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The present study discusses the development of a scale to measure transformative outcomes in travelers. Transformative tourism aims at encouraging travelers to go out of their comfort zone, engage in critical thinking about the way they see the world, and develop a more inclusive worldview. Transformative tourism is aligned with an increased desire from travelers to take part in travel experiences that go beyond mere consumption and offer opportunities for self-growth and development.

The development of the scale in this study follows the eight step methodology approach as outlined by DeVellis (2016). This methodology allies both theoretical and empirical considerations with regard to scale development by placing a strong emphasis on defining conceptual boundaries, including qualitative feedback from tourism experts, considering the influence of the answer format on the response made by participants, and encouraging pilot testing and length optimization.

A model composed of the four dimensions of cultural assessment, self-assurance, disorienting dilemma, and joy was found to have good reliability and validity when measuring the transformative outcomes in the travelers. This scale also offers important practical and theoretical implications. From a practical perspective, having a reliable and valid scale is crucial for tourism practitioners to easily assess the success of their programs with regards to transformative outcomes, measure the effects that different program activities have on the travelers (e.g. facilitate group discussions and critical thinking), as well help tour guides to evaluate how travelers react to different coaching/self-reflection exercises. From a theoretical perspective, this scale offers a complementary way to explore what makes transformative tourism stand apart from other more mainstream tourism experiences as well as investigate its key features across a broader audience and in diverse contexts.

Key words: transformative tourism, measurement, development, scale, experiences