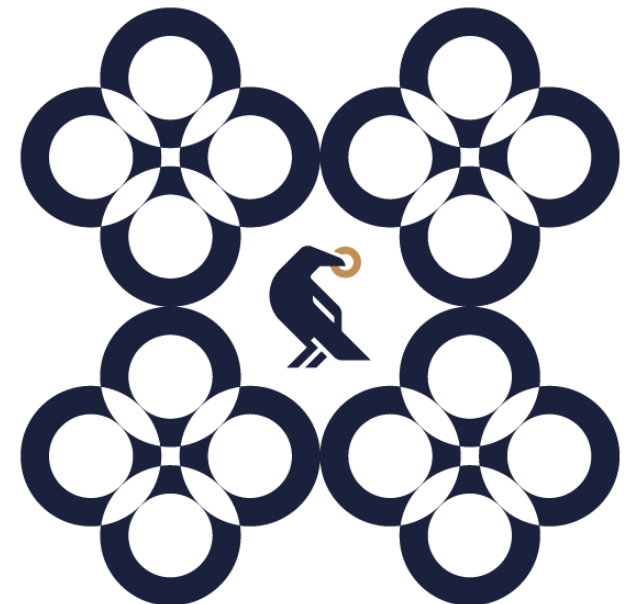


# **SLOW TOURISM: A SYSTEMATIC LITERATURE REVIEW ON RECENT TRENDS**

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# Agenda



Introduction



Theoretical  
Background



Findings of the  
Research

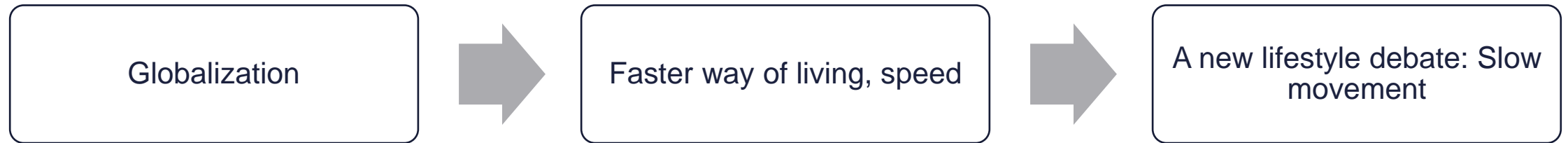


Future Research  
Directions



Limitations

# Introduction

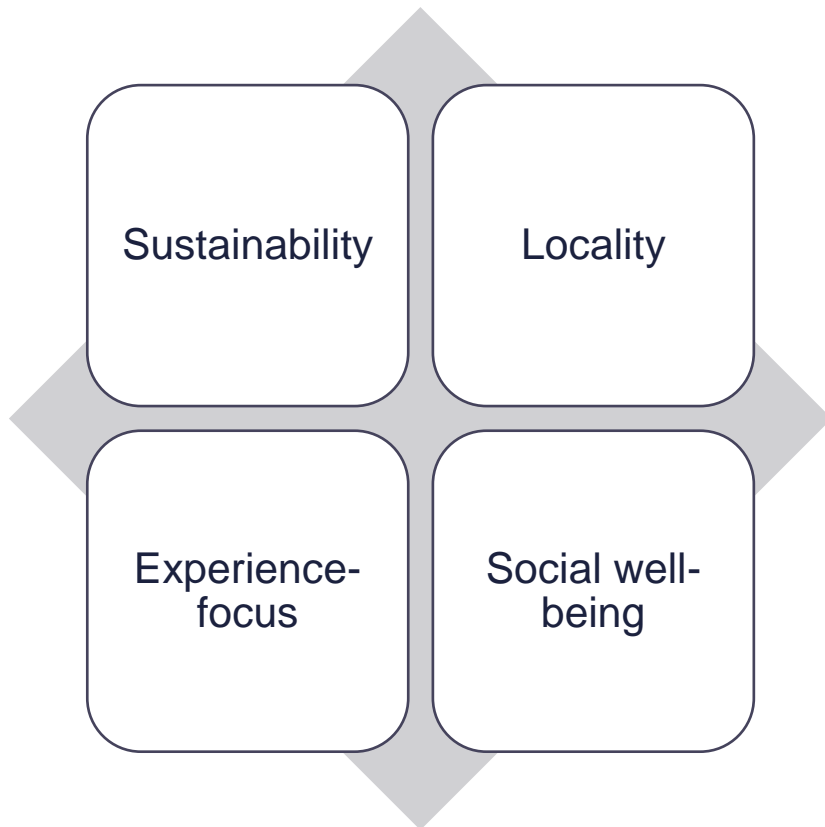


- **Slow Movement:** *"an appropriate response to the increasing pace and stress of modern life"* (Dimitrovski et al., 2021:3)
- Born in **Italy, 1986, Carlo Petrini** and his supporters
- Preserve **environmental, cultural values**, focuses on **quality of experiences** and **sustainability**
- **Slow Tourism:** *Sub-component of "Slow movement" and a lifestyle*

## Theoretical Background

<b>Meng &amp; Choi (2016)</b>	<i>“a type of tourism that encourages tourists to take their time while traveling and engage with people and places”</i>
<b>Soler, Gemar, &amp; Correia (2018); Wondirad, Kebete, &amp; Li (2021)</b>	<i>“an approach supports to extend the length of stay in destinations”</i>
<b>Losada &amp; Mota (2019)</b>	<i>“an opposition to the mass tourism”</i>
<b>Shang, Qiao, &amp; Chen (2020)</b>	<i>“an alternative to the mass tourism which focus on sustainability and tourist experience”</i>
<b>Serdane, Maccarrone-Eaglen, &amp; Sharifi (2020)</b>	<i>“an alternative approach to engage with sustainable tourism”</i>
<b>Lin, Huang, &amp; Ho (2020)</b>	<i>“an experience, encourages tourists to prefer slower modes of transport”</i>
<b>Shang et al. (2020)</b>	<i>“supports tourists to embrace the local values of the destination and have experiences like locals do”</i>

# Theoretical Background

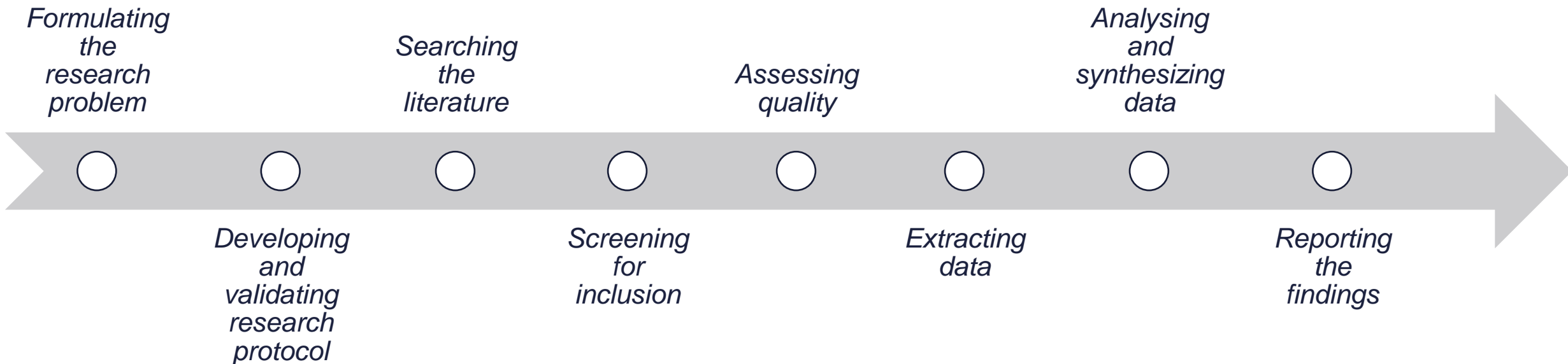


**Figure 1.** *Four pillars of slow tourism*  
(Source: Pécsek, 2014)

- Local culture and products
- New job opportunities
- Quality of life: Economic benefits preserved (Soler et al., 2018)
- Cittaslow:** *International Union of Municipalities* (Cittaslow Türkiye, 2022)
- Citta + slow = Slow City
- “derivative movement of slow food”* (Serdane, 2020:298)

## Findings of the Research

- “*Systematic Literature Review Process*” framework - 8 step approach (Xiao and Watson, 2019)



# Findings of the Research

**Research question:** "What are the views, experiences and knowledge surrounding slow tourism?"

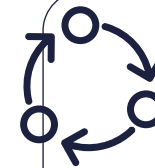
- Methodology



Databases:  
*Scimago, ScienceDirect*



Boolean text research:  
*"slow tourism", "slow city", "cittaslow"*



Article research:  
*20 January - 20 February 2022*



Period: *2012 - 2021*

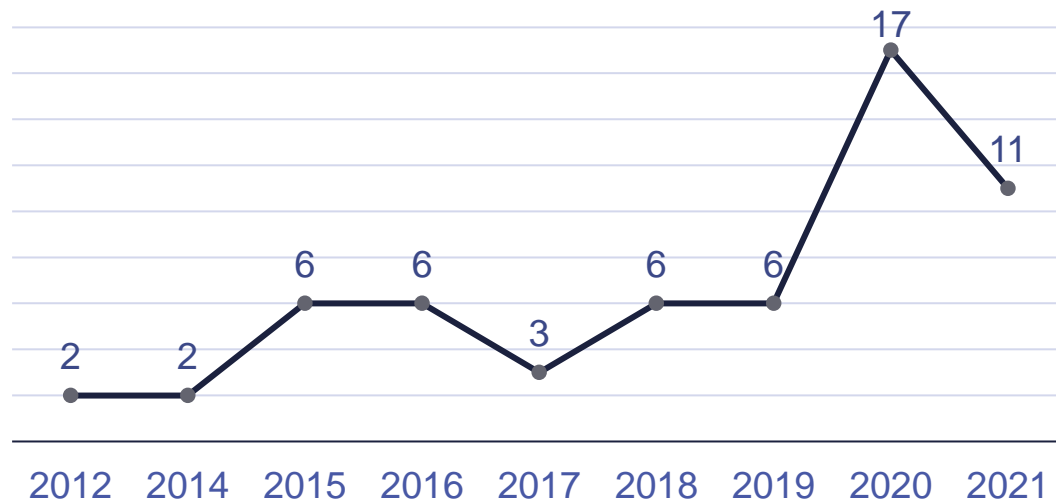


Language: *English*



59 eligible articles:  
*Q1 n=41, Q2 n=18*

## Findings of the Research



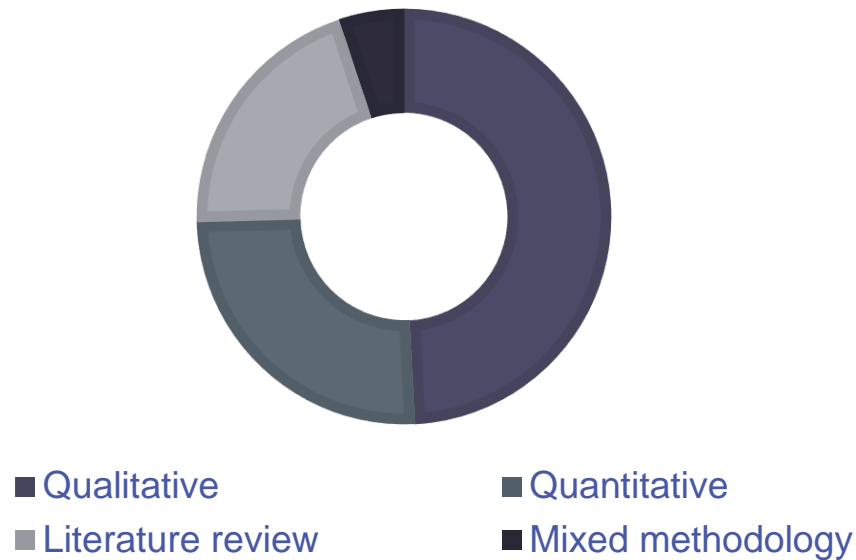
**Figure 2.** Number of articles published on slow tourism by years (2012-2021)  
(Source: Own research, 2022)

Journals	Frequency
Journal of Sustainable Tourism	9
Journal of Destination Marketing & Management	5
Annals of Tourism Research	4
Current Issues in Tourism	4
Tourism Geographies	4
Tourism Planning & Development	4
Tourism Management	4

**Table 1.** Top 7 most contributing journals  
(Source: Own research, 2022)



# Findings of the Research

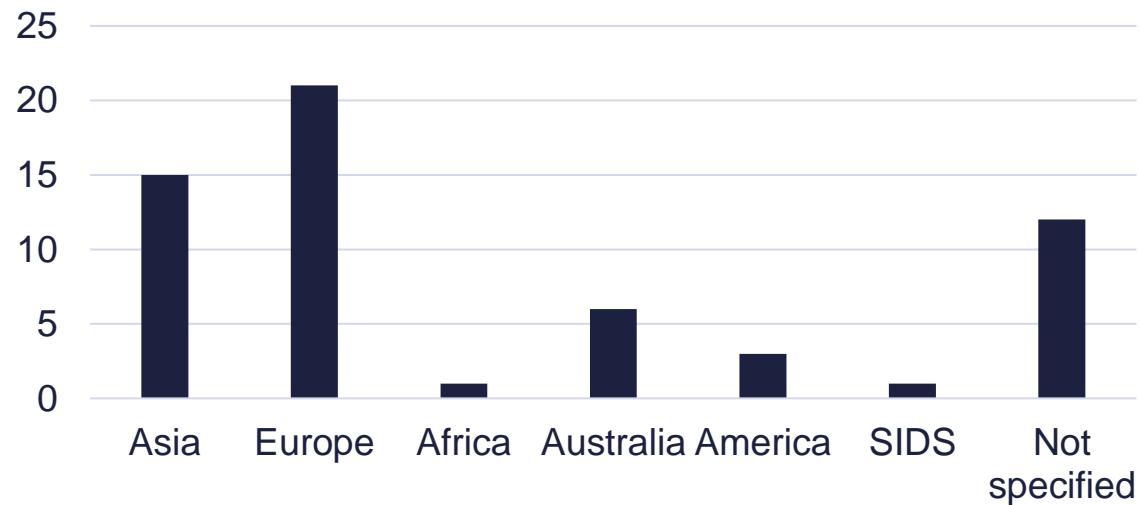


**Figure 3.** Data collection methodology used in slow tourism literature (2012-2021)  
(Source: Own research, 2022)

Method	Frequency
In-depth interviews	22
Survey	18
Literature review/conceptual paper	13
Content analysis	6
Participant observation	2
Focus groups	2
Netnography	2

**Table 2.** Most preferred data collection methods used in slow tourism literature  
(Source: Own research, 2022)

## Findings of the Research

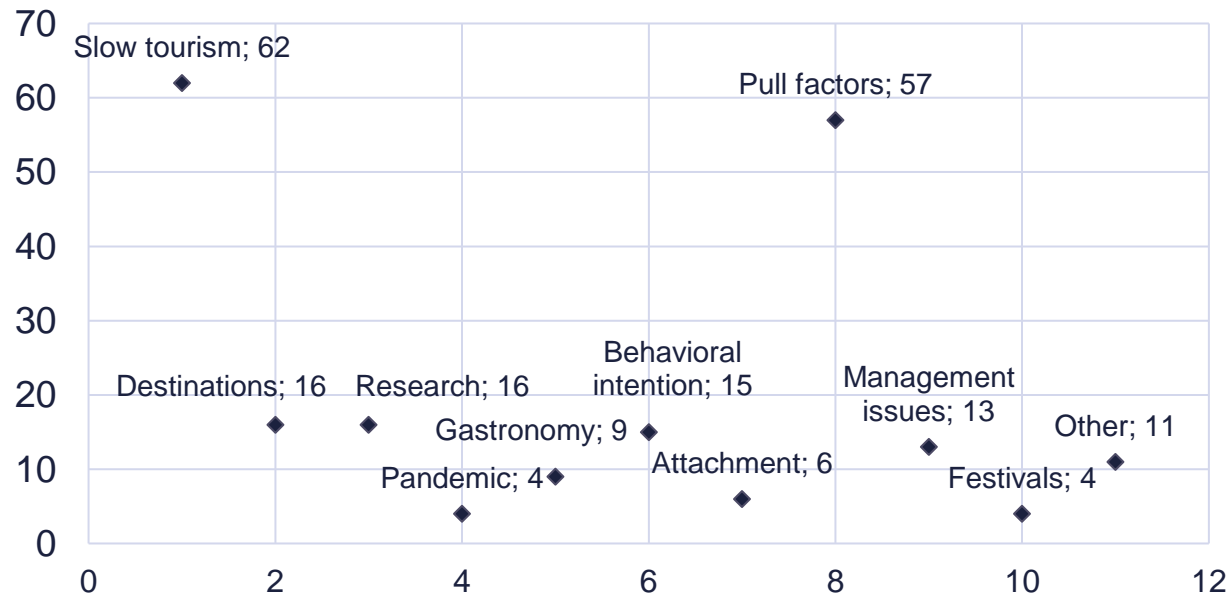


**Figure 4.** Geographical context of the current study by continents  
(Source: Own research, 2022)

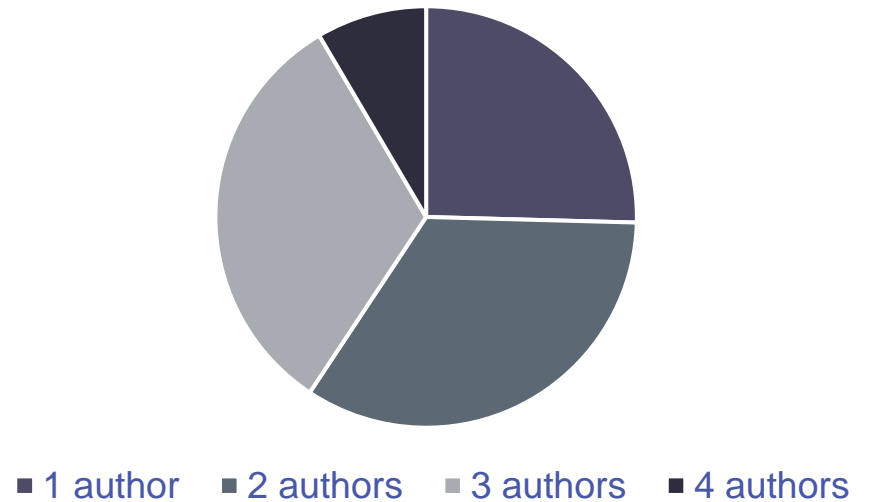
Country	Frequency
China	5
South Korea	5
Australia	5
UK	4
Turkey	4
Taiwan	3
Latvia	2

**Table 3.** Geographical context of the current study by most used countries  
(Source: Own research, 2022)

# Findings of the Research



**Figure 5.** Keyword categories elaborated by the authors  
(Source: Own research, 2022)



**Figure 6.** Number of authors participated into a study  
(Source: Own research, 2022)

## Future Research Directions

The current slow tourism literature focus on:

- the concepts like slow tourism and slow travel,
- tourists' behavior and travel intentions,
- the slow food concept, **locality** pillar in Pécsek's slow tourism model.

## Limitations



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**Thank you  
for your attention!**

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