

Development and Testing of a Smart Destination Perception Scale (SDPS) for Tourists and Residents

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Abstract: This study aims to address to the academic need to develop a Smart Destination Perception Scale (SDPS) valid for tourists and residents. The SDPS was developed following Churchill's (1979) criteria for scale development. Moreover, a review of the instrument was conducted by smart destination experts. A pilot test was employed to ensure the reliability and clarity of the research instrument before actual survey. The final instrument was used to gather 1,200 questionnaires of tourists and residents. The scale comprises four dimensions (innovation, connectivity, market intelligence, and social and environmental responsibility) and 29 items. The SDPS is presented as a scale ready for use to measure the perception of tourists and residents of a Smart Destination. Thanks to this scale, standardized measures are available so that the competent authorities can evaluate what tourists and residents are perceiving and compare destinations.

Keywords: smart destination, perception scale, tourism marketing

Track: Tourism Marketing