand image	0.919	0.831
Brand loyalty	0.920	0.834

### Coefficient of determination ( $R^2$ )

$R^2$  is a criterion used to connect the measurement part and the structural part of structural equation modeling and shows the effect that an exogenous variable has on an endogenous variable. The essential point is that the value of  $R^2$  is calculated only for endogenous (dependent) structures of the model. In the case of exogenous structures, the value of this criterion is zero. The higher the value of  $R^2$  for the endogenous structures of a model, the better the model fit. Henseler et al. (2009) introduce values of 0.19, 0.33, and 0.67 as the criterion values for weak, medium, and strong values of  $R^2$ . To measure the fit of the structural part of the models using the  $R^2$  criterion, first, the value of  $R^2$  of all structures should be calculated, and then attention should be paid to structures whose value is weak and less. So, the relationships that lead to these structures are evaluated, and the intensity of these relationships is determined. According to the results of Table 4, Metacognitive intelligence, cognitive intelligence, motivational intelligence, and behavioral intelligence strongly predict CBDDBE.

The second structural model fit index is the  $Q^2$  index ((Stone, 1974; & Geisser, 1974). This criterion determines the predictive power of the model in endogenous structures. They believe that models with acceptable structural fit should be able to predict the endogenous variables of the model. This means that if the relationships between structures are properly defined in a model, the structures have a sufficient impact on each other, and thus the hypotheses are correctly confirmed. Henseler et al. (2009)

set values of 0.15, 0.2, and 0.35 as the low, medium, and strong predictive powers, respectively. According to the results of table 4, the model fit can be obtained to be strong and very high.

**Table 4. Results of R<sup>2</sup> and Q<sup>2</sup> of model variables**

	Q <sup>2</sup>	R <sup>2</sup>
Metacognitive intelligence	0.613	0.895
Cognitive intelligence	0.619	0.934
Motivational intelligence	0.619	0.901
Behavioral intelligence	0.544	0.891
Brand awareness	0.608	0.868
Perceived quality	0.590	0.920
Brand image	0.599	0.918
Brand loyalty	0.589	0.9

The most important index of model fit in the technique of least squares is the GOF index. The GOF standard was developed by Tenenhaus et al. (2004) and is calculated according to the following equation. Wetzels et al. (2009) introduced three values of 0.1, 0.25, and 0.36 as a weak, medium, and strong values for GOF. With a value of 0.729, a perfect fit of the overall model was confirmed (Tenenhaus, 2005). According to the result, the prediction quality of the model is at a high level. As a result, the predictive power of the overall PLS model is extreme.

$$GOF = \sqrt{\sum Comunalilty * \sum R^2} = \sqrt{0/904 * 0/837} = 0/869$$

H1: Cultural intelligence has a significant effect on CBDDBE. Considering that the p-value value of cultural intelligence in the specific value of CBDDBE is more than 0.05 (p-value = 0.000) and the value (B=0.884 and 36.192=T-value), the statistical hypothesis H0 is rejected and the hypothesis H1 (researcher's assumption) is confirmed. Therefore, in the opinion of tourists, cultural intelligence with 99% confidence has a significant positive and significant effect on CBDDBE. The same argument supports subsequent hypotheses.

Modifier test H1-5: The effect of cultural intelligence on CBDDBE among tourists in Mashhad is adjusted by the type of tourist. As Figure 3 shows, the value is B = 0.088, which indicates the intensity of the effect of the moderating variable of the type of tourism on the specific value of the tourism destination brand. Figure 4 shows that the significance coefficient related to the cultural intelligence variable \* brand equity is 2.724, more than 1.96, and at the 95% confidence level. In other words, at the 95% confidence level, it can be confirmed that the variable of tourism type modulates the relationship between cultural intelligence and CBDDBE. In Table 5, the results of hypothesis testing are available.

**Table 5. Hypothesis testing**

Hypothesis	P Values	Original Sample(O)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))
Cultural intelligence> CBDBE	0.000	0.884	0.024	37.105
Metacognitive intelligence> CBDBE	0.000	0.149	0.04	3.767
Cognitive intelligence> CBDBE	0.000	0.337	0.046	3.324
Motivational intelligence> CBDBE	0.000	0.121	0.044	2.737
Behavioral intelligence> CBDBE	0.000	0.402	0.069	5.903
Moderating effect	0.000	0.088	0.032	2.737

## Discussions

All hypotheses were supported by obtained data which shows that cultural intelligence affects CBDBE, and this relationship is moderated by tourist type. Analysis of the first sub-hypothesis findings showed that the metacognitive dimension of cultural intelligence has a significant positive effect on CBDBE. If tourists can learn the destination culture and cultural interactions and have good behavioral responses, they will experience a higher quality of their trip. In fact, if the tourist is aware of how he communicates and initiates a friendly interaction when interacting with local people, the tourists will find the destination better in judging for advantage, superiority, credibility, and other important components because he has been able to make the best use of his knowledge to create a good tourism experience. This finding is in line with the results of the research of Frías-Jamilena (2018), Abedi et al. (2018), and Abdoli et al. (2021).

Analysis of the findings obtained from the path coefficient and a significant amount on the second sub-hypothesis showed that the cognitive dimension of cultural intelligence positively and significantly affects the CBDBE among Mashhad tourists. So, it is inferred that if tourists are well acquainted with the words and grammar of the destination city when visiting tourist destinations or show a greater desire to get acquainted with the culture of the people of the region, experience the destination better and when they think of a recreation and tourism area, they quickly imagine goods experiences of brand destination in their minds. The existence of tourists who try to resolve and come up with the ambiguities in the local culture and become more familiar with the people of the region will help create a desirable brand for a tourist destination. This finding is in line with the results of the research of Frías-Jamilena (2018), Abedi et al. (2018), and Abdoli et al. (2021).

It is inferred from the confirmation of the third hypothesis that tourists can focus their mental structure based on the emotions caused by the lots of information by focusing on their specific capabilities for quality and effective personal relationships in different cultural contexts. Information can have different sources, and the tourist can use his cultural intelligence to get a single result from

different, diverse, and sometimes contradictory messages about tourism destinations and imagine a separate image of the tourist destination in his mind. In fact, if the tourist is sure that he is familiar with local culture and can enter their community in the tourist area, he will have a positive overall image of the destination. Frías-Jamilena (2018), Abedi et al. (2018), and Abdoli et al. (2021) reached similar results.

The fourth hypothesis showed that if tourists use all their skills in personal and interpersonal connections, it can make the destination more economical and cost-effective for them. Because tourists with a high cultural awareness of the values and differences, they become more close and intimate with local people and not only make the most of their stay but also enjoy good discounts and even the opportunity to travel again. In this way, tourists with high behavioral abilities can receive more valuable services and products for the payments they make. The results of Frías-Jamilena (2018), Abedi et al. (2018), Abdoli et al. (2021), and Akbarian and Ramezanzadeh (2015) are in line with the results of the present study.

Finally, the present study shows the importance of the moderating effects of tourism on consumer behavior, which can be concluded that the type of tourist has an effect on the cultural value of tourists on CBDBE based on the consumer, and this effect is not the same for all tourists. Different types of tourists offer different experiences and activities that may be different forms of tourist participation to enjoy the destination. As a result, tourists may achieve different results after visiting a particular destination. Hence, they are more likely to interact with the destination itself than the local residents of the destination. Tourists are interested in gaining cultural or rural experiences that can provide ways to get closer to the destination's cultural heritage. Therefore, the level of cultural interaction shown by tourists will vary depending on the type of tourism they seek to enjoy the destination. This finding is based on the results of Afshani (2018), M. France-Jamilena et al. (2018), and Melina et al. (2018). While the results of Abedi et al.'s (2018) research are not in line with the results of the present study, and they concluded that the type of tourist could not play a role in the effect of tourists' cultural intelligence on the specific value of the customer-based destination brand and this effect for all tourists. It was the same in terms of acceptance.

### **Suggestions**

It is suggested that the tourism officials of Mashhad launch a comprehensive website to detail all the economic, cultural, religious, etc. components to tourists who intend to travel to Mashhad. This helps value their choice, and by strengthening the cultural intelligence of tourists, increases the Mashhad brand among tourists. At the entrance of each tourist area, they can also study the history of the area and provide complete information about it. They can also increase tourists' self-confidence by increasing

their awareness of local people and culture by employing capable people in tourism-related areas. They should also improve Mashhad's brand image by creating local and historical dress and coverage in the officials of tourist areas and attractions and using local dialects and languages . Tourists who intend to travel to the city of Mashhad must talk to people who have had the experience of such traveling before starting tourism in this region.

Researchers are suggested to test the research model in other communities so that the differences between communities can be compared and more practical results can be achieved. Researchers can also examine the effect of tourist emotional intelligence and social intelligence on CBDDE. Some studies found that paying attention to the tourists' spiritual needs through the employees' emotional intelligence effectively achieves more sustainable tourism (Doosti Irani & Jafari, 2022). It is clear that the results of research done at a certain point in time and space cannot be generalized with complete confidence to other conditions. In the research questionnaires, there was not enough cooperation with statistical samples due to the prevalence of Covid-19, which led to a longer time to collect the necessary data.

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