

## SLOW TOURISM IN THE VIEW OF THE RESEARCHERS

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### Abstract

Today, tourism has become one of the most dynamic industries in the world, with an impact on the lives of hundreds of millions of people. This dynamic is largely due to the phenomenon of globalization which has brought several benefits to modern society, but which does not always prove to generate positive vibes. With this background the slow tourism current appeared, one that promotes a different way of visiting a destination. This paper aims to precisely identify the ideas that are circulating in the literature about this new form of tourism since its inception, somewhere in the mid-2000s. The Web of Science (Clarivate Analytics) database was used to fulfill our objective.

### Keywords

Slow tourism, Slow Travel, Slow movement, Slow Food, authenticity, local community

### JEL Classification

Q59, R00, Z32

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### Introduction

In the last years tourism have become a mass fenmen that involves more that 330 million people that are working in this industries and is responsible for travel of 1.4 billion (2018) people abroad (WTTC, 2019). As an opposing to this increasing trend of people traveling the slow tourism current appeared in the mid-2000s. This form of tourism is a part of the global phenomenon called slow movement, one that appeared at the mid of 1980's. The initiator for this movement was the Italian environmentalist Carlo Petrini who was one of the promoters of a protest against opening of a McDonald's restaurant in Piazza di Spagna from Rome (Slow Food, n.d.).

Slow tourism includes a highly salient ethical side when tourists met locals. Thus, slow tourism activities are carried out in direct relationship with the local community, customs, gastronomy and traditions that are required to be respected and preserved over generations. Matos highlights the need for tourists to participate in clean, environmentally friendly activities, thus ensuring the sustainability of the mountain area. It is not surprising the concerns of people from the Alpines region regarding: nature conservation, imposing of rules

regarding the elimination of mass tourism, finding modern recreational solutions that do not disturb nature (Matos, 2004). Molz consider Slow Tourism as an alternative to get integrated into local communities and to enjoy the customs, traditions, gastronomy in a soft way without harming the environment, residents and attractions (Molz, 2009).

**Research methodology**

We conduct our research on the Web of Science (Clarivate Analytics) database platform. We search all the articles that have as key word “Slow Tourism”. All the articles were considered. After identifying all the articles, we conducted an analysis of their content and we extracted the main aspects regarding slow tourism. We were also interested about the citations trend for all the articles that have as a main topic Slow Tourism.

Another objective was to determine in which type of journals Slow tourism articles are published.

**Results and discussions**

We start our research at the beginning of March 2020. we use the search engine provided by the Web of Science website and used as topic for search “Slow tourism”. at the date of research we found 44 articles that have as key word slow tourism. The first one was published in 2004 and the last one in late February. We observed that in the last years this topic gain importance in the research activities of researchers.

Considering the fact that the total number of articles was small we consider that by analyzing each of them will be the best approach in order to fulfill our research goal.

We include our finding in Table 1

**Table no.1 Research on the concept of slow using Web of Science website**

Years	Authors	Titles	Research study
2004	Matos, R	<i>Can slow tourism bring new life to Alpine regions?</i>	“Slow tourism” is focuses on the slowing down of life rhythms. “Slow tourism” obeys particular parameters and criteria (i.e. slow transportation and energy-saving devices). This concept could contribute to the diversification of tourism.
2009	Molz, Jennie Germann	<i>Representing pace in tourism mobilities: staycations, Slow Travel and The Amazing Race</i>	This article examines the way popular representations of tourism make sense of pace within the context of Western modernity and asks how certain ethical and ideological values come to be associated with speed, slowness or stillness.
2011	Pangbourne, Kate	<i>Slow Travel and Tourism: Tourism, Environment and Development Series</i>	slow travel feeds the soul, supports destinations and minimises tourism’s global and local impacts. <i>Slow travel represents a ‘greenwash’ for tourism.</i>
	Buckley, Ralf	<i>Tourism Under Climate Change: Will Slow Travel Supersede Short Breaks?</i>	Slow travel represents now travelling professionals Slow travel well become a significant social phenomenon, linked to patterns of human mobility.
	Buiatti, Stefano	<i>Food and tourism: the role of the “Slow Food” association</i>	Wine makers, restaurants and hotels have formed a regional branch of a national association, called Movimento Turismo del Vino (Wine Tourism Movement) based in the region of Umbria, Italy. According to Buiatti the quote on which the slow food concept is based is “ <i>to eat is a necessity, but to eat intelligently is an art</i> ”.
	Dickinson, Janet E.; Lumsdon, Les M.; Robbins, Derek	<i>Slow travel: issues for tourism and climate change</i>	In our times alternatives are being considered to combat natural disasters and environmental pollution and authors are confident that Slow Travel is one of the solution. Going slow generates benefits for holiday destinations, for the local community and for tourism.
	Warren, James P.	<i>Slow travel and tourism</i>	Warren emphasis that the whole effort for promoting this new form of slow tourism is based on reducing the carbon emissions, all in the context of global climate change.
2012	Heitmann, Sine; Robinson, Peter; Povey, Ghislaine	<i>Slow Food, Slow Cities and Slow Tourism</i>	Slow travel is the way the tourist approaches the journey as slower travel or journey by bus, train, cycle, or on foot.
	Conway, Dennis; Timms, Benjamin F.; Caffyn, Alison; et al.	<i>Slow Tourism: Back to Bullock Cart Days!</i>	Slow travellers experience 'localness' by undertaking 'day-tripping' around a base, where they stay-a-while in a vacation-rental, and enjoy local foods consumed at the same leisurely pace. Slow travel and slow tourism are not the same, as slow tourism is a more complex activity including slow travel and slow food.

	Timms, Benjamin F.; Conway, Dennis	<i>Slow Tourism at the Caribbean's Geographical Margins</i>	The slow tourism stakeholders are guest-house providers, bed & breakfast owners, naturalist guides, fishermen, and such.
2013	Molz, Jennie Germann	<i>Slow Tourism: Experiences and Mobilities</i>	Slow tourism is seen as an emerging phenomenon that address consumers concerns regarding leisure time, environmental sustainability, and embodied experience of the places.
	Georgica, Gheorghe; Daniel, Bulin; Roxana, Dorobantu Maria; et al.	<i>Slow Movement as an Extension of Sustainable Development for Tourism Resources: A Romanian Approach</i>	Slow Travel in Romania it is developed at a low scale, although our country still retains for decades old traditions and customs. Our country continues to lack of trained people which can provide and promote tourism services in general and especially for Slow Travel.
	Conway, Dennis	<i>Slow tourism: experiences and mobilities</i>	Several websites make claim to the phenomenon offering 'slow travel' experiences, ranging from fully booked tours to long stay accommodation.
2014	Cosar, Yesim; Kozak, Metin	<i>Slow tourism (Cittaslow) influence over visitors' behavior</i>	'Slow travel' and 'slow tourism' are both outgrowths of the slow food movement and are underpinned by the same senses of social well-being.
	Noor, Farah Atiqah Mohamad; Nair, Vikneswaran; Mura, Paolo	<i>Rail travel: Conceptualizing a study on slow tourism approaches in sustaining rural development</i>	Slow tourism creates benefits for the rural towns' sustainability. To gain that the perception of tourists on travelling slowly by train should first researched. Encouragement of travelling by rail to the rural towns will enable improved utilization of the existing rail network and further uplift the travel appeal to rural towns in Peninsular Malaysia.
	Kaimikaua, Charmaine; Salvatore, Liza	<i>Communicating regional identity, empowerment and preserving cultural heritage of sant'elian ciocarian cuisine through slow food tourism</i>	The cultural heritage of food can positively impact environmental sustainability and social integration.
	Clancy, Michael	<i>Slow tourism Ethics, aesthetics and consumptive values</i>	Tourism destinations can tailor their products to the ethical consumer market.
	Le-Klaehn, Diem-Trinh	<i>Slow tourism: experiences and mobilities</i>	Slow tourism is discussed in terms of 'slowness and the value of time; locality and activities at the destination; mode of transport and travel experiences; and environmental consciousness.
2015	Chao, Ren-Fang	<i>Development of slow tourism challenge and operation architecture: a case study on green island, Taiwan</i>	Chao mention in their research that with the involvement of local organizations, internal and external resources can be integrated to have slow tourism present in green island of <i>Taiwan</i> .
	Noor, Farah Atiqah Mohamad; Nair, Vikneswaran; Mura, Paolo	<i>Conceptualizing a Framework for Slow Tourism in a Rural Destination in Malaysia</i>	A 'slow' destination is suggested to be an area where time is cherished. Authors mention that the destinations of slow tourism should be a territory that pays attention to the sustainability and focuses on the local community
2016	Oh, Haemoon; Assaf, A. George; Baloglu, Seyhmus	<i>Motivations and Goals of Slow Tourism</i>	Slow tourism process appears to coexist with fast modes of travel, and they contribute to general tourism experience outcomes.
	Sebova, L'ubica; Marcekova, Radka; Pompurova, Kristina	<i>Slow food philosophy application as a new trend in hospitality facilities</i>	According to authors Slow food links rural pleasures with ethics. New needs demand and desires of customers have led to the emergence of new trends in hospitality like slow tourism. Slow food restaurants are the new requirements of the hospitality guests.
	Raffay, Zoltan; Torocsik, Maria; Gerdesics, Viktoria	<i>Fast and slow tourism - tourism planning on the basis of pace of life</i>	The research focuses on identifying factors that differentiates fast and slow tourism, and on the elements of consumer behaviour and types of communication that must be address when developing new products.
	Oliveira Martins, Uiara Maria; Gurgel, Lorena Ibiapina; de Oliveira Martins, Jose Clerton	<i>Experiences with local food: a case study about Slow Food movement and gastronomic tourism in Recife - Brazil</i>	In this article it is observed the impact of gastronomic itineraries, planned by the Slow Food movement in partnership with a travel agency in the city of Recife (Brazil), on gastronomic tourism development.

	Noor, F. A. Mohamad; Nair, V.; Mura, P.	<i>Towards the conceptualization of a Slow Tourism Theory for a rural destination</i>	The authors try to find similarities between slow tourism and rural tourism in order to propose a definition for slow tourism in a rural destination.
	Pavione, Enrica; Pezzetti, Roberta	<i>The valorisation of "slow territories" through the development of sustainable and experiential tourism</i>	In this article the authors analyse the development of sustainable tourism in "Slow territories" – that are seen to represent a model for local development.
2017	Wilson, Sharon; Hannam, Kevin	<i>The frictions of slow tourism mobilities: Conceptualising campervan travel</i>	In their research authors used a qualitative research to highlight the connection between campervan travel and slow form of tourism mobilities.
	Lee, Kuan-Huei	<i>Slow Food Tourism: Preferences and Behaviours</i>	In this book chapter authors are focusing on describing the psychological characteristics of Slow Food members
	Wang, Dongliang	<i>Tourism Destination Elements Analyses on the Construction of International Slow City of Leshan</i>	The case of Leshan city from China is in the centre of this analysis. There are highlighted the problems of transition of the city to one of destination for tourists taking in consideration the tourism resources, tourism products and the city image.
	Yu, Xiaoli; Li, Ying; Li, Linxi	<i>On the Planning and Design of Jingdezhen as a Center of Tourism Under the Influence of "Slow City" Model</i>	In the centre of this conference paper stay the city of Jingdezhen. The cultural characteristics, that makes Jingdezhen an attractive destination for tourists, and the difficulties of transition for this city to a slow city are analysed taking in consideration the characteristics of Italian slow cities model.
	Gunesch, Konrad	<i>The Ecological and Social Power of Slow Tourism for Sensitive yet Profitable Environmental Sustainability: International Insights for Airline and Business Travel from Intercultural Student and Spiritual Stakeholders</i>	Konrad outlines the fact that slower tourism forms re-orient themselves to incorporate the global travel facilities (including the increasing use of technology), while generating benefits for stakeholders. It is also ben highlighted that fast tourism is adopting many philosophical and practical tenets of slow tourism.
	Feng Xiaohua	<i>On the Development of Slow Tourism in Zhenjiang City</i>	The author is proposing a development strategy, for city of Zhenjiang and others with similar situation, which is focused on slow tourism. Feng makes several suggestions for the transformation of Zhenjiang City in an important destination for tourists in the Yangtze River Delta.
2018	Radogna, Donatella; Viskovic, Alberto	<i>Environmental design, building reclamation and slow tourism for a sustainable development</i>	Within the project "Valore Paese - Cammini e Percorsi" a study on Slow mobility has been made and the result are presented in this conference paper. Among proposals we find recommendation for preserving and securing buildings, for transforming works that include addition and grafting of abandoned resources. The goal for these proposals being to ensure the sustainability and enhancement of local resources.
	Ozdemir, Gokce; Celebi, Duygu	<i>Exploring dimensions of slow tourism motivation</i>	In their study Gokce and Duygu identifies the reasons people choose slow tourism and what segments of tourists are interested in practicing this type of tourism. The main outcome is that this study identified seven tourists' motivational factors for practicing slow tourism (separated in 2 categories: push factors and pull factors).
	Sun, Ya-Yen; Lin, Zhi-Wei	<i>Move fast, travel slow: the influence of high-speed rail on tourism in Taiwan</i>	Sun and Lin examine the influence of high spend rail on travel patterns with focus on Taiwan tourists. The main conclusion of this research was that high speed rail facilitates longer stay at each stop, a deeper connection with locals and a decrease in carbon footprint of travellers, that is in line with the slow travel concept.
	Fistola, Romano; La Rocca, Rosa Anna	<i>Slow Mobility and Cultural Tourism. Walking on Historical Paths</i>	Fistola and La Rocca highlights the fact that slow mobility can be a facilitator for territorial development. They provide a methodology for designing/recovering of historical path, of Via Francigena – Italy, that suits with the principles of slow mobility.
	Pawlusinski, Robert; Kubal, Magdalena	<i>A new take on an old structure? Creative and slow tourism in Krakow (Poland)</i>	Authors outlines the importance of creativity when creating tourist products. The research is split in two parts: one dedicated to traditional tourism (in this case manly for cultural and historical heritage tourism) and one dedicated to new forms of tourism like creative tourism and slow tourism.
2019	Valls, Josep-Francesc; Mota, Luis; Freitas Vieira, Sara Cristina; et al.	<i>Opportunities for Slow Tourism in Madeira</i>	Slow tourism develops when: - the other forms of tourism exploit to intensively a destination generating reduction in sustainability; - newly emerging destinations chose this way of developing; The research done in Madeira revealed that slow tourism can be the result of an endogenous impulse and not a result of over exploitation of one destination.

	Cirjevskis, Andrejs	<i>Designing Organizational Eco-Map to Develop a Customer Value Proposition for a "Slow Tourism" Destination</i>	Slow tourism is seen as integrator for Latvian cultural resources and an infrastructural establishment, in this case Riga Central Market. Latvia promote itself as a slow tourism destination and Cirjevskis identifies in his paper the proper marketing strategies in order to enhance customer satisfaction
	Osorio, Sandra Cherro	<i>A review of slow tourism, food and cities slow tourism, food and cities: Pace and the search for the "Good Life"</i>	Osorio make an analysis of the slow movement with accent on the movement implication on food and tourism destinations. The research identifies that the development of movement forms is in close connection with the crises of modern live, and they are all converging on providing better lifestyle for visitors and residence.
	Losada, Nieves; Mota, Goncalo	<i>Slow down, your movie is too fast': Slow tourism representations in the promotional videos of the Douro region (Northern Portugal)</i>	Losada and Mota explores the presence of the slow tourism attributes in the region of Douro in Portugal and if those attributes are properly use in the region promotional video. Slow tourism is seen as an instrument of better valorification of local resources.
	Bowen, David	<i>Slow Tourism, Food and Cities</i>	In this book Bowen highlights the intertwined connection between slow food, tourism, cities and the continuous search for "the good life".
	Moscarelli, Rossella	<i>Slow tourism infrastructure to enhance the value of cultural heritage in inner areas</i>	In his research Moscarelli point out that cultural heritage can be improved through "slow tourism infrastructure" (such as long - distance and walking paths).
2020	Shang, Wenwen; Qiao, Guanghui; Chen, Nan	<i>Tourist experience of slow tourism: from authenticity to place attachment? a mixed-method study based on the case of slow city in China</i>	Shang, Qiao and Chen underline in their research that authenticity partially influence place attachment and behavioural intention and that the results can be applied to slow tourism marketing.

Source: made by the authors based on the results from Web of Science, showing 44 records for Key word: slow tourism

Taking in consideration the "web of science categories" for the source of articles we discovered that 27 of are included in *Hospitality leisure sport tourism*, follow by *Economics* with 6, *Green sustainable science technology* also 6, *Management* with 5. When we take in consideration the authors for this article, we observe that 4 authors distinguish themselves with research in this field namely: Conway Dennis, Nair Vikneswaran, Mura Paolo, Noor Farah Atiqah Mohamad all with 3 articles.

Another objective of the research was to determine the interest from the research community to the articles indexed on Web of Science (Clarivate analytics). According to the date provided by Web of Science (Clarivate analytics) we found that the most cited article was "Developing a conceptual framework for slow travel: a grounded theory approach" (by Lumsdon, Les M.; McGrath, Peter) with 71 citations'. A total number of 363 citations for all articles until now 1.03.2020.

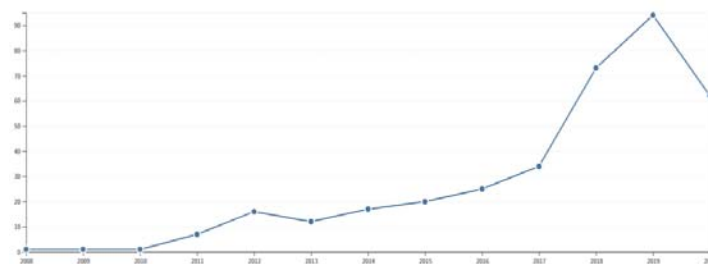


Fig. no. 1 Evolution of the number of citations starting 2008

Source: Web of Science, 2020

As shown in Fig. no. 1 we can see that over the past years slow tourism is starting to generate increasing interest from researchers, with last 2 years been the best for this field of interest. From the date offered by Web of Science we found that the average citations per article is 5.95 with a h-index of 9 (9 articles with at least 9 citations in web of science).

## Conclusion

After investigating all the mentioned bibliographic sources, we can say that slow tourism is a new concept, at the beginning of the road one that is taking shape. The researchers don't suggest that it will take the place of mass tourism but comes as a complement to it. The negative effects of mass tourism are known (overcrowding of holiday destinations, stress on the local population, rising prices, the deterioration of tourist attractions, environmental pollution, etc.) and Slow tourism is seen a way to stop or diminish those effects.

We also do not have an exact definition now, but slow tourism is related to the practice of non-polluting forms of slow travel and slow food by using traditional foods instead of fast foods. Many of the articles consider that slow tourism and slow travel are one and the same thing (Dickinson et al., 2011) while others that slow tourism include slow travel (Conway et al., 2012).

In most articles slow tourism is seen playing a beneficial role for local hosts, for environment, for economy and for travelers.

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