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## Development of Scale to Measure Tourist Attitude toward Cantonese Opera in the Greater Bay Area, China

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### Abstract

Cultural tourism is an experiential tourism based on searching for and participating in new and deep cultural experiences. Cultural tourist seeks a variety of cultural experiences such as aesthetic, intellectual, emotional, or psychological. Cultural tourism is a tool to enhance economic efficiency and destination image of the Greater Bay Area (GBA). Hence, it is important to develop cultural tourism sustainably such that the attractiveness of the tourism products can be preserved. Recently, local governments have attempted to promote the attitude of both domestic and international tourists via different channels. These promotions attract many tourists to travel to the local area. This study develops a measurement tourist attitude toward Cantonese opera in Greater Bay Area through a qualitative and quantitative mixed method. Tourist attitude in this study is operationized by Cognitive, Affective and Behavioural dimensions (CAB). After confirmation of reliability, factor analysis and multidimensional scaling are used for an established survey instrument. The reliability and validity of the scale were confirmed through a first and second order confirmatory factor analysis. The results of this study are satisfactory and are supported by empirical evidence. The implications of the research findings are provided to hospitality and tourism industry. It is recommended that future research can be conducted in order to consolidate the knowledge and form rigorous theories in hospitality and tourism researches.

**Keywords:** Attitude; CAB model; Cantonese Opera; Cultural Tourism; GBA