

Tourist Cultural Literacy: Scale Development and Validation

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Abstract : The cultural interactions between tourists and destination communities have received increased attention. Tourists play an important role in constructing a rewarding intercultural experience and cultural understanding. Cultural literacy is the ability for tourists to negotiate different cultures, this research aimed to develop a measurement of Tourist Cultural Literacy (TCL), the result provides a theoretical framework to assess how tourists interact with different cultural destinations. A pilot qualitative research was conducted in order to generate the initial items. In this study, the procedure of developing the TCL scale was divided into two parts. First, an exploratory factor analysis was conducted, a 25-item TCL scale was developed and six factors were identified: cultural sensitivity, appreciation of the culture, respect for the culture, knowledge of the culture, participate in the culture, and empathy for the culture. Second, confirmatory factor analyses and structural equation modeling were employed, the six-factor model was verified, and was proven to have good fit, reliability, convergent validity, discriminant validity, and criterion-related validity. The study provides managerial implications for tourist management and education, the popularization of TCL might increase the respect and understanding between tourists and local societies as well as decrease the cultural shocks and negative social-cultural impacts derived from tourism activities, thereby reducing the maintenance cost of management and allowing tourists to obtain a better cultural experience. Future research suggestions are also provided.

Keywords : cultural literacy, cultural tourism, scale development, tourism contact

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