

SCALE DEVELOPMENT FOR SOCIAL SUSTAINABILITY OF TOURISM

Abstract

Sustainability is becoming a preoccupation in tourist destinations in response to the effects that are associated with the rapid increase in visitation. However, only a few studies have investigated the social sustainability of tourism, and even less studies have investigated the measurement of social sustainability. This study aims to develop a valid and reliable measurement instrument that can assess social sustainability in destination settings. A 10-step procedure was developed based on previous literature on measurement development. 1,839 valid responses were collected via a telephone poll-based survey. Exploratory and confirmatory factor analyses were conducted to identify the dimensionality. Construct validity, reliability, and stability were assessed. The theoretical and managerial implications of such measurements were also discussed.

Keywords: social sustainability, measurement scale, host–guest conflict, social tolerance, social acceptance, Hong Kong