



A scale proposal for sustainable tourism in Cittaslows**

* İbrahim Taner AKKOÇ^a , Nezihe Figen ERSOY ARCA^b 

^a Ondokuz Mayıs University, Faculty of Tourism, Department of Tourism Management, Samsun/Turkey

^b Anadolu University, FEAS, Department of Business Administration, Eskisehir/Turkey

Article History

Received: 07.07.2022

Accepted: 29.08.2022

Keywords

Sustainable tourism

Cittaslow movement

Local development

Scale development

Abstract

The number of slow cities has reached 266 as of August 2021 throughout the world, and 18 of these cities are located in Turkey. The total number has been increasing over the years. Considering this growth, revealing the impacts of Cittaslow Movement in terms of sustainable development becomes more important. The research problem is the need for a measurement tool that would reveal the thoughts and opinions of local people living in slow cities in order to determine the economic, social, and environmental impacts. Within this context, the purpose of this study is to develop a scale to measure environmental, social, and economic impacts of Cittaslow Movement on local people. Accordingly, the exploratory sequential design, one of the mixed methods is used, where qualitative and quantitative research processes are conducted, respectively. Therefore, in-depth interviews were conducted with 8 participants in the qualitative phase of this study. Data were collected from 9 different slow cities via the scale form developed based on the codes obtained at the qualitative phase. The data were analyzed through exploratory factor analysis and confirmatory factor analysis, respectively. At the end of this study, a scale containing 40 statements and 8-factor structure, was developed.

Article Type

Research Article

* Corresponding Author

E-mail: ibrahimtaner.akkoc@omu.edu.tr (İ. T. Akkoç)

DOI: 10.21325/jotags.2022.1071

**This paper is based on research which was carried out for a doctoral dissertation at Institute of Social Sciences, Anadolu University.