

Eylül Balaban

**BEYOND PACE: RESIDENTS,
SUSTAINABILITY AND EXPERIENCE IN
SLOW TOURISM RESEARCH**

Corvinus University of Budapest

Institute of Sustainability

Department of Tourism

Supervisor:

Dr. Krisztina Keller, *associate professor*

© Eylül Balaban

CORVINUS UNIVERSITY OF BUDAPEST

DOCTORAL SCHOOL OF BUSINESS AND MANAGEMENT

**BEYOND PACE: RESIDENTS,
SUSTAINABILITY AND EXPERIENCE IN
SLOW TOURISM RESEARCH**

Doctoral dissertation

Eylül Balaban

Budapest, 2025

TABLE OF CONTENTS

I.	INTRODUCTION - THEORETICAL CONTEXT AND METHODS.....	7
I.1	The relevance of the topic	7
I.2	Theoretical background.....	10
I.2.1	Niche tourism	10
I.2.2	Slowing down in a new era of tourism	13
I.2.3	From crisis to growth: COVID-19 and slow tourism	16
I.2.4	The value of slow tourism.....	17
I.3	Conceptual framework.....	24
I.4	Research methods	28
I.4.1	Literature review	29
I.4.2	Systematic literature review.....	29
I.4.3	Content analysis	31
II.	STATEMENT OF CONJOINT WORK.....	33
III.	MAIN LINES OF THE “SLOW MOVEMENT” - TOURISM, FOOD AND URBAN GOVERNANCE.....	35
III.1	Introduction	35
III.2	Slow tourism	36
III.3	The slow food.....	39
III.4	The Cittaslow movement	42
III.5	Summary	45
III.6	Self-checking questions	45
IV.	A SYSTEMATIC LITERATURE REVIEW OF SLOW TOURISM.....	47
IV.1	Introduction	47
IV.2	Overview of the “slow tourism” literature	50
IV.3	Methods.....	52
IV.4	Findings.....	54
IV.5	Future research recommendations.....	62
IV.6	Conclusions	64
V.	EXPLORING RESIDENTS’ IMPACT ON SLOW TOURISM THROUGH ONLINE REVIEWS	73
V.1	Introduction	73
V.2	Residents as key actors in tourism	75
V.3	Growth of the slow movement to Cittaslow	76
V.4	Research methodology	78
V.4.1	Data collection process and sample	78
V.4.2	Data analysis method	80
V.5	Results	80
V.5.1	Social Interaction dimension.....	80
V.5.2	Engagement dimension	82
V.5.3	Intention to Revisit and (e)WOM dimension.....	84
V.6	Discussion	85

VI.	CONCLUSION.....	90
VI.1	Responses to research questions	91
VI.2	Theoretical implications.....	93
VI.3	Practical implications	95
VI.4	Limitations and future research directions	97
VII.	REFERENCES.....	99
VII.1	References in Chapter I.	99
VII.2	References in Chapter II.....	107
VII.3	References in Chapter III.	107
VII.4	References in Chapter IV.	111
VII.5	References in Chapter V.	118
VII.6	References in Chapter VI.	123

LIST OF FIGURES

Figure 1.	Evolution of the slow movement	13
Figure 2.	Keyword trend in slow tourism	19
Figure 3.	Dimensions defining slow tourism	20
Figure 4.	Conceptual framework of employed research methods.....	28
Figure 5.	Xiao and Watson’s SLR process	30
Figure 6.	Cittaslow logo.....	42
Figure 7.	Cittaslow policy focus points	43
Figure 8.	Definitions of slow tourism	50
Figure 9.	Systematic literature review process	52
Figure 10.	Number of papers published on slow tourism by year 2010-2021	55
Figure 11.	Geographical scope of the slow tourism studies.....	60
Figure 12.	VOSviewer geographical collaboration and citation of countries	61
Figure 13.	Word Cloud for keywords used in slow tourism studies.....	61
Figure 14.	Map of Türkiye’s Cittaslow towns	78
Figure 15.	Conceptual framework of residents’ role in shaping slow tourism experience.	86

LIST OF TABLES

Table 1.	Research objectives and related questions	24
Table 2.	Publication details and authors’ contribution.....	33
Table 3.	Definitions of slow tourism	36
Table 4.	Qualitative papers that involve at least one tourism stakeholder in their sample	55
Table 5.	Methodological classification	63
Appendix 1.	Journals contributing to the current study (2010-2021).....	66
Appendix 2.	Conceptual focus	68
Table 6.	Cittaslow towns in Türkiye	79
Table 7.	Structure of the Social Interaction dimension.....	81
Table 8.	Structure of the Engagement dimension	83
Table 9.	Structure of the Intention to Revisit or (e)WOM dimension	85
Table 10.	Theoretical and practical contribution of research.....	96

I. INTRODUCTION - THEORETICAL CONTEXT AND METHODS

I.1 The relevance of the topic

Tourism has become one of the most influential sectors significantly contributing to the global economy. As highlighted by UN Tourism, 2024 showcased the resilience of the tourism industry, with 1.4 billion international arrivals. This figure represents an 11% increase compared to 2023, highlighting the strong post-pandemic demand, and reinforcing the industry's ongoing recovery (UN Tourism). However, despite this success, tourism also brings about a range of environmental impacts affecting destinations (Ivancsóné Horváth et al., 2023).

The current state of the tourism industry reflects a tension between two prevailing trends: there is a strong emphasis on experience-driven travel (González-Reverté et al., 2022), supported by rapid technological advancements (Gursoy et al., 2023), and on the other hand a growing interest in slower-paced tourism experiences that aim to enhance sustainability and mitigate the environmental pressures caused by mass tourism (Balaban & Keller, 2024). Mass tourism primarily refers to the large-scale movement of tourists to popular holiday destinations for leisure, typically involving standardized package deals aimed at a broader consumer base (Naumov & Green, 2015). This shift is particularly relevant, as climate-related challenges have been identified as one of the primary concerns for the sector's long-term recovery and resilience (Organisation for Economic Co-operation and Development, 2024).

In addition to environmental impacts, mass tourism can also generate significant social impacts, particularly for residents. These impacts often lead to the deterioration of local values and loss of cultural heritage, which is primarily driven by the forces of globalization and the commodification of local traditions (Frías-Jamilena et al., 2024), as commonly observed in mass tourism destinations (Ekinci, 2014).

The growing desire for less harmful forms of living and traveling and the rise of sustainability concepts have led to the emergence of new tourism models (Conway & Timms, 2010). The concept of “slowing down” initially gained popularity in the food sector (Ozer et al., 2025) and proved to be successful; eventually, the “slow” prefix was later adapted to various sectors, including tourism (Fullagar et al., 2012).

Although this shift began nearly two decades ago, the COVID-19 pandemic significantly accelerated the interest and the embrace of slow tourism (Klarin et al., 2023). Due to the pandemic, tourists initially had to slow down their air travel, eventually reaching a point where it was restricted (Khetenkarn & Suwannakul, 2024). As people began to physically slow down, take their time, and reconnect with nature, a noticeable shift in their travel behavior emerged, where the experience became more valuable, leading slow tourism to shine under the spotlight (Benjamin et al., 2020).

Slow tourism responds to the environmental challenges posed by mass tourism (Mavric et al., 2011; Ozer et al., 2025). It supports sustainability by encouraging slower, low-impact modes of transportation such as walking and cycling, thus allowing the reduction of the carbon emissions associated with air travel (Klarin et al., 2023). Slow tourism encourages meaningful interactions between tourists and residents, allowing for more authentic, local, and long-lasting experiences (Mavric et al., 2021). The emphasis on taking time to engage with a destination fully highlights two core aspects of slow tourism: embracing the moment and developing a deeper connection leading to a sense of place attachment (Yurtseven & Kaya, 2011; Fusté-Forné, 2023).

Slow tourism has gained prominence in recent decades, offering tourists numerous benefits and meaningful experiences (Klarin et al., 2023). At the same time, it places residents at its center to emphasize their well-being and aims to enhance their quality of life (Chi & Han, 2020; Mavric et al., 2021). However, despite their central role, empirical research focusing on residents and their experiences within the context of slow tourism and cities remains limited. While scholarly interest in slow tourism continues to grow, there remains a need to understand the current state of the literature better and to identify the key recurring themes and concepts within this area (Balaban & Keller, 2023). Therefore, this dissertation aims to address these highlighted existing research gaps.

Building upon these considerations from the literature, the research question (RQ) is the following: *What has academic research revealed about slow tourism and its practical applications, and how do residents and tourists influence its experiences and practices?*

To address this research question, the phenomenon of slow tourism was examined through a range of conceptual perspectives. To present the research findings, an article-

based dissertation has been structured, which comprises one book chapter and two peer-reviewed journal articles.

The structure of the dissertation is as follows: before presenting the journal articles, the theoretical background is introduced in Chapter I.2, including the fundamental concepts of niche and slow tourism, and their relationship and significance for the tourism industry are elaborated. The main intention is to provide a comprehensive outline of the literature regarding slow tourism, including the main themes. As part of the leading research gap, the inclusion of residents in slow tourism is examined from the tourists' perspective. These are all highlighted in the conceptual framework of the research in Chapter I.3. The primary data collection methods are summarized in Chapter I.4, including the qualitative techniques applied to the journal articles.

This dissertation comprises three complementary publications exploring slow tourism from theoretical, analytical, and practical perspectives: a book chapter (B1) and two journal articles (P1, P2). All publications are co-authored; the main contributions of the authors are presented in Chapter II based on the CRediT framework by Brand et al. (2015). The book chapter (B1) and journal articles (P1, P2) are individually presented between Chapters III-V. These publications create a coherent research pathway: B1 establishes the conceptual foundation, P1 examines the existing literature and identifies research gaps, and P2 applies insights and analyzes the application of slow tourism in slow cities.

The first publication (B1) adopts a multidisciplinary approach, combining insights from slow movement, slow food studies, and urban governance to conceptualize slow tourism within the broader Cittaslow movement. This publication establishes the theoretical foundation of slow tourism and clarifies how slow tourism principles intersect with sustainability, slow food, and quality of life.

The second publication (P1) employs a systematic literature review to analyze slow tourism research published between 2010 and 2021. It maps methodological approaches, geographic focus, and thematic trends, identifying underexplored gaps, particularly about residents and their participation in slow tourism.

The third publication (P2) addresses these gaps through an empirical analysis of user-generated content, examining how resident interactions and service experiences shape tourist loyalty and online narratives. This approach captures the lived realities of slow

tourism from a visitor's perspective and demonstrates the centrality of resident engagement to the slow tourism phenomenon.

Finally, in Chapter VI, conclusions are shared, including the theoretical and practical implications of the research. Additionally, limitations and future research directions have been emphasized in the final chapter with a future research plan.

I.2 Theoretical background

This section explores the fundamental concepts of niche and slow tourism, examines their relationship and significance, and presents the conceptual framework of my research.

I.2.1 Niche tourism

The term “niche” originally comes from the fields of ecology and marketing and was later adopted in the tourism industry to describe the practice of addressing the needs of a specific market segment through specialized products - in this context, a tailored tourism experience (Novelli et al., 2022). As the name implies, niche tourism focuses on catering to a particular group's specific needs and interests, representing its distinctive and innovative aspect. The literature also refers to niche tourism as alternative, special interest, or modern tourism (Jászberényi & Miskolczi, 2020).

Mass tourism held a significant position in the industry through standardized products before these alternative forms of tourism emerged. These products were cost-effective however, they often lacked experiential depth. They also tended to neglect ecological and sustainability considerations, despite the growing awareness of environmental impacts (Jászberényi & Miskolczi, 2020; Bunghez, 2021; Novelli et al., 2022; Hu & Chen, 2023).

Mass tourism is recognized as a key driver of overtourism. For example, the excessive water consumption in Mallorca (Spain) disrupted the natural resources, social environments, and cultural settings, eventually leading to overtourism in Spain (Chaney & Seraphin, 2023). As a result, niche tourism and similar activities gained popularity in the early 2000s (Novelli et al., 2022).

Niche tourism is characterized by its smaller scale, higher quality, and personalized experiences (Hu & Chen, 2023). Reflecting this, Novelli (2022) argues that the tourism market should be viewed as inherently heterogeneous rather than homogeneous. Accordingly, tourism products should be designed to provide more personalized

experiences that meet individuals' specific needs and preferences (Bunghez, 2021). As global competition in the tourism industry intensified, destination marketing organizations began exploring new opportunities to help destinations develop, differentiate, and reposition themselves and their tourism offerings. This shift also addressed the negative impacts of mass tourism and overconsumption (Novelli et al., 2022; Huang et al., 2023; Zemla et, 2020).

The literature identifies three main approaches to defining niche tourism: a geographical-demographic approach, which considers the physical setting and where the tourism consumption process takes place, such as rural, coastal, alpine, or mountain areas; a product-based approach, which considers presence of tourism activities shaped by local attractions, settlements, and amenities; and a customer-oriented approach, which emphasizes demand and supply side by exploring what tourists seek for a fulfilling experience - such as connecting with nature or engaging with local communities - and how destinations can meet those expectations (Robinson & Novelli, 2005; Novelli et al., 2022).

Niche tourism products differ in both scale and type. The concepts of macro-niches and micro-niches have been introduced to bring clarity and reduce overlap in the literature. Macro-niches serve as broader categories, while micro-niches represent more specific, segmented forms within them (Jászberényi & Miskolczi, 2020). Macro-niches are commonly categorized as follows: culture and heritage tourism, which includes religious tourism as a micro-niche; nature-based tourism, encompassing activities like wildlife watching; rural tourism, often linked to gastronomy; business tourism, which can involve exhibitions; and sport and adventure tourism, which includes extreme sports (Novelli et al., 2022).

Conceptually, slow tourism can be considered a sub-category of niche tourism. Niche tourism focuses on specific market segments and caters to the needs and preferences of special interest groups (Novelli et al., 2022). It targets smaller, more defined groups of individuals based on their unique interests, emphasizing the quality of the experience over the number of tourists, encouraging responsible travel practices and meaningful experiences, distinguishing it from mass tourism (Bunghez, 2021; Serdane et al., 2020; Novelli et al., 2022). Although slow tourism is not explicitly included in the niche tourism

typology defined by Novelli et al. (2022), it intersects with several macro-niches, such as cultural and heritage, rural, and nature-based tourism.

As a broader umbrella, niche tourism encompasses various specialized forms of travel based on individual interests, such as ecotourism, cave tourism, mountain tourism, craft beverage tourism, adventure outdoor tourism, food tourism, island tourism, creative tourism, wildlife tourism, dark tourism, coastal tourism, virtual reality tourism, arts and photographic tourism (Novelli et al., 2022). Within this framework, slow tourism differentiates itself by emphasizing a reduced travel pace, meaningful experiences, and environmental sustainability (Klarin et al., 2023).

Both niche and slow tourism promote specialized and experience-oriented travel. Niche tourism offers customized products tailored to specific interests, emphasizing the distinctiveness of tourism offerings (Bunghez, 2021). Slow tourism, more specifically, emphasizes pursuing meaningful and higher-quality tourist experiences through deep engagement with local places and residents. It also contributes to residents' quality of life and often encourages tourists to extend their stays and travel more flexibly (Serdane et al., 2020).

One of the most significant challenges and potential risks of niche tourism lies in the need for careful management, which destination marketing organizations (DMOs) and tourism companies must address when developing niche tourism products. DMOs should promote these tourism products in a balanced manner to maintain exclusivity for their intended audience. Over-promoting a niche tourism product may attract tourists outside their audience, eventually damaging the sustainability and authenticity.

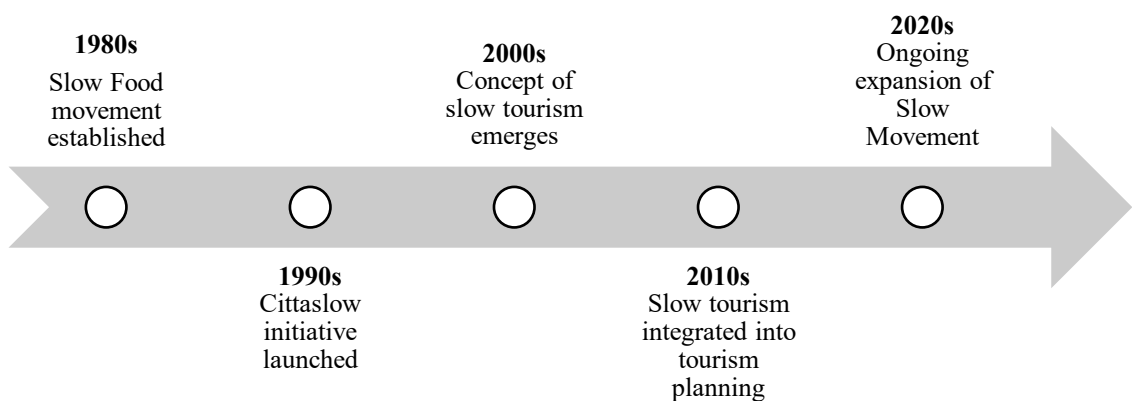
Additionally, destinations should stay updated on economic fluctuations and changing tourist preferences or behaviors. Financially relying only on a specific micro-niche can make destinations vulnerable and cause financial harm rather than benefit to the destinations. It is essential for DMOs to stay attuned to changing consumer interests and technological advancements to mitigate the risks of niche tourism (Bunghez, 2021). When managed effectively, both micro- and macro-niches can offer benefits to destinations.

Building on the comprehensive overview of niche tourism and its intersections with slow tourism, the following sub-section critically examines slow tourism, focusing on its defining characteristics.

I.2.2 Slowing down in a new era of tourism

The trend towards slowing down has emerged as a counterpoint to fast-paced lifestyles and fast consumerism. The Slow Food movement originated in Europe and was the pioneering initiative in Italy during the 1980s. It subsequently inspired other movements, including Cittaslow and slow tourism. As slow tourism has entered academic discourse, these movements have garnered increasing attention from tourism scholars. The scholars now see an overlap between these concepts as inevitable (Fullagar et al., 2012; Balaban & Csapody, 2023; Klarin et al., 2023). The timeline below (Figure 1) illustrates the evolution of the slow movement, highlighting the key themes of Slow Food, Cittaslow, and Slow Tourism.

Figure 1. Evolution of the Slow Movement



Source: own compilation

Slow tourism presents a viable approach to mitigating the adverse effects of mass tourism (Tu et al., 2022). Mass tourism follows a fixed schedule, usually offered as a tour package, and disregards the personal preferences or needs of the tourists. It is reasonable to say that mass tourism provides a structured and tightly scheduled travel experience where tourists are encouraged to move quickly. Therefore, vacations often feel rushed, with attractions as tasks to complete on the tour provider's checklist (Manthiou, 2025). However, mass tourism can also encompass individual or independent mass tourists, who prefer familiarity while travelling and still travel independently rather than as part of organized groups (Çakal & Aykol, 2022).

On the other hand, slow tourism is characterized either as an alternative form of tourism (Lin, 2018, p. 1625) or as a response to mass tourism, offering a contrasting - or even escapist - approach (Conway & Timms, 2012, p. 407; Losada & Mota, 2019, p. 141). It promotes engagement with sustainable tourism practices (Lin, 2018, p. 1625; Shang et al., 2020, p. 172; Serdane et al., 2020, p. 340) and fosters more profound, more authentic travel experiences (Shang et al., 2020, p. 172; Wondirad et al., 2021, p. 2; Sheldon, 2020, p. 8). Therefore, slow tourism can be considered an appropriate form for individual tourists (Mavric et al., 2021), as it allows travelers to tailor their experiences according to their interests, this aspect is limited to group travel (Kresic & Gjurasic, 2022).

The conceptualization of this emerging form of travel remains a subject of debate (Fullagar et al., 2012; Huang et al., 2023). Nevertheless, there is still no consensus on the definition of this concept. With its multifaceted focus, slow tourism enables tourists to escape time constraints and daily routines, as in other forms of tourism, while also emphasizing the well-being of residents. It embraces a “community-oriented” approach, where residents actively engage in local development (Park & Kim, 2016), promoting sustainability and supporting local production. Slow tourism contributes to the quality of tourist experiences and residents’ lives (Kato & Prozano, 2017). A key aspect of slow tourism is fostering meaningful interactions with residents (Lin et al., 2020, p. 1; Meng & Choi, 2016, p. 397), encouraging travelers to engage deeply with local cultures and traditions (Huang et al., 2023; Manthiou, 2025) while enhancing their overall travel experiences (Wen et al., 2020, p. 83) through a slower pace (Lin et al., 2020, p. 1; Klarin et al., 2023). Petrini described this “slower pace” as an alternative perception of time, where individuals take control of their rhythms and the tempo of their lives (as cited in Fullagar et al., 2012). In Seferihisar, Türkiye’s first slow city, residents and visitors typically interact at farmers’ market where residents sell homemade regional products. This attraction serves as a leading venue for socializing that fosters resident-visitor engagement (Gursoy, 2020). In Ethiopia, a similar practice can be named, it involves residents guiding tours and managing lodges in the Choke Mountains ecovillage, helping to form resident-visitor interactions (Tsegaw, 2023).

Conversely, slow travel is often positioned by its singular focus as an alternative to air and car travel (Dickinson, 2010, p. 1) and aims to minimize environmental impact and reduce carbon footprints while traveling (Fullagar et al., 2012; Sheldon, 2020, pp. 8-9).

As a result, it fosters extended stays at destinations (Soler et al., 2018, p. 50; Wen et al., 2020, p. 83; Dickinson, 2010, p. 1; Klarin et al., 2023), potentially contributing to domestic travel (Huang et al., 2023). As evidenced, slow tourism and slow travel are closely intertwined and have been treated as such in the literature (Klarin et al., 2023).

Slow tourism is particularly significant in the post-pandemic context, which has seen a shift toward adopting a slower pace in daily life and travel (Klarin et al., 2023). The pandemic provided an opportunity to reframe sustainability through environmental awareness (Sharma et al., 2021), focusing on reducing carbon emissions while travelling (Klarin et al., 2023). This focus aligns with a core principle of slow tourism: environmental protection, as emphasized by the International Cittaslow Association in 1999 (Tu et al., 2022). In this context, slow tourism prioritizes reduced pollution, sustainable development, and other aspects such as extending time, slowing down the pace, building emotional connection, and authenticity (Tu et al., 2022; Huang et al., 2023).

Currently, slow tourism is recognized as more than a travel trend, as it fosters awareness and deeper connections with destinations, cultures, and residents (Manthiou, 2025). This approach encourages tourists to take a longer time to engage in meaningful experiences (Manthiou, 2025) and enrich the tourism experience (Klarin et al., 2023). This marks the beginning of a new era of sustainable and responsible travel. As suggested by Mantihou, the future of tourism is not about traveling less but making it more meaningful and traveling better (2025, p. 240).

Drawing on the literature discussed above, slow tourism can be seen as both an alternative approach to tourism and an emerging niche form of tourism, offering a range of activities within destinations (Serdane et al., 2020; Mavric et al., 2021; Tsegaw, 2023). Slow tourism appeals to a diverse range of visitors, each engaging with different aspects of the concept; consequently, its meaning can vary between individuals. These aspects may include immersion in a destination through local experiences and culture, addressing unsustainable travel patterns, making conscious decisions, forming meaningful connections with residents, and creating a sense of place and state of mind (Serdane et al., 2020; Everingham & Chassagne, 2020; Tsegaw, 2023; Syvertsen & Jorge, 2025).

It is worth reflecting on whether slow tourism can only be experienced in slow cities or can be found in destinations when the necessary conditions are met. Ecovillages, for instance, might offer a potential connection to slow tourism as they mutually focus on sustainability. In Slovenia and Hungary, ecovillages are becoming more popular, while slow tourism remains less known than the ecovillage concept. Bringing these alternatives together could help broaden understanding and inspire communities (Raspor et al., 2020; Lennon & Berg, 2022).

Moira et al. (2017) examined slow tourism and considered it a broader term that embeds various alternative tourism types. Slow tourism intersects with cultural and religious tourism through visits to related heritage sites. It connects with gastronomy tourism through experiences that include tasting local delicacies and learning about the history of local food and production techniques. It links with wine tourism by organizing visits to local wine farms to sample regional wines and drinks. It overlaps with ecotourism through trips into nature, and with nature tourism through activities such as hiking, biking, and rafting within the destination; it also connects to many other forms of alternative tourism.

Having outlined the main characteristics of slow tourism, the following sub-section examines how the COVID-19 pandemic influenced attitudes toward this form of travel, contributed to its rising popularity, and reshaped the tourism industry more broadly.

1.2.3 From crisis to growth: COVID-19 and slow tourism

The freedom of mobility and travel is frequently taken for granted. However, moments of global disruption - such as the COVID-19 pandemic - underscore how rapidly this privilege can be curtailed, thereby highlighting its importance in everyday life. Like many other sectors, the pandemic severely impacted the travel and tourism industry (Abbas et al., 2021). However, mobility remains essential to tourism and cannot be permanently abandoned (Sharma et al., 2021).

As the COVID-19 spread globally due to human mobility and transmission (Wen et al., 2020), strict controls - including nationwide lockdowns and border closures - were introduced. These measures had a profound impact on the entire industry, particularly the airline and accommodation sectors (Fusté-Forné and Michael, 2021). As a result, global tourism experienced an unprecedented decline, with UN Tourism (2021) reporting that

“global tourism suffered its worst year on record in 2020, with international arrivals dropping by 74%.”

In the post-pandemic era, the tourism sector continues to evolve, with an increasing emphasis on sustainability (Seabra and Bhatt, 2022; Ivancsó Horváth et al., 2023) and social well-being (Huang et al., 2023). The rapid growth of tourism in the 2010s, coupled with its escalating environmental impact (Abbas et al., 2021), prompted destinations to adopt more sustainable models (Serdane et al., 2020). As a result, alternative forms of tourism, particularly slow tourism, have gained traction and are expected to become even more prominent in the coming decade (Benjamin et al., 2020; Wen et al., 2020).

Scholars have observed notable shifts in tourist behavior following the pandemic, particularly a growing preference for rural and less crowded destinations. This trend aligns closely with the principles of slow tourism. Additionally, there has been a heightened focus on environmentally friendly tourism products, which aim to balance the interests of key stakeholders, including tourists, residents, and policymakers, while enhancing the overall quality of life (Assaf et al., 2022).

Building on the context of the COVID-19 pandemic’s impacts on slow tourism, the following section explores how the concept has been addressed in the literature. It also discusses the associated benefits and challenges for destinations and key stakeholders.

I.2.4 The value of slow tourism

This section emphasizes the significance of slow tourism within the academic literature and among tourism stakeholders, illustrated through practical examples that provide a closer look at its real-world applications. It examines the perceived benefits of slow tourism to destinations, residents, and travelers, while addressing the challenges and concerns that may arise in its implementation and long-term sustainability.

I.2.4.1 Slow tourism in academic discourse and research

Slow tourism, originating from the slow movement, represents the application of its principles to contemporary tourism. Similar to the slow food movement, it responds to the status quo, particularly by challenging the norms of mass tourism, especially the impacts on the environment. It also aims to address the stress, disconnection, and lack of

meaningful engagement with others that often stem from the accelerated pace of modern life (Moirira et al., 2017; Fusté-Forné, 2023).

From this perspective, slow tourism is not only an approach or an alternative form of tourism but also a broader vision underpinned by ideology. While advocating for environmental sustainability, it promotes authenticity over standardization and fosters genuine connections with places and people to foster more profound experiences (Moirira et al., 2017; Tsegaw, 2023; Munch, 2024, p. 3; Alp, 2024).

Postmodern interpretations describe slow tourism as rich and authentic, in which visitors actively participate in co-creating their journeys. These interpretations frame it as a deliberate slowing of consumption and pace (Manthiou, 2022).

Over the past decade, scholars in the tourism industry have increased attention to responsible and sustainable tourism alternatives (Farkic et al., 2020). The COVID-19 pandemic accelerated the usage of these concepts in the academic literature. Following the aftermath of the pandemic, issues related to health, physical and psychological well-being, and niche forms of tourism emphasizing sustainability have gained greater prominence in research (Farkic et al., 2020). This shift has also drawn attention to slow living, leisure, tourism, and tourism degrowth (Breunig, 2020; Klarin et al., 2023).

Despite growing interest, a unified definition of slow tourism is still missing in the literature (Mavric et al., 2021). The same applies to defining slow tourists; however, Oh et al. (2016, p. 209) identified six motivations, relaxation, self-reflection, escape, novelty-seeking, engagement, and discovery, that help recognize them.

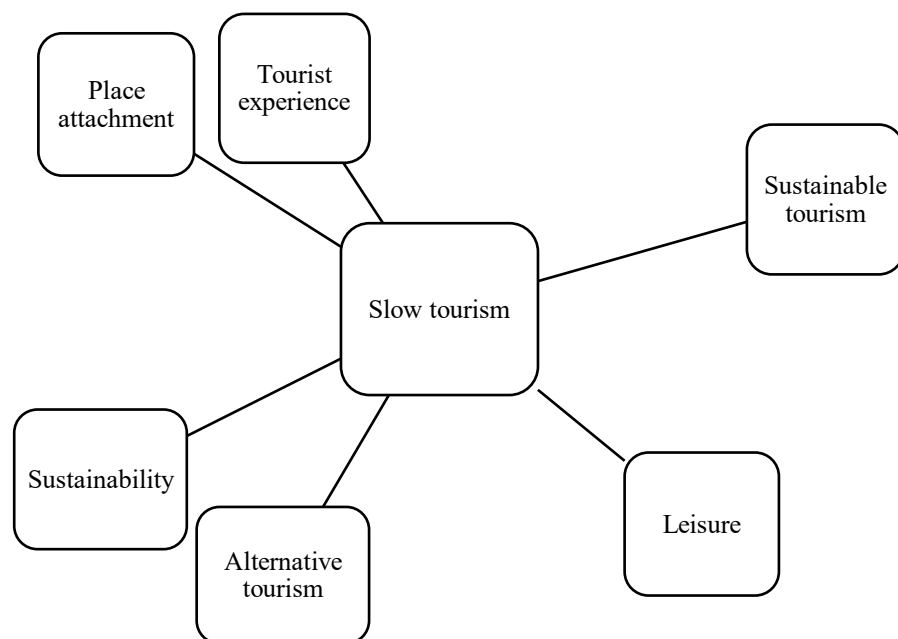
Tsegaw (2023) conducted research in Ethiopia, echoing Oh et al. (2016), classified slow tourists into four categories: “escape seekers,” who seek relaxation and relief from stressful routines; “want-it-all seekers,” who prioritise environmental issues and engagement with local culture; “novelty seekers,” who look to explore new places; and “passive seekers”, who generally exhibit low motivation.

Several shared perspectives identified by scholars (Klarin et al., 2023) align with Pécsek’s (2018) four pillars of the slow tourism model: locality, sustainability, social well-being, and focus on experience. The SLOW acronym emphasizes a sustainable, locally oriented, organic, and whole experience (Kosykh et al., 2023, p.3).

As indicated by Klarin et al. (2023), sustainability has emerged as a common theme in the literature, with subtopics such as sustainable development, encompassing environmental, social, and economic pillars (Happ & Nemes, 2025), as well as the impacts of the COVID-19 pandemic. Social aspects include subtopics such as destination management and marketing, cultural heritage, and the residents. In the context of Cittaslow, studies primarily center on Cittaslow development and the slow food movement. From a tourist perspective, tourist behaviors and revisit intentions are key subtopics (2023).

In a bibliometric study, Mavric et al. (2021) identified four clusters associating the unique aspects of slow tourism, illustrated in Figure 2 below: sustainability and alternative tourism, slow tourism and leisure, tourist experience and place attachment, and sustainable tourism and tourism marketing.

Figure 2. Keyword trend in slow tourism



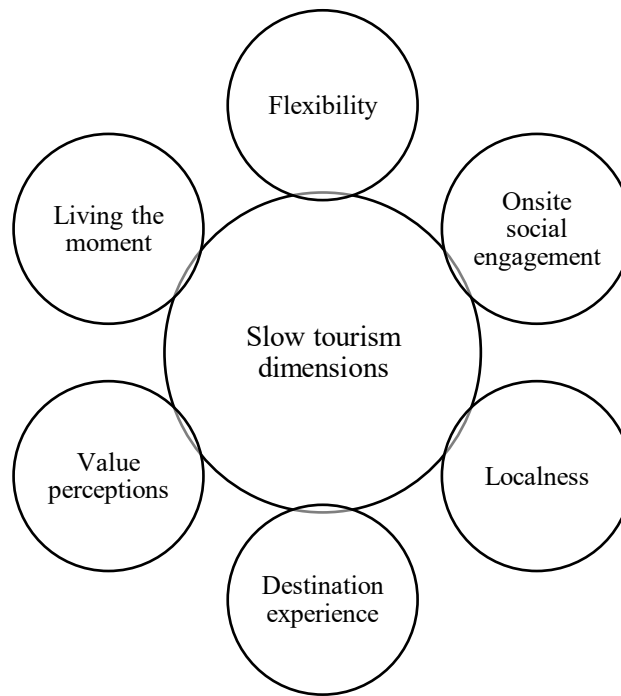
Source: own compilation based on Mavric et al. (2021)

These clusters position slow tourism as an alternative to mass tourism, emphasizing experiences, promoting interaction with residents, and advocating for sustainable practices (Mavrič et al., 2021). A notable example that integrates these clusters is the Taiwan Tourist Shuttle (TTS) initiative, a government-funded program. The main aim of TTS is to reduce car usage by offering visitors a slower, more relaxing way to travel

around the city and co-create their journeys. Additionally, it aims to reduce carbon emissions, reflect the core values of slow travel, encourage social interactions among tourists, and extend visitors' stay (Lin, 2017).

Manthiou et al. (2022) identified six key dimensions of slow tourism, presented in Figure 3 below: flexibility, onsite social engagement, localness, destination experience, value perceptions, and living the moment.

Figure 3. Dimensions defining slow tourism



Source: own compilation based on Manthiou et al. (2022)

Flexibility, emphasizes the independence of tourists in slow tourism; onsite social engagement, which refers to the social interactions tourists experience during their travels; and localness, highlighting the local activities tourists can participate in. Destination experience, covers the unique opportunities that destinations provide; value perceptions, represent the range of experiences tourists can engage in; and living in the moment, which refers to focusing on enjoying time and fully embracing the destination without rushing. These dimensions can be seen in Spain's Camino de Santiago pilgrimage walk. This experience highlights slow mobility, the importance of stepping away from the daily stress and fast pace, and taking time for oneself. It enables travellers to seek immersive experiences, connect with local culture, and cherish moments with others (Lois Gonzalez & Lopez, 2021; Manthiou et al., 2022; Carballo-Cruz & Silva, 2025).

Despite the increase in studies over the past decade, several themes remain underexplored (Mavric et al., 2021). Sustainability is a central element of slow tourism and has attracted considerable interest in establishing a connection between the two (Jung et al., 2014; Higgins-Desbiolles & Wijesinghe, 2019; Fusté-Forné & Michael, 2021). Followed by slow food (Chung et al., 2018; Gursoy, 2020; Dimitrovski et al., 2021) and tourist behaviors and revisit intentions (Meng & Choi, 2016; Park & Lee, 2019). However, there is limited research on slow tourism experiences (Hatipoglu 2015; Shang et al., 2020) and residents' involvement (Kucukergin & Ozturk, 2020; Bichler 2021). These areas require further attention in the literature.

Moreover, slow tourism and Cittaslow development remain recurring themes, often focused on single destinations, mainly European slow cities (Ekinci, 2014; Serdane et al., 2020; Szarek-Iwaniuk & Senetra, 2020). Comparative multideestination studies could be introduced to expand the literature.

1.2.4.2 Socioeconomic and environmental benefits for stakeholders

Slow tourism offers a wide range of significant benefits to societies. It contributes to the economy and positively impacts the destination, particularly supporting residents, local businesses, tourists, and the environment. This section elaborates on the benefits of slow tourism for the key tourism stakeholders in detail.

Residents are key stakeholders in slow tourism, and their involvement is essential for the sustainability of a destination (Conway & Timms, 2010). At the same time, slow tourism seeks to enhance their quality of life (Ozer et al., 2025). To maintain environmental and economic sustainability, residents' benefits are placed at the center of slow tourism (Kosykh et al., 2023). Slow tourism fosters the preservation of local traditions and values (Ozer et al., 2025), which can boost the local economy by creating additional work opportunities. Residents are encouraged to pursue opportunities that promote and share their local values (Manthiou, 2025).

As support from local municipalities is essential for empowering residents, the municipality of Abbiategrasso (Italy) offers a strong example of successful slow city implementation. Abbiategrasso, a member of the Cittaslow Network, was designated as a slow city in 2000. It established a producer market where local producers can sell their goods and further assists them by providing spaces to promote their products.

Alp (2024) conducted a comparative analysis in the same study and identified Seferihisar (Türkiye) as another good example of slow city implementation. Likewise, the municipality launched several projects to support local producers in organic farming and sustainable fishing, and additionally focused on empowering women to engage in local production. Beyond the farmers' market, they also introduced an online store to enable local producers to sell their products nationwide.

Collaboration between residents and local municipalities help destinations to maintain long-term sustainability in slow cities. A similar example is in Antigua and Barbuda (the Caribbean) displayed how all stakeholders, including the local government's fishery division, restaurants, chefs, and residents, cooperated to launch a seafood festival (Walker et al., 2021).

Slow tourism fosters a deeper connection between residents and tourists (Ozer et al., 2025), extending this engagement with culture (Manthiou, 2025) and even with fellow tourists (Klarin et al., 2023). A deeper engagement level and physical slowing down help tourists enhance their well-being, resulting in greater satisfaction (Conway & Timms, 2010; Manthiou, 2022; Ozer et al., 2025).

Environmental benefits can not be underestimated, as slow tourism primarily seeks to minimize the impacts of tourism (Conway & Timms, 2010). Some initiatives might include reducing the carbon footprint and emissions by encouraging tourists to use more sustainable modes of transportation and extending their stays at destinations (Ekinci, 2014; Klarin et al., 2023). In 2016, the municipality of Abbiategrosso launched the Bicipark project to promote sustainable mobility and encourage greater use of bicycles throughout the city (Alp, 2024).

Compared to mass tourism, the environmental impacts are significantly minimized, as environmental policies play a crucial role in slow tourism, particularly when a city aims to become a "slow city" (Unal, 2016).

Finally, slow tourism plays a vital role in addressing the issue of seasonality in tourism. Promoting tourism during the year helps balance the seasonality and supports residents, especially those with local businesses, to achieve a more stable and consistent income (Bhandari et al., 2024). For example, Latvia became one of the destinations that adopted the "slow" term in their promotion initiatives. Even in their country's slogan, "Latvia.

Best enjoyed slowly”, is designed to promote slow tourism throughout the year (Serdane et al., 2020; p. 338).

1.2.4.3 Challenges and concerns in slow tourism

While slow tourism offers numerous benefits, as elaborated in the previous section, achieving these advantages requires comprehensive planning and adequate promotion, which must be carried out by local DMOs with great attention and the right balance.

Firstly, destinations need to establish appropriate infrastructure to support and promote slow tourism. They should prioritize and invest in building suitable infrastructure, especially to encourage slow modes of transportation like cycling paths and walking trails. Especially if the goal is for this destination to gain recognition as a slow city (Cittaslow), it must comply with the established criteria by the International Cittaslow Network (2025). Additionally, to be aligned with the Cittaslow criteria, planning should consider the needs of older individuals and individuals with physical disabilities (Cittaslow Türkiye, 2025).

Secondly, and this applies specifically to destinations aiming to join the International Cittaslow Network, these destinations must evaluate their offerings and ensure compliance with the quality criteria established by the network, which are grouped into seven categories (Cittaslow Network, 2025). While meeting these standards can enhance the overall quality of the destination, the process can often be lengthy and may involve significant costs to align with all the predefined requirements (Cittaslow Türkiye, 2025).

Third, as slow tourism strongly emphasizes authentic tourist experiences (Bo & Meng, 2016), DMOs and local governments must be sure that their promotional initiative are honest, genuine, and aligned with the experiences provided. DMOs should avoid commodifying authenticity and exaggerating a destination’s appeal, as such practices may harm a destination’s reputation and even result in overtourism (Zemla, 2020). Allocating adequate time to prepare these initiatives is essential for DMOs to maintain the integrity of the slow tourist experience.

Finally, overtourism is a result that destinations must actively seek to prevent; therefore, marketing and promoting activities need to be monitored regularly. This outcome will be contrary to the principles of slow tourism. It can eventually result in a shift in the long run to mass tourism, as overtourism is a consequence of the ongoing growth of mass

tourism (Zemla, 2020). Overtourism refers to the rapid growth in tourism supply and demand, resulting in excessive use of natural resources, cultural degradation, and negative social and economic impacts on destinations (Mihalic, 2020). This phenomenon is closely related to the number of tourists, the nature of their visits, and the destination's carrying capacity (Zemla, 2020).

When a destination's carrying capacity is exceeded, its sustainability is highly jeopardized, putting the environment, residents' well-being, and visitor experiences at risk (Insch, 2020). Additionally, previous research has shown that the impacts of overtourism influence residents' quality of life, their attitudes toward tourists, and their willingness to support further tourism development (García-Buades et al., 2022). Considering all the impacts mentioned above, DMOs and local governments should carefully plan tourism activities - particularly in slow tourism - to foster an authentic and engaging environment between residents and tourists.

Having reviewed how scholars explore slow tourism, along with its benefits and challenges for destinations and stakeholders, the following section outlines the conceptual framework of this dissertation. It presents the research objectives, main and sub research questions, and the overall aims guiding this dissertation.

I.3 Conceptual framework

Drawing on the existing literature and the research gaps identified in the theoretical framework, slow tourism has been gaining greater attention and an expanding presence in academic discourse. This growing interest is primarily linked to the impact of the pandemic, a connection widely recognized in the literature. In response to the identified research gaps, the research objectives have been formulated and are presented in Table 1.

Based on the research objectives, the primary research question of this dissertation (Q) (*What has academic research revealed about slow tourism and its practical applications, and how do residents and tourists influence its experiences and practices?*) has been formulated, along with five supporting sub-questions that are explored across the three studies included in this dissertation. The Table 1 further provides the conceptual framework and outlines the research questions (Q1–Q5) that guide this dissertation.

Table 1. Research objectives and related questions

Research Objectives	Related Research Question	Related Publication
To provide a conceptual overview of the Cittaslow movement by examining its principles and selection criteria, and to assess its role in shaping both the theoretical and practical foundations of slow tourism.	<i>Q1: How do principles and selection criteria of the Cittaslow movement shape the theoretical and practical understanding of slow tourism?</i>	B1
To examine the methodological frameworks used in slow tourism literature and identify significant research gaps, focusing on studies published between 2010 and 2021.	<i>Q2: What methodological frameworks have been used in slow tourism between 2010 and 2021, and what significant research gaps can be identified?</i>	P1
To identify key geographical focus in slow tourism research, specifically in terms of countries, and to examine prevailing and emerging trends, particularly in articles published between 2010-2021.	<i>Q3: Which countries were the focus of slow tourism literature between 2010 and 2021, and what patterns emerged in the destinations examined?</i>	P1
To examine how tourists perceive the quality and authenticity of their interactions with residents, within the context of their overall slow tourism experience.	<i>Q4: How do tourists describe their interaction and engagement with residents in slow tourism destinations, based on online reviews?</i>	P2
To contribute to the understanding of how resident involvement influences tourist loyalty and shapes online narratives within the context of slow tourism.	<i>Q5: How do residents' interactions and service experiences in slow tourism destinations influence tourists' revisit intentions and use of electronic word-of-mouth platforms such as TripAdvisor?</i>	P2

Source: own compilation

- **Q1: How do principles and selection criteria of the Cittaslow movement shape the theoretical and practical understanding of slow tourism?**

The primary objective of this research is to examine the concepts of slow tourism, the Cittaslow movement, and the Cittaslow selection criteria. The aim is to enhance our understanding of their impact on the development of slow tourism, especially with an emphasis on policy and tourism planning. Based on the literature review, Cittaslow's principles and how these principles align with the values of slow tourism are clarified. Moreover, this book chapter (B1) may serve as a valuable guide for local governments and DMOs aiming to implement slow tourism practices in their destination or considering application to the International Cittaslow Network.

▪ **Q2: What methodological frameworks have been used in slow tourism between 2010 and 2021, and what significant research gaps can be identified?**

This research aims to systematically analyse the slow tourism literature on slow tourism, focusing on articles published between 2010 and 2021, with particular attention to the research methods employed. Although academic interest in slow tourism has grown significantly in recent years, a limited number of literature reviews addressing methodological trends within the field remain (Mavric et al., 2021). This identified research gap further reinforces the rationale for conducting the present study. By analysing the employed methodological approaches, this research aims to reveal prevailing trends, identify potential gaps in the literature, and offer deeper insights into the evolution of slow tourism research during the specified period. Furthermore, this analysis seeks to improve the understanding of the current state of slow tourism literature by highlighting commonly used research methodologies and identifying underexplored areas, thereby offering future recommendations for research. The main findings regarding the methodological trends and gaps of slow tourism are presented in Paper 1 (P1).

▪ **Q3: Which countries were focus of slow tourism literature between 2010 and 2021, and what patterns emerged in the destinations examined?**

Although the slow movement and slow tourism originated in Italy, one of the aims of this research is to assess whether the geographical focus of the literature aligns with this origin and, if not, to explore the main focus areas. By examining the geographical regions, this research aims to identify the distribution of slow tourism literature. The key objective is to explore common patterns in the locations studied and determine if certain regions or destinations have received more attention than others. Additionally, underexplored

destinations were identified as key research gaps in geographical focus, and valuable insights were provided for future research recommendations, helping scholars better understand the global scope of slow tourism. The key findings of this study are presented and discussed in Paper 1 (P1), providing a detailed analysis of the results.

- **Q4: How do tourists describe their interaction and engagement with residents in slow tourism destinations, based on online reviews?**

The literature reveals a noticeable gap in research on the role of residents within the context of slow tourism. Consequently, this research explores how tourists perceive and describe their interactions with residents in slow tourism destinations, utilizing online reviews as the primary data source. User-generated content (UGC) provides valuable insights into recurring themes and emotions that reveal resident tourist engagement and the perceived quality of these interactions. Building on these, the research aims to explore how these meaningful interactions contribute to the overall slow tourism experience and the role residents play. Additionally, it highlights the significance of tourist resident interactions while emphasizing the value of UGC in capturing and reflecting slow tourism experiences. A comprehensive analysis and the key findings of this research are presented and discussed in Paper 2 (P2).

- **Q5: How do residents' interactions and service experiences in slow tourism destinations influence tourists' revisit intentions and use of electronic word-of-mouth platforms such as TripAdvisor?**

While highlighting the importance of UGC tools in contributing to the slow tourism experience, a primary aim of this research is to investigate how tourists' interactions with residents influence their behavioral intentions, particularly revisit intention and electronic word of mouth. Through an analysis of UGC, this research seeks to explore whether interactions with residents lead to post-visit behaviors that foster loyalty and online impact. The findings aim to provide valuable insights for DMOs, local government, and other tourism stakeholders - including residents - on how to build sustainable, long-lasting relationships with tourists and create meaningful slow tourism experiences. A detailed analysis and the key findings are provided in the Paper 2 (P2) section.

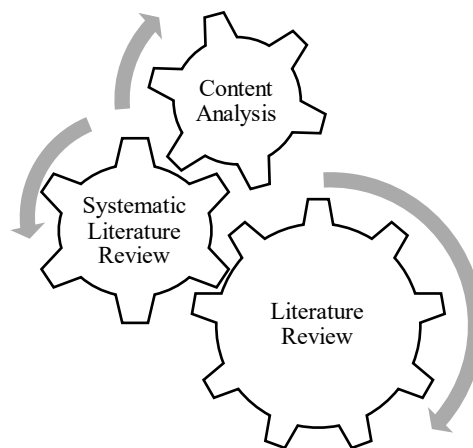
I.4 Research methods

This chapter presents the qualitative research methodologies employed in this dissertation: literature review, systematic literature review, and content analysis. The systematic literature review adopts a mixed-method approach, which is explained in detail in section I.4.2, *Systematic literature review*. These methods were selected to address the primary and sub-research questions outlined in Table 1, as described in section I.3, *Conceptual framework*.

Over the past decades, there has been a growing recognition of qualitative methodologies within tourism research (Ivanova et al., 2020). This trend marks a significant shift, reflecting qualitative methodologies' increasing legitimacy and acceptance in tourism studies (Wilson & Hollinshead, 2015). Given their exploratory nature, qualitative methodologies offer valuable depth in understanding tourism phenomena, particularly regarding social and cultural dimensions. They ultimately enrich the overall scope of tourism research (Wilson & Hollinshead, 2015).

Qualitative research is context-dependent, which makes it less standardized and more challenging to replicate. It is also characterized by an interpretive and naturalistic approach, which focuses on exploring phenomena within their real-world context. This approach involves collecting diverse empirical inputs, such as case studies, interviews, and visual materials. (Riley & Love, 2000). Figure 4 below visualizes the qualitative research methods used in each publication (B1, P1, and P2), how they complement each other and the overarching conceptual framework.

Figure 4. Conceptual framework of employed research methods



Source: own compilation

I.4.1 Literature review

As an initial step in this dissertation, previously published academic studies were reviewed, and the official websites of the International Cittaslow Network and Cittaslow Türkiye were analyzed. The primary objective of this process was to offer a comprehensive outline of key concepts, including slow movement, slow food, slow tourism, and Cittaslow. It also aimed to explore the relationships between these concepts. Accordingly, a qualitative literature review methodology is employed in the first publication (B1) to support this aim.

A literature review synthesizes existing knowledge on a particular topic and effectively identifies what scholars have already discovered and where knowledge gaps remain (Huang et al., 2023; Sharifi-Tehrani, 2023). Literature reviews play a significant role in scientific writing by extending existing knowledge on a topic and identifying underexplored areas that can guide future research directions (Chigbu et al., 2023; Huang et al., 2023; Sharifi-Tehrani, 2023). Several types of literature review exist, such as critical narrative, qualitative thematic, meta-analysis, systematic, and mixed-methods review (Sharifi-Tehrani, 2023).

The first publication of this dissertation (B1) uses a critical narrative literature review, offering a descriptive and interpretive approach that fits well with the early stages of research. This method aligns with the research aim of comprehensively understanding slow tourism's key concepts. The publication demonstrates how these concepts intersect and present real-life practices. It thoroughly explores the Cittaslow concept, including how a city can join the Cittaslow Network and the selection criteria involved. Examining these key concepts in the first publication sets the foundation for the second publication (P2), a systematic literature review of the slow tourism literature.

I.4.2 Systematic literature review

As the second publication of this dissertation (P1) a systematic literature review (SLR) method is adopted to explore slow tourism literature in depth. The SLR mainly focused on the period between 2010 and 2021 to identify key concepts and emerging trends, particularly in research methodologies and geographical scope. In recent years, the SLR method has gained significant attention in academia, especially with an increasing number of tourism scholars incorporating it into their research (Cakal & Aykol, 2021).

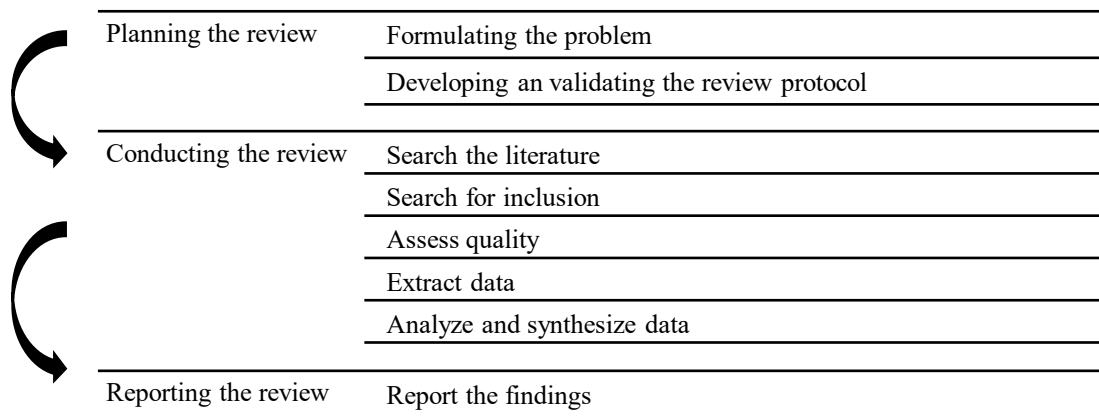
Conducting a SLR before empirical research is essential for gaining a comprehensive understanding of a topic and for justifying future research directions. Moreover, a well-executed review can enhance the quality of background literature reviews (Xiao & Watson, 2019).

By systematically documenting and categorizing the existing literature on slow tourism, this SLR clarifies relationships between key concepts and identifies research gaps, thereby contributing to the development of future research agendas (Konstantopoulou et al., 2024). Understanding the dominant research themes and key contributors in the field provides valuable direction for shaping future studies (Huang et al., 2023). The term “systematic” refers to a structured research protocol that clearly outlines the steps, including formulating research questions, the study’s focus, and the inclusion and exclusion criteria applied (Pahlevan-Sharif et al., 2019).

Huang et al. (2023) highlighted the importance of using a mixed-method approach in an SLR. Hence, this combined method emphasizes the strengths of both qualitative and quantitative methods. This inclusive approach allows the qualitative component to explore narratives and contextual insights. At the same time, the quantitative aspect supports analytical rigor and structure, and SLR in this dissertation adopts this approach.

This SLR follows the framework proposed by Xiao and Watson (2019), illustrated in Figure 5. This framework consist of eight sub-phases organized into three main phases: planning, conducting, and reporting the review.

Figure 5. Xiao and Watson’s SLR process (2019)



Source: own compilation based on Xiao & Watson (2019)

A detailed explanation of this process is provided in P1, where each phase and its corresponding steps are outlined and discussed.

The second publication (P1) thoroughly explores slow tourism literature through a SLR, focusing on the period between 2010 and 2021. This SLR maps recurring themes in slow tourism literature, key concepts, methodological approaches, and the geographical focus of slow tourism across countries. One key contribution lies in identifying underexplored topics in slow tourism, particularly residents and their involvement, which sets the ground for the third publication (P2).

I.4.3 Content analysis

Content analysis (CA) is a widely used method in the social sciences, especially to analyze various forms of communication, particularly textual data, and recently, its application in tourism studies has notably increased (Barreda & Bilgihan, 2013; Vitouladiti, 2014; Camprubí & Coromina, 2016). Based on the SLR conducted as P1, it was discovered that scholars predominantly employ in-depth interviews in qualitative research and surveys in quantitative research (Balaban & Keller, 2024). Thus, content analysis is employed in the third publication (P2) of this dissertation to address an overlooked method in the literature. UGC was analyzed as the final step of this research to identify common themes and patterns related to residents living in Cittaslow and their role in supporting slow tourism. TripAdvisor, one of the largest UGC platforms where tourists can share their experiences and leave reviews, has been analyzed to achieve this aim.

CA has been defined in various ways in the literature on social sciences. Barreda and Bilgihan (2013) describe it as a flexible tool or system for analyzing text-based data. Camprubí and Coromina (2016) view it as an observational method to evaluate recorded content systematically. Similarly, Kyngäs et al. (2020) highlight CA's usefulness, emphasizing its content-sensitive nature and ability to analyze diverse data sets.

Despite the variety of definitions, CA is widely used by scholars to explore individuals' experiences and perspectives (Kyngäs et al., 2020). Owing to its qualitative nature, CA enables researchers to capture more profound meanings and nuanced concepts within the data (Vitouladiti, 2014). Rather than aiming for generalizable findings, it uncovers meaningful patterns, themes, biases, and interpretations grounded in personal life

contexts (Kyngäs et al., 2020). CA also allows for extracting replicable and valid inferences from textual sources, with any form of written document as potential input (Chang & Katrichis, 2016; Kyngäs et al., 2020).

CA offers several advantages over other research methods. First, it is highly versatile, as it can be applied to written texts, images, and videos. Second, it is cost-effective and easily replicable; the only requirement is a well-organized dataset. In fact, among research methods, CA ranks among the highest in terms of replicability. Third, it helps to reveal key patterns and trends among individuals and groups through its comprehensive approach. Fourth, CA can be conducted independently and requires no human interaction, making it more flexible among other methods. Fifth, the data sources are usually accessible to the public, which enhances transparency. Finally, establishing reliability tends to be more straightforward than other methodologies (Vitouladiti, 2014).

There has been an ongoing debate in the literature on whether CA should be classified as a qualitative or quantitative method. Some scholars consider CA qualitative, emphasizing its focus on non-statistical data, exploratory techniques, and textual or visual content interpretation. In contrast, others argue that CA can yield statistical insights, particularly when the analysis involves counting elements, thus stating it as a quantitative method. Moreover, a third perspective suggests that CA is best understood as a mixed-method approach, as it can incorporate qualitative and quantitative elements depending on the research design (Vitouladiti, 2014; Camprubí & Coromina, 2016).

The third publication (P2) uses textual data from TripAdvisor, and analyzes the meaning of the content. A qualitative approach through discourse analysis is adopted to examine how resident interactions and services experience shape tourist revisit intentions and online narratives. The analysis relies on UGC to explore key concepts from visitors' perspective in slow cities. P2 also presents a detailed explanation of the CA employed as the final step of this dissertation.

II. STATEMENT OF CONJOINT WORK

This dissertation includes the following publications:

Book chapter (B1): Balaban, E., Csapody, B. (2023). Main lines of the “slow movement”- Tourism, food and urban governance (A “lassú mozgalom” főbb irányvonalai - Turizmus, étkezés és városirányítás). In Keller, K. (Ed.) *Tourism niche products (A turisztikai niche termékek)*. Academic Publishing House (Akadémiai Kiadó) (*published*)

Paper 1 (P1): Balaban, E., Keller, K. (2024). A systematic literature review of slow tourism. *Hungarian Geographical Bulletin*. 73(3): 303-323. (*published*)

Paper 2 (P2): Balaban, E., Keller, K., Kökeny, L. (2025). Exploring residents’ impact on slow tourism through online reviews. *Anatolia*. (*resubmitted after second revision*)

All publications in this dissertation are co-authored. This dissertation presents the contribution of each author using the framework by Brand et al. (2015), which serves as the standard approach for author statement in international journals. Table 2 outlines the details of each publication, including the journal name, publisher, language, and the respective contributions of each author.

Table 2. Publication details and authors’ contribution

General Data		B1	P1	P2
Status		<i>published</i>	<i>published</i>	<i>resubmitted after second revision</i>
Digital Object Identifier (DOI)		DOI	DOI	-
Language		Hungarian	English	English
Journal data	Publisher	Akadémiai Kiadó (Academic Publishing House)	Hungarian Academy of Sciences, Geographical Research Institute	Routledge
	Journal	-	Hungarian Geographical Bulletin	Anatolia
	Scopus Q / MTA rank	-	Q1 (D1)	Q2
	Scimago journal rank	-	0.350 (2024)	0.480 (2024)

Authors' contribution	First author	Conceptualization, Writing - Original Draft, Writing - Review & Editing, Visualization	Conceptualization, Methodology, Formal analysis, Writing - Original Draft, Writing - Review & Editing, Visualization	Conceptualization, Methodology, Formal analysis, Writing - Original Draft, Writing - Review & Editing, Visualization
	Second author	Conceptualization, Writing - Original Draft, Writing - Review & Editing, Visualization	Writing - Review & Editing, Supervision	Conceptualization, Writing - Review & Editing, Supervision
	Third author	-	-	Formal analysis, Writing - Review & Editing

Source: own compilation, based on the framework of Brand et al. (2015)

III. MAIN LINES OF THE “SLOW MOVEMENT” - TOURISM, FOOD AND URBAN GOVERNANCE

Reference: Balaban, E., Csapody, B. (2023). Main lines of the “slow movement” - Tourism, food and urban governance (A “lassú mozgalom” főbb irányvonalai - Turizmus, étkezés és városirányítás). In Keller, K. (Ed.) *Tourism niche products (A turisztikai niche termékek)*. Academic Publishing House (Akadémiai Kiadó) (*published*)

Modern societies are characterised by fast lifestyles, over-consumption and a desire to meet the needs of the population as quickly as possible. In contrast to this environmentally unsustainable lifestyle, the slow movement was born to promote the idea of a slower pace of life and to promote the spread of sustainable principles. In this chapter, we look at the slow movement and its offshoots, slow tourism, slow eating, and Cittaslow organisation. The aim of the chapter is to give the reader an insight into the slow movement, while illustrating its implementation with practical examples from the domestic tourism offer.

III.1 Introduction

The “*first come, first served*” principle encourages people to live a speed-oriented life, pushing them to live fast and to meet their needs as soon as possible. As a result, people in modern societies have become accustomed to living their daily lives at high speeds and consequently over-consuming (HATIPOGLU 2015). In contrast to this environmentally and socially unsustainable lifestyle, the “*slow movement*” has been born, which promotes the idea of slowness in everyday life, thus promoting sustainable principles (TIMMS - CONWAY 2012).

DIMITROVSKI et al. (2021) defined this movement as a response to the fast pace and high stress levels of modern societies, which promotes not only environmental but also social, economic and cultural sustainability. The main aim of the *slow* movement is to promote sustainable lifestyles, with an emphasis on “slow” practices (BEARD et al. 2016), i.e. it promotes the quality of experiences rather than their quantity (PARK - KIM 2016; EKINCI 2014; TIMMS - CONWAY 2012). The movement also emphasises the importance of completing tasks at a reasonable pace, while changing previous attitudes towards the time required to do so (EKINCI 2014).

The *slow* movement can be seen as a socially and ecologically transformative process (HATİPOĞLU 2015:20), focused on improving the quality of life. One of the best-known offshoots of the “*slow movement*” is known as the “*slow food* movement”, which is linked to sustainable food production (LIN ET AL. 2020; OH ET AL. 2016) and can also be understood as a new lifestyle (TIMMS - CONWAY 2012). The success of this social movement has led to the emergence of organisations that are referred to in the literature as “*slow tourism*” and “*slow city*” (EKINCI 2014; MENG - CHOI 2016). The principle of slowness is a key factor in all these social movements, *from slow food to slow city* and *slow tourism* concepts (EKINCI 2014; WALKER - LEE 2021; CHI - HAN 2020), which can facilitate sustainable tourism development at the destination level (HATİPOĞLU 2015). The chapter focuses on the slow movements, slow tourism, slow dining and cittaslow organisation, reviews their basic concepts and then examines their main aspirations and objectives through theoretical and practical examples.

III.2 Slow tourism

Slow tourism is considered in the literature as part of the slow movement and is described as a reaction to fast-moving mass tourism (TIMMS - CONWAY 2012). Although mass tourism continues to flourish, destinations that are sensitive to nature and aim to reduce their environmental impact have begun to look for more sustainable travel models (SERDANE ET AL. 2020), which has contributed to the rise in popularity of slow tourism over the past decade (SIGURÐARDÓTTIR 2018). This category also includes the use of local products and short supply chains, which can reduce greenhouse gas emissions due to shorter transport distances and thus have a lower impact on our environment (TÓTH-KASZÁS ET AL. 2017).

There seems to be consensus in the literature on the existence of a link between slow tourism and sustainability (SHANG ET AL. 2020; SERDANE ET AL. 2020). However, while the majority of authors describe slow tourism as a sustainable tourism product, there is still no widely accepted definition of this tourism product (SHANG ET AL 2020; OH ET AL. 2016; SERDANE ET AL. 2020). Currently, there are several definitions of slow tourism in the literature, which are illustrated in Table 3.

Table 3: Definition of slow tourism

TIMMS - CONWAY 2012, p. 407	<i>“an alternative to the fast-paced, escapist journeys of mass tourism”</i>
MENG - CHOI 2016, p. 397	<i>“a form of tourism that encourages tourists to spend more time travelling and to interact with the local population and locality”</i>
LIN 2018, p. 1625	<i>“an alternative to current practices, a more sustainable form of tourism”</i>
SOLER ET AL. 2018, p. 50	<i>“an approach that supports longer stays in destinations”</i>
LOSADA - MOTA 2019, p. 141	<i>“the opposite of mass tourism”</i>
SHANG ET AL. 2020, p. 172	<i>“an alternative to mass tourism that focuses on both sustainability and the tourist experience”</i>
SERDANE ET AL. 2020, p. 340	<i>“an alternative approach to sustainable tourism”</i>
LIN ET AL. 2020, p. 1	<i>“an experience that encourages tourists to prefer slower modes of transport”</i>
CHI - HAN 2020, p. 361	<i>“a sustainable and environmentally friendly approach to the tourism sector”</i>
WONDIRAD ET AL. 2021, p. 2	<i>“an opportunity for tourists to have a deeper and more authentic experience”</i>

Source: own editing, based on literature

Each definition focuses on a specific aspect of slow tourism: some describe it as an alternative type of tourism (SHANG ET AL. 2020; SERDANE ET AL. 2020) or as the opposite of mass tourism (LOSADA - MOTA, 2019), while others describe it as experiential (LIN ET AL. 2020) and sustainability aspects (SHANG ET AL. 2020; SERDANE ET AL. 2020), including both the promotion of slow travel modes (LIN ET AL. 2020) and longer lengths of stay (WONDIRAD ET AL. 2021; SOLER ET AL. 2018).

A more comprehensive definition of slow tourism is described by PÉCSEK (2018) in her four-pillar model, where each pillar is linked to locality, experience, sustainability and social well-being. The locality pillar focuses on local culture and the demand for local products, where local culture and products are preserved and protected for the benefit of the community, and new job opportunities are created for local people. The experiential

pillar aims to provide authentic experiences where tourists can interact with locals, while the sustainability pillar focuses on the environmental values and benefits of slow tourism. The social well-being pillar focuses on the positive impact of slow tourism on the quality of life of local people. Slow tourism requires the participation of the local population in local development and contributes to improving their quality of life, and therefore their participation and support is necessary for the development of the destination (PÉCSEK 2018; PARK - KIM 2016). Overall, slow tourism is beneficial for the destination, as well as for the local population and tourists. It offers a more sustainable tourism product that also provides environmental, social and economic benefits to local communities (SOLER ET AL. 2018), while providing tourists with a meaningful experience (CAFFYN 2012).

The terms slow tourism and slow travel are mostly used synonymously in the literature (LIN 2017; KATO - PROGANO 2017), but it is worth distinguishing between the two (SOLER ET AL. 2018). Slow travel is the preference for slower modes of transport for environmental reasons (LIN 2017, WILSON - HANNAM 2017; HOED 2020), with cycling and walking most often cited as examples of slower modes of transport. However, slow tourism can be understood as a tourism product that allows tourists to interact with a destination through local culture without causing significant environmental impacts. For this reason, it is also linked to walking tourism, where tourists prefer to walk short distances instead of other modes of transport (KATO - PROGANO 2017). On the other hand, slow tourism can also be interpreted as a response to increased carbon emissions, as a way to reduce environmental impacts (KATO - PROGANO 2017). Slow tourism encourages people to embrace slowness as a way of life, to stay longer in a destination and thus to enjoy more local experiences (OH ET AL. 2016).

Slow tourism can also be used as a tool to promote the host area (SERDANE ET AL. 2020), but it can also play a crucial role in increasing tourist loyalty and predicting and reinforcing future return visits (CHI - HAN 2021). In a study conducted in China's first "slow city", Yaxi, researchers found that the tourism products and services offered here positively influenced tourists' behaviour, leading to higher levels of attachment and loyalty to the destination. This in turn may create an opportunity for researchers to predict tourist loyalty and consumer behaviour towards a slow city (CHI - HAN 2021).

The pandemic caused by the coronavirus, which has had a major impact on the tourism sector, can be seen as a crisis not only in terms of its impact on human health but also on

the global economy (EVERINGHAM - CHASSAGNE 2020). The pandemic has changed our daily lives and this has affected consumer behaviour. From this perspective, the pandemic can be seen as a “reset button” for our social and economic life (EVERINGHAM - CHASSAGNE 2020: 556), opening the way for new types of tourism. Even travel habits have changed as a result of COVID-19, with travellers increasingly focusing on longer experiences in a destination (WEN ET AL. 2021), which may reinforce slow tourism. As slow tourism focuses on staying longer in a destination, travellers are focusing on having more meaningful experiences (WONDIRAD ET AL. 2021) and are focusing on the quality of experiences rather than quantity (WEN ET AL. 2021).

In the literature on slow tourism, there has been a shift in recent years from a focus on environmental sustainability to a focus on satisfaction and well-being. The main motivations of tourists participating in slow tourism are “relaxation”, “self-reflection”, “escape”, “seeking innovation”, “engagement” and “discovery” (OH ET AL. 2016), which are closely related to the personal, social and environmental well-being of individuals.

Slow wellness on the Austro-Czech border

Hotel Guglwald’s unique concept is based on “slow tourism”, combining it with the wellness services offered by the hotel. Located in Upper Austria, the hotel has a history of almost 180 years and has been offering its renewed “*slow wellness*” services since 2021. The idea is that changing everyday habits is a difficult task in familiar surroundings, and a change of environment can help. THE Austrian hotel, which is committed to sustainable principles, offers a solution to this problem and is on a mission to focus its guests’ attention on active living, relaxation and environmental protection.

III.3 The slow food

The increasing demand for slow-paced tourism and dining experiences also reflects the growing importance of conscious living for consumers, which focuses not on mass consumption and fast-paced daily life, but on responsible practices and sustainable social relations. Slow food is understood by experts as dishes that adequately represent the cultural traditions of a place and its inhabitants, reflecting them in the way they are cooked, the utensils used and traditional practices (SIMONETTI - PETRINI 2012). The raw materials used in their preparation are “good, clean and fair”, while promoting the

sustainability of food (SLOW FOOD WEBSITE 2015). The Slow Food ethos also encourages consumers to recognise food consumption as a social act. In the movement's view, eating is not simply a way of satisfying the body's nutritional needs, but a higher level of experience in which people take the time to enjoy food. The slow food movement also aims to save plant varieties that are threatened by the modernization and standardization of agriculture as traditional practices disappear (LOTTI 2010). However, slow food can also be understood as part of a larger social movement that brings together environmentally sustainable and economically viable agricultural actors around goals such as food safety concerns and fair labour practices in agriculture and the food industry (MUNJAL ET AL. 2016).

The roots of the slow food movement can be traced back to social changes in the 1970s and 1980s, when time spent cooking and eating out was significantly reduced in countries such as France, the UK, the US, Norway and the Netherlands (WARDE ET AL. The movement against the 'fast food' style of eating, which focused attention on slow, tradition-based eating, was started by Carlo Petrini and some activists in Italy in 1986, after they protested against the opening of a McDonald's fast food restaurant on the Spanish Steps in Rome. Subsequently, in 1989, the international Slow Food Movement was officially founded in Paris and the Slow Food Manifesto was published to defend regional traditions, good food, gastronomic delights and a slow pace of life (SLOW FOOD 2015). Furthermore, in addition to cultivating taste and gastronomic delights, the movement also seeks to "(...) build social capital through strong community ties and provide opportunities to control what and how we eat (...)" (FROST - LAING 2013, P. 68).

The movement is now active in more than 40 countries, with around 70 000 members (JONES ET AL., 2003), and has its international headquarters in Bra, Italy, where the movement was born. In some countries, the slow food movement has national organisations with decision-making autonomy but following the guidelines set by Slow Food International. At the local level, there are now more than 1,500 slow food communities worldwide (SLOW FOOD WEBSITE, 2023). In Hungary, the decentralised organisation has five communities (SLOW BUDAPEST WEBSITE, 2023).

The principles of the slow food movement have had a significant impact on sustainable food and hospitality models. Food prepared from locally sourced ingredients using traditional methods and recipes is becoming increasingly popular among both

accommodation and catering establishments (CSAPODY ET AL. 2022). From fine dining restaurants to cafés to street food, slow concepts are becoming more prevalent, while there is a huge momentum towards building supply chains of locally grown, organic food. And on the producer side, sustainability practices can include zero waste farming, growing genetically diverse crops, maintaining community seed banks, and growing indigenous crops and incorporating traditional production skills into their work (WISE 2019).

Slow food on Lake Tisza

Graefl Major Kétútköz, located in Poroszló, Heves County, is one of the pioneers of the sustainable catering concept in Hungary. As a member of the Slow Living Hungary movement, the restaurant's managers have created their kitchen with a zero-kilometre philosophy based on their own farm. Depending on the season, the menu features fruit and vegetables grown on their 25 hectares of land, they use meat from their own farmed animals and use their own wheat for bread. The kitchen, based on an unconventional restaurant concept conceived by Györgyi Szerencsés and Péter Szepesi Szerencsés, changes its menu offerings weekly, depending on the season. Its sustainability efforts were awarded a green star in the Michelin Guide in 2022. (GRAEFL MAJOR WEBSITE; MICHELIN GUIDE WEBSITE, 2023)

The principles of the slow food movement can also motivate restaurants to innovate. MUNJAL et al (2016) find that there are two pathways for culinary innovation in the hospitality sector:

- **Product innovation:** local food, traditional foods, ethnicity in production and consumption, and farm-to-table solutions are real-world approaches. In this case, restaurants are seeking to reject the use of pre-made, frozen, standardised products that have resulted from volume-based supply chains that have enabled food and beverage outlets to offer standardised products at lower costs.
- **Process innovation:** this approach requires the creation of locally embedded supply chains, shifting purchasing activity from bulk buying to buying smaller quantities, often through local suppliers. A “just in time” approach to fresh produce, dairy products, meat prevails, avoiding storage and preservation. It is

called backward integration as consumers turn to the production of traditional raw materials. This is an important factor in creating sustainability and also helps to reduce input costs.

III.4 The *Cittaslow* movement

Cittaslow¹, slow city, evolved from the *slow* movement and has been applying the slow philosophy to local communities since 1999. On the official website, Cittaslow is defined as an international organisation of municipalities that brings together cities with similar principles in a network (CITTASLOW TURKIYE 2022A). The Cittaslow movement is seen as an extension of the *slow food movement* (SERDANE 2020) and was founded by Paolo Saturnini, former mayor of the municipality of Greve, Chianti, Italy. The movement aims to improve the quality of life of the population while preserving local values, promoting development and spreading the culture of slow living (HAN ET AL. 2019; PARK - KIM 2016; ERGÜVEN 2011; HATİPOĞLU 2015)



Figure 6: *Cittaslow* logo

Source: CITTASLOW INTERNATIONAL 2022

The orange snail, representing the Cittaslow movement, which carries a city (ERGÜVEN 2011), symbolises the idea of “slowness” and home in a logo (AKPINAR - PEKTAS 2019), encouraging tourists and locals to move more slowly and act in order to minimise environmental impacts. The movement was originally created to apply the philosophy of slow eating in local communities (CENGİZ ET AL. 2018).

As of 6 November 2022, 287 cities in 33 countries currently members of the ever-expanding international network (CITTASLOW INTERNATIONAL 2022). Cities with less than 50 000 inhabitants can apply to join the network (CITTASLOW INTERNATIONAL 2022;

¹ The word *citta* means town in Italian.

HATİPOĞLU 2015), which must adapt to the slow-moving philosophy. Cities wishing to join the network must meet at least 50% of the 72 predefined quality criteria (AKMAN ET AL. 2018; HAN ET AL. 2019; HATİPOĞLU 2015).

These criteria were established after years of research by a scientific committee from different countries. The aim of the research was to create a set of uniform slow urban guidelines for cities wishing to join the network (CENGİZ ET AL. 2018). At the end of the research, 72 quality criteria were grouped under 7 key policy areas, illustrated in Figure 7.

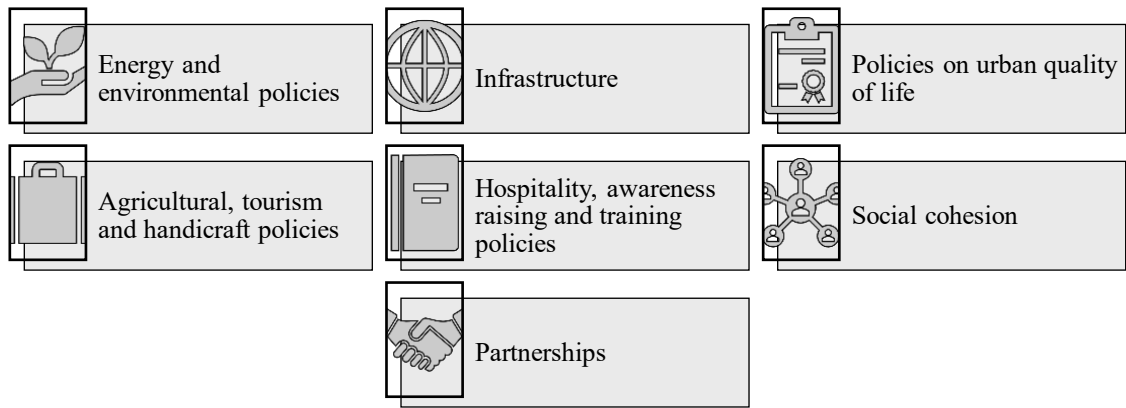


Figure 7: Cittaslow policy focus points

Source: CITTASLOW TÜRKİYE 2022B; WALKER - LEE 2021; AKPINAR - PEKTAS 2019; HATİPOĞLU 2015

Energy and environmental policies include all initiatives related to the promotion and use of alternative energy sources and the production of energy from these sources, while improving soil, air and water quality and reducing environmental, noise, light and visual pollution. In addition, projects that promote recycling, composting, the control of waste water, waste and energy consumption, and even the prevention of vandalism in public spaces are considered important and enrich the implementation of these policies.

Infrastructure policies include urban planning projects, focusing on the use of public spaces, including the maintenance of public toilets, green spaces and parks, while taking into account their design for people with disabilities. As slow tourism promotes environmentally friendly modes of transport, it is important to plan and build alternative routes and infrastructure, such as cycle paths or the development of cycle storage facilities. In addition, some of these policies add value to the well-being of local people,

for example through initiatives on family life and pregnant women, reorganisation of working hours, and access to medical and health services.

Policies on urban quality of life include projects to protect the historical and cultural assets of slow cities, such as the creation of green spaces planted with vegetation, monitoring and reducing urban pollution levels, promoting sustainable urban planning, providing social infrastructure, building cable networks and developing other information technologies. It also includes all initiatives to improve the quality of life for local residents, including the prevention of theft, the installation of alarm systems and the management of system noise levels, and the definition of façade paint colours in keeping with the city's image.

Agricultural, tourism and handicraft policies focus on projects that support local production, including the protection of seed diversity and cultivation. The use of genetically modified crops in local products is strictly forbidden, as it contradicts the philosophy of preserving local culture and identity. In addition, information about organic products is very important in educating locals about taste and nutrition. It also aims to provide organic products in school canteens and public catering. It also pays attention to the promotion and protection of artisanal production, as well as to projects aimed at quality certification.

Hospitality, awareness raising and training policies focus in particular on projects on slow philosophy, accessibility of slow activities and hospitality. In order to ensure proper dissemination of information and enhance the tourist experience, not only workers but also locals should have access to these trainings. In addition, further training will be provided for locals, including on the functioning of Cittaslow and on health-conscious lifestyles. In addition, nutrition education for children is provided in schools to introduce them to the concept of slow food.

Social cohesion involves projects that are important in building cooperation between local people while improving their quality of life. These projects aim to integrate all local residents in the slow city, thus promoting multicultural integration and preventing discrimination against minorities and people with disabilities. In addition, projects include the creation of community and youth centres to further integrate disadvantaged groups into the system, while providing new job opportunities and supporting childcare.

Partnerships include projects and initiatives that provide opportunities for cooperation with other organisations in the destination, mainly traditional food campaigns as examples to support slow food and slow city concepts. Projects also include twinning initiatives that promote cooperation between different slow cities. In addition to these initiatives, projects that spread the philosophy of slow city and slow food among the local population and integrate sustainability into their daily lives are important opportunities (KUCUKERGIN - OZTURK, 2020:751; CENGIZ ET AL. 2018:50-54, PARK - KIM 2016; CITTASLOW TÜRKIYE 2022a).

III.5 Summary

In the face of the accelerated lifestyle and over-consumption that characterise modern societies, the so-called *slow movement* was born, promoting sustainable principles not only in environmental but also in economic, social and cultural terms. In this chapter, we have looked at the movement and its extensions, such as slow tourism, slow eating and Cittaslow organisation, reviewing their basic concepts, aspirations and goals.

The concept of slow tourism can be described as the opposite of fast-moving mass tourism and can be understood as a sustainable tourism product, which is nowadays increasingly attracting interest from both consumers and service providers. Overall, slow tourism is beneficial for the destination, for the local population and for the tourists who can enjoy a meaningful experience.

By “slow food”, we mean dishes that adequately represent the cultural traditions of a place and its people, reflecting them in the way they are cooked, the utensils used and the traditional practices. The slow food ethos also encourages consumers to recognise food consumption as a social act, supporting local communities.

Finally, the Cittaslow movement was dealt with in our chapter. This organisation can be defined as an international organisation of local authorities that applies the slow philosophy to local communities, with the aim of improving the quality of life of the population while preserving local values, promoting development and spreading a culture of slow living.

III.6 Self-checking questions

- Which aspects of slow tourism are focused on in the definitions of the term?

- How can the *slow food* movement influence the way restaurants operate?
- What impact do “slow” movements have on the functioning of local societies?

Keywords

slow tourism; Cittaslow; slow food; slow food; sustainable tourism

IV. A SYSTEMATIC LITERATURE REVIEW OF SLOW TOURISM

Reference: Balaban, E., Keller, K. (2024). A systematic literature review of slow tourism. *Hungarian Geographical Bulletin*. 73(3): 303-323. (*published*)

Abstract

This systematic literature review focuses on slow tourism, which grew in popularity during COVID-19. It highlights the gaps in the literature for future researchers by compiling the papers published on slow tourism between 2010 and 2021. In addition, the managerial suggestions we make serve as lessons for practitioners. Developed as a systematic literature review, we used different selection criteria including papers published in English in Q1 or Q2 journals between 2010 and 2021 in the sample. This study identified the following parameters: the number of publications, the most preferred research methodology and data collection methods, and the geographical coverage of slow tourism papers. The relationship between slow tourism and sustainability is strengthened by our analysis. We identified qualitative studies, particularly in-depth interviews, as the most popular data collection method for slow tourism studies. Australia, the United Kingdom, and Poland were the most popular destinations in terms of the geographical context of these studies, followed by Italy. As the literature is missing a unified definition of slow tourism, we propose one based on the four-pillar model.

Keywords: slow tourism, slow travel; slow city, sustainability, Cittaslow, systematic literature review

IV.1 Introduction

The positive and negative effects of globalisation are shaping how people live today. Positive effects, such as the spread of technology or easy access to new cultures, offer convenience. Despite these benefits, the concept of speed and fast living has entered our lives (SEMMENS, J. AND FREEMAN, C. 2012). A faster way of living leads to faster spending and consuming. The faster we consume, the faster we become confused about the changes in traditional, cultural, spiritual, and social values and norms (BEKAR, A. *et al.* 2015). In response to this rapid consumption, a new lifestyle debate has emerged (ROGOVSKA, V. AND LACKOVA, A. 2015) advocating slowness (ÖZÜPEKÇE, S. 2021) and laying the foundations for the slow movement. The movement was promoted as a

response to the opening of fast food outlets in Italy in the 1980s (BROADWAY, M. 2015; PÉCSEK, B. 2015; BARTŁOMIEJSKI, R. AND KOWALEWSKI, M. 2019; SHANG, W. *et al.* 2020a), which is well summarised by PINK, S. AND LEWIS, T. (2014, 696–697) as follows:

“Carlo Petrini decided to resist the steady march of fast food and all that it represents when he organized a protest against the building of a McDonalds near the Spanish steps in Rome. Armed with bowls of Penne, Petrini and his supporters spawned a phenomenon. Three years later Petrini founded the International Slow Food Movement renouncing not only fast food but also the overall pace of “fast life”.”

The slow movement was soon adapted to the tourism industry (SERDANE, Z. *et al.* 2020), with slow tourism and the Cittaslow movement (PINK, S. AND LEWIS, T. 2014; KARANIKOLA, P. *et al.* 2018; PERANO, M. *et al.* 2019), with Italian cities becoming pioneers (JAZSCZAK, A. *et al.* 2020) and spreading across Europe to the United States of America (DICKINSON, J.E. *et al.* 2010), where it continues to grow. Cittaslow is also a territorial certification that aims to protect the cultural and environmental values of small towns through a slower lifestyle, while improving the quality of life of its inhabitants (BRODZINSKI, Z. AND KUROWSKA, K. 2021). By 2024, there were over 290 Cittaslows from 33 different countries, with towns of fewer than 50,000 inhabitants (PÉCSEK, B. 2015; BARTŁOMIEJSKI, R. AND KOWALEWSKI, M. 2019; BRODZINSKI, Z. AND KUROWSKA, K. 2021). In addition to Cittaslows, cities with more than 50,000 inhabitants can become Cittaslow Supporters while associations, private, and public companies in the tourism, services, and agriculture sectors can become a Cittaslow Friend (PÉCSEK, B. 2015, CITTASLOW INTERNATIONAL 2023, 2024a). In June 2024, the top five countries with the highest number of Cittaslows were (in descending order) Italy, Poland, Germany, Turkey, and South Korea (CITTASLOW INTERNATIONAL, 2024b).

The increasing number of tourists and their impact on the environment, are prompting destinations to look for sustainable models (SERDANE, Z. *et al.* 2020). Slow tourism not only helps tourists escape from daily routines, but also focuses on the quality of life of local people (IVANCSÓNE HORVÁTH, Z. *et al.* 2023). It adopts a community-oriented approach and encourages citizens to actively participate in local development (PARK, E. AND KIM, S. 2016). In addition, it promotes sustainability especially through slower modes of transport to reduce environmental impact (KARANIKOLA, P. *et al.* 2018) and local

production for residents, and supports improving the quality of experience for tourists (KATO, K. AND PROGANO, R.N. 2017).

As a consequence of COVID-19, the tourism industry and the concept of mobility have never been more critical (FUSTÉ-FORNÉ, F. AND MICHAEL, N. 2021). Now we can talk about the reorientation and revitalisation of the tourism sector especially in the context of sustainability (SEABRA, C. AND BHATT. K. 2022), so the popularity of new types of tourism, such as slow tourism, is expected to increase (BENJAMIN, S. *et al.* 2020; ÖZÜPEKÇE, S. 2021; WEN, J. *et al.* 2021). More people are returning to nature and taking the time to slow down since the pandemic (BENJAMIN, S. *et al.* 2020). Changes in daily routines are bringing experiences that emphasise “slow leisure” or “slow tourism” (BREUNIG, M. 2020), as these concepts promote travel quality, local people, longer stays in a destination, and meaningful experiences (WEN, J. *et al.* 2021).

This paper assesses the state of research on slow tourism and proposes a research agenda. In the literature, slow tourism is usually explained by different concepts such as slow food, sustainability, and the impact of COVID-19 (MAVRIC, B. *et al.* 2021). Up to February 2023, four systematic literature reviews on slow tourism could be found. Three of these studies focused on a single database, either Web of Science (MAVRIC, B. *et al.* 2021) or Scopus (WERNER, K. *et al.* 2021; KREŠIĆ, D. AND GJURAŠIĆ, M. 2022). One study focused on several databases - Scopus, Web of Science, and Google Scholar - where a science mapping for “slow movements” was created (KLARIN, A. *et al.* 2022). The authors included grey literature from Google Scholar, whereas we excluded it. They also focused on the concept of slow, including slow tourism, Cittaslow, and slow food as well as other emerging slow concepts: slow cinema, slow money, slow science, slow reading, slow research, and slow technology.

We provide a narrower perspective by including both the Scopus and ScienceDirect databases. In addition, we propose a definition of slow tourism. The study provides an opportunity for researchers to follow up on previous research on slow tourism and to stimulate reflection on research gaps. In addition, the managerial suggestions made serve as lessons for practitioners.

This study explores the concept of slow tourism in papers published in Q1 and Q2 level journals between 2010 and 2021 in the Scopus and ScienceDirect databases. In this

context, the first part of this study presents a literature review on slow tourism. The next sections describe the methodology, results, and discussion. The last section includes limitations and provides suggestions for further research.

IV.2 Overview of the “slow tourism” literature

Slow tourism has gained popularity in the last decade (SIGURÐARDOTTIR, I. 2018) as an emerging and popular type of tourism (ÖZDEMİR, G. AND ÇELEBI, D. 2018, 542) and as a new trend (BALETTTO, G. *et al.* 2020). Although mass tourism is still preferred, destinations have started to look for sustainable travel models to minimise environmental impacts (SERDANE, Z. *et al.* 2020). Given the consensus that slow tourism is linked to sustainability and focuses on minimising environmental impacts, there is still no consensus on the definition of slow tourism (OH, H. *et al.* 2016; SERDANE, Z. *et al.* 2020; SHANG, W. *et al.* 2020a, b). Hence different definitions of slow tourism can be found in the literature (*Figure 8*).

With the definitions, the specific characteristics of slow tourism have been highlighted. Slow tourism is identified as an alternative type of tourism (SERDANE, Z. *et al.* 2020; SHANG, W. *et al.* 2020a), an opposition, a contrast to mass tourism (LOSADA, N. AND MOTA, G. 2019; SHANG, W. *et al.* 2020a), even an antidote (BALETTTO, G. *et al.* 2020, 4) or an experience (LIN, L.-P. *et al.* 2020). Each definition describes slow tourism from a different angle, such as its link to sustainability (SERDANE, Z. *et al.* 2020; SHANG, W. *et al.* 2020a), and how it encourages tourists to use slower modes of transport (DICKINSON, J.E. *et al.* 2010; KARANIKOLA, P. *et al.* 2018; LIN, L.-P. *et al.* 2020), or to extend their stay in destinations (SOLER, I.P. *et al.* 2018; WONDIRAD, A. *et al.* 2021).

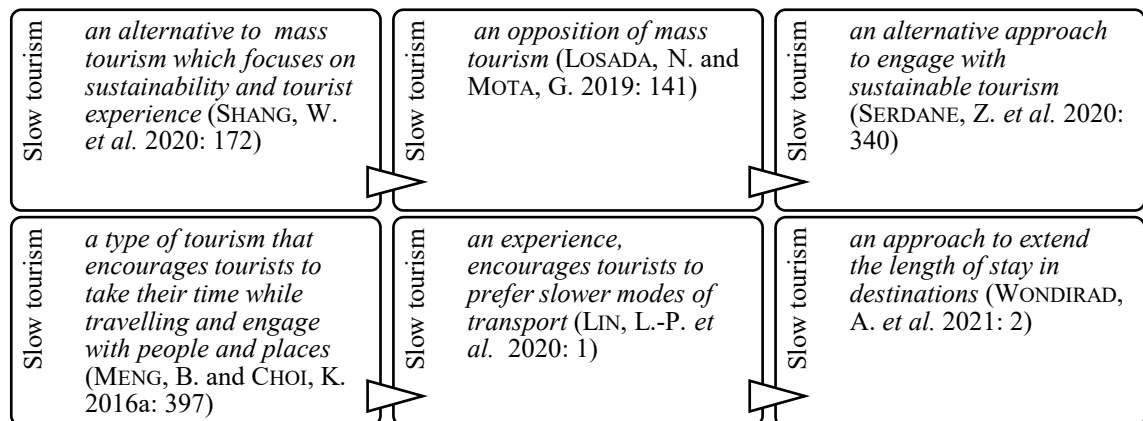


Figure 8. Definitions of Slow Tourism.

To capture all aspects of slow tourism, Pécsek, B. (2018) developed a four-pillar model that highlights the most important key features: locality, experience-focus, sustainability, and social well-being. We therefore developed a comprehensive definition of slow tourism, considering these four pillars:

“An alternative type of tourism based on sustainability, which supports the preservation of local values, encourages tourists to have authentic experiences, and aims to improve the quality of life of local people.”

According to Pécsek’s slow tourism model, locality can address the existing demand for local production, which can create the need for new jobs. Slow tourism can provide experiences with a high degree of authenticity (MENG, B. AND CHOI, K. 2016a, 398) and allow tourists to interact with locals, including creating a people-friendly environment (JAZSCZAK, A. *et al.* 2020). The experience pillar highlights the importance of gaining unique experiences, which are more accessible in slow tourism as opposed to mass (fast) tourism (SHANG, W. *et al.* 2020b). Additionally, slow tourism aims to create a longer relationship between tourists and destinations, which could be obtained through a variety of tourism products. Providing a huge variety of tourism products and focusing on authenticity might help tourists to have in-depth experiences which can result in tourists prolonging their stay in a destination (KEBETE, Y. 2021).

The broader umbrella of sustainability first addressed environmental sustainability through sustainable transport alternatives, such as walking and cycling (SHANG, W. *et al.* 2020b). Economic sustainability is also a goal for destinations and a sustainable experience is a goal for visitors (SHANG, W. *et al.* 2020b). Sustainability encompasses the environment, economy, and society as a whole in slow tourism (BRODZINSKI, Z. AND KUROWSKA, K. 2021).

In terms of social well-being, slow tourism can improve the quality of life and well-being of local people while slowing down the pace of Cittaslows (PÉCSEK, B. 2015; BRODZINSKI, Z. AND KUROWSKA, K. 2021). The involvement of local people in local development is crucial (PÉCSEK, B. 2018). In addition to local people, the well-being of visitors is also at the centre of attention (SHANG, W. *et al.* 2020b).

In the literature, the terms “slow tourism” and “slow travel” are often used interchangeably (DICKINSON, J.E. *et al.* 2011; KATO, K. AND PROGANO, R.N. 2017; LIN, L.-P. 2017),

as both concepts encourage people to embrace slowness. Both aim to provide tourists with more authentic experiences by focusing on quality while reducing their carbon footprint (DICKINSON, J.E. AND LUMSDON, L.M. 2010; FULLAGAR, S.P. *et al.* 2012; SHANG, W. *et al.* 2020b). Embracing local values and encouraging tourists to have local experiences are considered key features (SHANG, W. *et al.* 2020a), as slow tourism aims to revalue quality leisure time (FULLAGAR, S.P. *et al.* 2012, 21). Tourists are also encouraged to stay longer at a destination and therefore travel less (DICKINSON, J.E. AND LUMSDON, L.M. 2010). Consequently, slow tourism is expected to contribute to sustainable tourism while promoting environmentally friendly modes of transport (FULLAGAR, S.P. *et al.* 2012) such as cycling (KARANIKOLA, P. *et al.* 2018).

IV.3 Methods

This research provides a comprehensive review of papers on slow tourism published between 2010 and 2021. In addition, it contributes to the development of the literature by providing more insights into the current focus of the literature. We used a “Process of Systematic Literature Review” according to Xiao, Y. and Watson, M. (2019) who pointed out that literature reviews can be prepared using different processes; however, all reviews use a common eight-step approach (*Figure 9*).

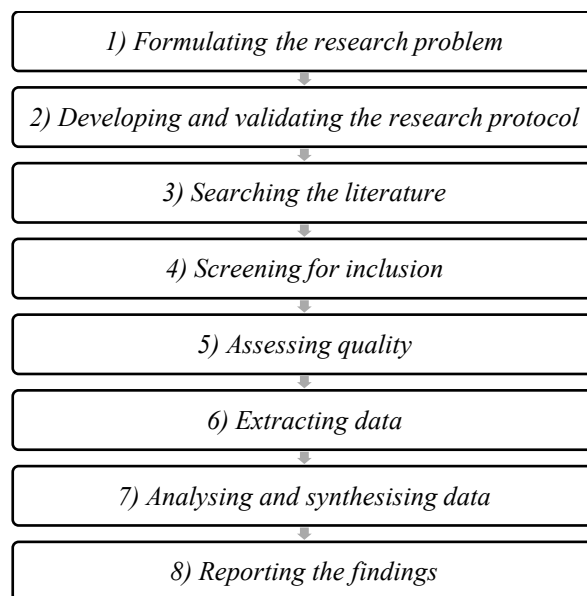


Figure 9. Systematic Literature Review Process.

Research Questions - We formulated two research questions to address our research purpose:

RQ1: What research methods were used to study the literature on slow tourism between 2010 and 2021?

RQ2: What was the geographical focus of slow tourism literature between 2010 and 2021?

Formulating the research problem - The formulation of the research question(s) helps the authors to determine the scope of the research. In this study, slow tourism was chosen as the primary motivation for visiting a destination (CHEN, S.-H. *et al.* 2021, 292).

Research protocol - The main aim is to highlight the current trends in the literature on slow tourism and to suggest future directions. Therefore, we developed a research protocol by identifying tourism and geography journals in the Tourism, Leisure, and Hospitality Management 2020 and Geography, Planning, and Development lists in the Scopus database. Based on these lists, only Q1 and Q2 rated journals were included. We chose the Scopus database because it is considered to be one of the largest databases of scientific journals (SINGH, V.K. *et al.* 2021); the ScienceDirect database is also used as a supplement.

Once the list was completed, we analysed all the journals using the Boolean text search technique. We used the keywords “slow tourism”, “slow city” and “Cittaslow” to determine the sample (Q1 n = 60, Q2 n = 25). The research phase was carried out between 20 January and 30 June 2022; only papers written in the English language were included in the sample.

Searching the literature - We used electronic database searches (XIAO, Y. AND WATSON, M. 2019) to search the literature. As only the Scopus and ScienceDirect databases were used, we excluded grey literature.

Throughout the study, we used language of publication and date range as filtering criteria. We included papers published in English and filtered the publication date between January 2010 and December 2021.

Screening for inclusion - We removed duplicate papers to avoid double counting. We examined the abstracts and keywords of the selected papers to determine whether they met the defined research criteria. We then skimmed the papers and excluded those irrelevant to slow tourism. In the end, we found 89 papers to be eligible.

Assessing quality - At this stage, we read the papers and reviewed them to see if the selected criteria were met. Assessing the criteria was a crucial step: “*The most important consideration for this stage is that the criteria are reasonable and defensible*” (XIAO, Y. AND WATSON, M. 2019, 106).

Four of the selected papers included a description of the selected keywords but did not elaborate on the concept thoroughly and focused on different concepts. We therefore excluded these papers and updated the total number of papers to 85 (Q1 = 60, Q2 = 25).

Data extraction - We used the data extraction process to identify the eligible studies for this review. *Appendix 1* summarises the papers included in the review including their year of publication and journal.

IV.4 Findings

Evolution of publications on slow tourism

We examined 85 papers in this systematic review, 78 of which were research papers. In addition, we included three commentaries, two research notes, and two research letters. Commentaries included an overview of slow tourism and the impact of COVID-19. Research notes focused on the challenges and opportunities of slow cities and their link to sustainability, and a content analysis of images on Instagram. Research letters focused on slow food behaviours and authentic experiences at a slow food festival.

The interest in slow tourism as a research topic has increased, especially since 2020 (*Figure 10*). This can be explained by the emergence of the COVID-19 pandemic and the increasing popularity of the “slow development of the world” (KUCUKERGIN, F.N. AND OZTURK, Y. 2020, 749). In addition, papers written in 2020 include COVID-19 as a keyword and elaborate on the concept of slow tourism through the pandemic, with a particular focus on changes in people’s behaviour. Apart from COVID-19, the concept of slow travel was one of the most popular topics explored in 2020 (HOED, W. 2020; JAZSCZAK, A. *et al.* 2020; SECHI, L. *et al.* 2020) in a search for alternatives to air and car travel. As a key concept of slow tourism, slow travel encourages people to use more sustainable modes of transport with lower carbon emissions. Cycling is the most common alternative promoted to tourists in papers exploring the concept of slow travel.

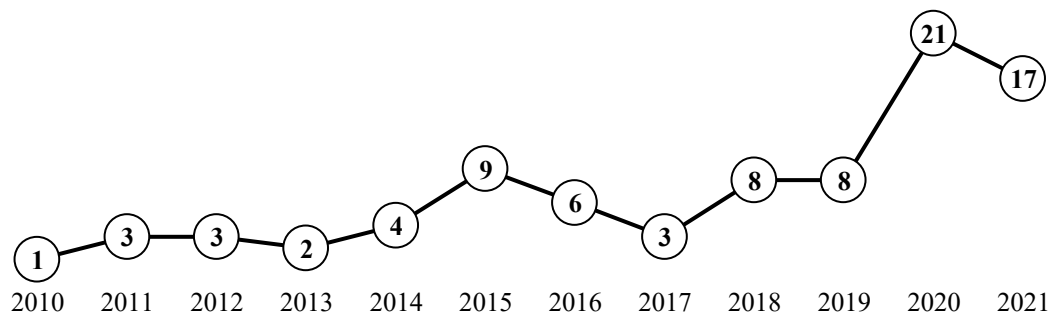


Figure 10. Number of Papers Published on Slow Tourism by Year (2010-2021).

Methodological perspective

Most of the selected papers are empirical research (71), but we also included literature reviews (14). The latter focused on a small fragment of slow tourism such as tourists' perceptions of slow food, slow events, or tourists' behavioural intentions. One paper was conducted as a systematic literature review focusing on slow events, using qualitative methodology. We therefore included it in both categories (literature review and qualitative methodology).

The most common data collection methods used in the papers, with a balance between in-depth interviews (used in 34 papers; 25 qualitative and 9 mixed methods) and surveys (used in 23 papers; 15 quantitative and 8 mixed methods). This was followed by literature review/conceptual papers used in 14 papers (*Table 4*).

The majority of the studies that conducted qualitative research (40) focused on at least one of the tourism stakeholders, including local food and beverage providers, tourism entrepreneurs, tourism service providers, civil society representatives, destination marketing organisations, local government officials, officials responsible for Cittaslow projects. On the other hand, visitors and experts were more likely to be included in the sample of qualitative studies than locals.

Table 4. Qualitative Papers That Involve At Least One Tourism Stakeholder In Their Sample.

2010	DICKINSON, J.E. <i>et al.</i>
2011	DICKINSON, J.E. and LUMSDON, L.M.; LUMSDON, L.M. and MCGRATH, P.; NILSSON, J.H. <i>et al.</i>

2012	SEMMENS, J. and FREEMAN, C.
2013	PINK, S. and SERVON, L. J.
2014	EKINCI, M.B.; JUNG, T.H. <i>et al.</i> ; PINK, S. and LEWIS, T.
2015	BROADWAY, M.; HATİPOĞLU, B.; LEE, K.-H. <i>et al.</i> ; PINK, S. and SERVON, L. J.; PRESENZA, A. <i>et al.</i>
2016	FOLEY, C.; OH, H. <i>et al.</i> ; PARK, E. and KIM, S.
2017	KATO, K. and PROGANO, R.N.; WILSON, S. and HANNAM, K.
2018	DUIGNAN, M.B. <i>et al.</i> ; KARANIKOLA, P. <i>et al.</i> ; ÖZDEMİR, G. and ÇELEBİ, D.; SIGURDARDÓTTIR, I.
2019	HIGGINS-DESBOILLES, F. and WIJESINGHE, G.; LAMB, D.; LOSADA, N. and MOTA, G.; SERDANE, Z.
2020	CHEN, X. <i>et al.</i> ; CHI, X. and HAN, H.; FARKIĆ, J. <i>et al.</i> ; GÜRSOY, İ.T.; LIN, L.-P. <i>et al.</i> ; SERDANE, Z. <i>et al.</i> , SHANG, W. <i>et al.</i>
2021	JAZSZCZAK, A. <i>et al.</i> ; KEBETE, Y.; KIM, J.H. <i>et al.</i> ; WALKER, T.B. and LEE, T.J.; WONDIRAD, A. <i>et al.</i> ; ZIELINSKA-SZCZEPKOWSKA, J. <i>et al.</i>

There was only one study in the sample that attended to residents of Cittaslows through the concept of sustainability, specifically slower modes of transport (HOED, W. 2020), indicating the lack of research using residents of slow cities as the main sample.

Geographical context

In terms of geographical context, Australia, Poland, and the United Kingdom are the most popular destinations when it comes to slow tourism studies with a total of 8 papers. This is followed by Italy (7), Turkey (6), South Korea (5), China (5), Taiwan (4) and Spain (4).

For Australia, two papers focus on Goolwa, the first recognised Cittaslow outside Europe (CITTASLOW GOOLWA 2023). Goolwa demonstrated the revival of local products after becoming a Cittaslow (PARK, E. AND KIM, S. 2016), while restaurants showed their significant contribution to sustainability (HIGGINS-DESBIOLLES, F. AND WIJESINGHE, G. 2019). Queensland, Victoria, Fremantle, and Brisbane were selected as other key destinations used in slow tourism papers. Among the papers using Australia as the main destination, the most popular concept was slow food. The concept was analysed in a variety of settings including restaurants, slow food festivals, food and wine shows, or virtual environments.

For the UK, each paper focused on a different destination, including Scotland (2) and Wales (3). Two main concepts were explored: slow transport and slow food. Campervan travellers were interviewed in the north of England and Scotland; cyclists were interviewed in Newcastle in a separate study. Cyclists and their active mobility have been shown to promote social and physical well-being (HOED, W. 2020, 185). Another study, which surveyed travellers before and after their journeys within Europe, found that slow travel can be used as an alternative to air and car travel, reducing the carbon footprint (DICKINSON, J.E. *et al.* 2010).

The slow food concept was analysed in the context of Wales (3) and Cambridge (1). Most of the studies conducted in Wales (2), concentrated specifically on Mold, the first Cittaslow in Wales. Slow food was identified as a major contributor to sustainable tourism development (JUNG, T.H. *et al.* 2014, 432) which was found to have a direct impact on visitor's experience and satisfaction (JUNG, T.H. *et al.* 2015, 277). In addition, cultural offerings that support small and micro producers in a city have been identified as an important contributor to authentic connectivity and slow visitor experiences (DUIGNAN, M.B. *et al.* 2018, 350).

Two recurring themes can be seen in the papers written about Poland: local development and sustainability, in particular sustainable transport. Local development is part of the Cittaslow network, which aims to offer residents alternatives to living in big cities and improve their quality of life (BRODZINSKI, Z. AND KUROWSKA, K. 2021). In addition, a study by Zielinska-Szczepkowska, J. *et al.* (2021) showed a reduction in unemployment in slow cities due to revitalisation studies, which is not directly influenced by the revitalisation projects implemented, but nevertheless proves the potential of slow cities.

In terms of sustainable transport, as in other countries, cycling is being studied as one of the most environmentally friendly modes of transport. In the Polish context, cycling has been studied to understand how it is currently used in Poland and how well the infrastructure and road safety allow people to use it as a mode of transport (JASZCZAK, A. *et al.* 2020). An interesting finding of the papers on Poland is that the majority concentrate on more than one city; usually a handful of groups of slow cities are highlighted in one paper (BARTLOMIEJSKI, R. AND KOWALEWSKI, M. 2020; JASZCZAK, A. *et al.* 2020, 2021; ZIELINSKA- SZCZEPKOWSKA, J. *et al.* 2021).

In Italy, the pioneer of the Slow Food movement, a focus on slow food can be seen in the papers published before 2015 (NILSSON, J.H. *et al.* 2011; FROST, W. AND LAING, J. 2013; LEE, K.- H. *et al.* 2015a). As slow food and slow tourism are intertwined, it is very likely that people first associate slow tourism with the food aspect, and therefore slow food is a popular topic of research for slow tourism researchers. We cannot separate slow tourism from local food culture, hence slow food, as it is mainly concerned with preserving the local heritage, environment and culture (NILSSON, J. H. *et al.* 2011). While destinations promote their local values through food culture, over-promotion can be dangerous. As slow tourism is strongly opposed to mass tourism, this needs to be managed carefully by Cittaslow officials.

Since 2015, the focus has shifted from slow food to the management and support of slow tourism and slow travel. A study conducted by Baletto, G. *et al.* in 2020 examined an ancient mining route - the Santa Barbara Walk - that is currently being promoted as a slow tourism area. Researchers aim to develop a dashboard to represent the characteristics and offers of this new tourist attraction, which will later be recognised as a network bringing together those interested in slow tourism (BALETTTO, G. *et al.* 2020). A separate study used slow travel options as a case study in Northern Sardinia. As Sardinia is a popular tourist destination, this slow travel route aims to develop tourism in inner cities near Sardinia through a combination of railway lines and cycle paths (SECHI, L. *et al.* 2020).

Additionally, there is also a tendency towards qualitative methods in studies focusing on Italy. Of all the papers we examined, one used quantitative methods (PERANO, M. *et al.* 2019) and another used mixed method (BALETTTO, G. *et al.* 2020), while the rest used qualitative methods.

The papers elaborated on Turkey as a slow tourism destination, focusing either on the quality of life of local people or on slow tourism development. Slow tourism and the Cittaslow philosophy were analysed in terms of sustainable tourism development and how local governments can reassess the quality of life and visitor experience (EKINCI, M.B. 2014; HATİPOĞLU, B. 2015). In addition, Turkey's first Cittaslow, Seferihisar, was the subject of two papers. Another popular topic for Turkish researchers seems to be the analysis of existing Cittaslows. Özüpekçe, S. conducted a study to find out the changes in slow cities, looking at 17 Cittaslows in the country, and concluded that some show a more rapid expansion than others (ÖZÜPEKÇE, S. 2021).

For South Korea, three papers focused on Busan. A popular tourist destination, Busan is a Cittaslow supporter and the second largest city in South Korea after Seoul. As regards accessibility, it is located close to the Cittaslows and is geographically easy to reach. It can be seen as a link between Busan and Cittaslows in South Korea, attracting tourists and promoting slow tourism.

Tourist behavioural intention was found to be the most popular concept among the papers focusing on South Korea. The slow value that a city offers to its visitors or the slow brand attitude that a city has was identified as contributing to visitors' intention to revisit a destination (CHUNG, J.Y. *et al.* 2018; PARK, H.-J. AND LEE, T.J 2019). Authenticity in slow tourism and a destination's authentic offerings were also found to be important indicators of behavioural intention (MENG, B. AND CHOI, K. 2016a).

Three out of four papers written about China focused on Yaxi and the behavioural intention concept. Slow tourism products and services can positively affect tourists' affection, sense of belonging, loyalty, and future behavioural intentions (CHI, X. AND HAN, H. 2020, 2021). A separate study explored the relationships between brand experience, authenticity, and place attachment in Yaxi, China's first Cittaslow. According to the findings, destination brands were found to partially influence authenticity, but authenticity was found to significantly influence place attachment (SHANG, W. *et al.* 2020a).

The concept of behavioural intention was popular in papers published in both South Korea and China. The former explored the slow value and slow brand attitudes that a city offers to visitors, which influence their future behavioural intentions (MENG, B. AND CHOI, K. 2016B; PARK, H.-J. AND LEE, T.J. 2019), while the latter explored the concept of behavioural intention through slow tourism products and services and how these can create a sense of belonging and loyalty (CHI, X. AND HAN, H. 2020, 2021; SHANG, W. *et al.* 2020a).

The papers focusing on Taiwan were divided into behavioural intention, slow travel, and food concept. The concept of slow travel was analysed in the context of Taiwan and its unique offerings; the quality of transport and the benefits of tourism experiences highlighted as important drivers of future intentions to travel (LIN, L.-P. 2017, 2018).

The papers written about Spain are mainly about Cittaslow and local development. The Spanish Cittaslow towns of Lekeitio, Pals, Begur, and Rubielos de Mora have been studied to see how global and local values are intertwined and how the Cittaslow concept appeals to local city officials (PINK, S. AND SERVON, L.J. 2013, 2015).

European countries were examined in a total of 59 papers, followed by Asian countries with 16 papers. Other countries used by authors to explain the concept of slow tourism are the Caribbean (2), the USA (1), Ethiopia (2), Argentina (1), Small Island Developing States (SIDS) (1), and Tibet (1). In addition, 14 papers have no geographical focus and elaborate on slow tourism in a literature review (*Figure 11*).

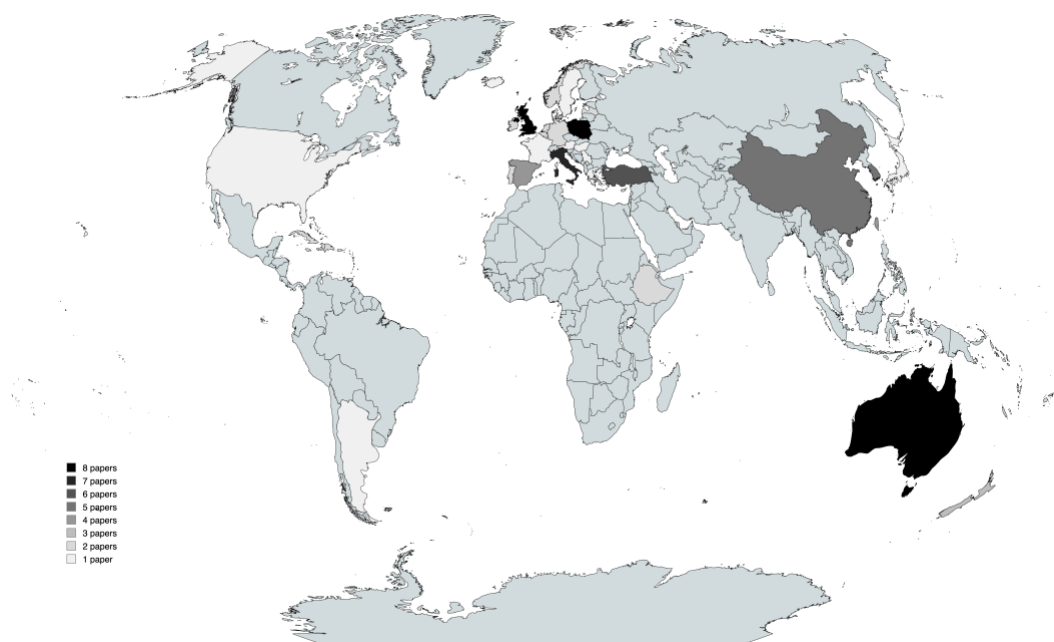


Figure 11. Geographical Scope of the Slow Tourism Studies.

The Cittaslow concept was elaborated in a total of 17 papers; 2 papers were carried out without focusing on a specific location (PRESENZA, A. *et al.* 2015; KIM, J.H. *et al.* 2021); the most popular case study destination was Poland (4), other case study destinations were Turkey (3), Australia (2), Spain (2), China (1), South Korea (1), and Italy (1). The papers built around the Cittaslow concept mostly deal with the sub-concept of “Cittaslow development” and analyse destinations that are recognised as “Cittaslows”.

We used VOSviewer software to determine the strength of the co-authorship link between the contributing countries. Apart from the co-authorship link, the software identifies the most cited country. According to the analysis, the country that collaborates most with

others is Australia, followed by Italy. The most cited country is the UK, followed by the USA and Australia (*Figure 12*).

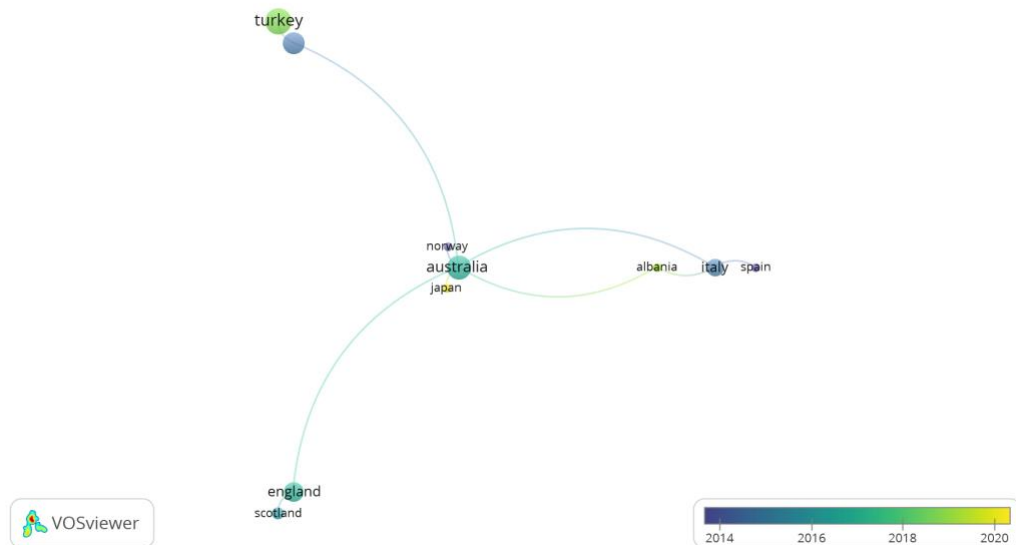


Figure 12. VOSviewer Geographical Collaboration and Citation of Countries.

We collected keywords used in the studies using an online word cloud program. Some keywords are seen more often than others when keyword frequency is checked: slow tourism, Cittaslow, sustainable tourism, slow food, slow travel, slow city, and sustainability. Other words associated with slow tourism include quality of life, cycle tourism, tourist experience, and cultural tourism (*Figure 13*).



Figure 13. Word Cloud for Keywords Used in Slow Tourism Studies.

IV.5 Future research recommendations

This systematic literature review highlights the gaps in the literature for future researchers by compiling the papers published on slow tourism between 2010 and 2021. Although the number of published papers is increasing, there are still several concepts related to slow tourism that need further research.

The concepts of slow tourism/travel are widely covered, as can be seen in *Appendix 2*. Slow tourism and slow travel concepts have been examined as general concepts in most studies. However, it is important to distinguish between these two concepts to avoid potential confusion, as slow travel is mostly used to explain sustainable transport.

The concept of sustainability and its relationship with slow tourism is a well-researched topic. To contribute to the literature, it would be worth exploring the links between slow tourism and rural or nature-based tourism. Some elements such as slow food and slow adventure have been explored by researchers, but these concepts have not yet been linked.

According to the four pillars of the slow tourism model (PÉCSEK, B. 2018), the current focus can be seen on the locality pillar, specifically on the slow food concept (FROST, W. AND LAING, J. 2013; JUNG, T.H. *et al.* 2014, 2015; LEE, K.-H. *et al.* 2015a, b; FUSTÉ-FORNÉ, F. AND JAMAL, T. 2020; GÜRSOY, İ.T. 2020; DIMITROVSKI, D. *et al.* 2021). Another important aspect that can help strengthen this pillar is a focus on local businesses, local culture, and local workforce, which is currently lacking in the literature (PÉCSEK, B. 2018). As slow tourism defends the preservation of local culture while encouraging the participation of local people in the process of improving the quality of life, it is important to explore and analyse local businesses that highlight aspects of the culture rather than food, such as handcrafts, local products, and artisans. By doing so, the focus will shift a little bit from the local food and slow food concepts to other aspects that will help to preserve the local culture.

Considering the other pillars of slow tourism, well-being and experiences are missing from the current literature. The well-being pillar could be addressed by concentrating on residents of slow cities and how their quality of life has changed. The current study identified three papers focusing on residents of slow cities (PARK, E. AND KIM, S. 2016; KUCUKERGIN, F.N. AND OZTURK, Y. 2020; BICHLER, B.F. 2021), but only one paper explored the role of residents in the development of slow tourism (BICHLER, B.F. 2021).

The experiences pillar needs to be further developed in terms of unique and authentic offers and programmes in a slow city. According to our analysis, this theme is used secondarily to explain the concept of slow tourism, which needs further attention. Indeed, through these authentic experiences slow cities can differentiate themselves and attract visitors. However, we found only two papers exploring visitor experiences (HATIPOGLU, B. 2015; JUNG, T.H. *et al.* 2015). Experiences were mainly studied to understand future revisit intentions or tourist behaviour. In the current study, only a few papers examined experiences at slow events or festivals (DUIGNAN, M.B. *et al.* 2018; WERNER, K. *et al.* 2021). To fully understand how experiences can contribute to slow tourism, future studies are needed.

The final recommendation relates to the methodology and data collection methods used in the literature (*Table 5*). The current literature tends to focus on qualitative research techniques, particularly in-depth interviews. To contribute to the literature, studies could be conducted using other qualitative methods, such as netnography, focus groups, and participant observation. Our analysis also indicated the need for studies using mixed methods. Again, the majority of studies using mixed methods used in-depth interviews as the main qualitative method. It would be worth exploring the use or inclusion of other qualitative methods as a contribution to mixed methods studies.

Table 5. Methodological Classification.

Methodological classification	Number of papers used
Qualitative	
In-depth interviews	34
Content analysis	10
Focus group	4
Participant observation	3
Discourse analysis	3
Ethnography	2
Netnography	2
Quantitative	
Survey	15
Another method rather than survey	5
Theoretical/Explanatory	
Literature review	13
Conceptual paper	1

Mixed	
Qualitative + Quantitative technique	11

IV.6 Conclusions

This systematic literature review examined the current state of the literature on slow tourism. We examined 85 papers on slow tourism, 60 of which were published in Q1 and 25 in Q2-level journals. This research covers 2010 to 2021 and shows that although there has been a growing interest in slow tourism since the 2000s, it became more popular during the pandemic. In fact, 2020 was the most productive year for slow tourism, with 21 papers published. This can be linked to the COVID-19 pandemic as people are expected to change their travel habits and focus more on nature and well-being (BENJAMIN, S. *et al.* 2020; BREUNIG, M. 2020; WEN, J. *et al.* 2021). This explains the growing popularity of the concepts of “slow adventure”, “slow leisure”, and “slow tourism” (BREUNIG, M. 2020). Studies conducted in the last three years represent 54 percent of the total. This statistically demonstrates the growing popularity of the subject. Most publications have used qualitative methods to analyse slow tourism. The publications concentrate mainly on slow travel, sustainability, Cittaslow, slow food and local development, which is reinforced by the word cloud, as the keyword analysis brought up the mentioned themes. Australia, the UK, Poland, Italy, and Turkey are among the countries where researchers have made the greatest contribution to the topic.

Born in Europe, the very nature of slow tourism encourages people to be more environmentally conscious when travelling, in particular, to use more sustainable modes of transport, to increase the length of their stay, and to explore more of the local culture of a destination they are travelling to. The proximity of the countries and the availability of natural and cultural resources facilitate the improvement of slow tourism in Europe. As mentioned earlier, slow philosophy (including including the “slow movement” and “slow food”) as well as slow tourism and Cittaslow concepts were founded in Italy. Italy is one of the countries that has contributed most to the current research, demonstrating the importance of these concepts as a pioneering country in the slow tourism literature. In the current research, the countries where researchers have made a significant contribution are mainly in Europe, which can be explained by the feasibility and improvement of slow tourism in Europe. Australia is the largest non-European contributor. The first Cittaslow

in Australia was recognised in 2007, which is why slow tourism is a well-studied and developed topic in Australia.

Slow tourism and its proven link to sustainability (PÉCSEK, B. 2018) has been an important research topic in the literature. This link is further strengthened in this study as two journals stand out as the main contributors to this study, *Journal of Sustainable Tourism* and *Sustainability*, with a total of 20 papers, demonstrating the importance of sustainability concept in slow tourism.

A large number of studies on slow tourism can be found in the literature; interest is growing. Future research could consider our recommendations to further develop the slow tourism literature.

This research also provides lessons for tourism service providers, tourism policy/decision-makers and destination managers/planners in how destinations could benefit from slow tourism and related activities. For the visitor economy, lessons include how tourism could add value to the local economy of slow cities. And for sustainable development, it's how destinations could conserve their resources and environment for the benefit of future generations.

In terms of limitations, several can be identified for the current study. First, we examined only papers published in English as units of analysis. To extend the current scope, papers written in the local languages of the top contributor countries could be analysed in detail, which would add significant insights to the slow tourism literature. Second, this study focused only on journals ranked Q1 and Q2 in the Scopus and ScienceDirect databases. Other databases, conference papers, and book chapters could be included to provide a more comprehensive analysis. Finally, the papers included in this study were published between 2010 and 2021. Future research could consider focusing on a longer period to provide more detailed information on slow tourism, possibly starting from 2000 and extending the period by a decade.

Appendix 1. Journals Contributing to the Current Study (2010-2021).

Journals	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<i>Anatolia</i>	-	-	-	-	-	-	-	-	1	-	-	-
<i>Annals of Leisure Research</i>	-	-	-	-	-	-	-	-	-	1	2	-
<i>Annals of Tourism Research</i>	-	-	-	-	-	-	1	1	-	-	1	-
<i>Asia Pacific Journal of Tourism Research</i>	-	-	-	-	-	-	-	-	-	-	1	-
<i>Built Environment</i>	-	-	-	-	1	-	-	-	-	-	-	-
<i>City, Territory and Architecture</i>	-	-	-	-	-	-	-	-	-	-	1	-
<i>Cities</i>	-	-	-	-	-	-	-	-	-	-	1	-
<i>Cultural Geographies</i>	-	-	-	-	1	-	-	-	-	-	-	-
<i>Current Issues in Tourism</i>	-	1	-	-	-	1	1	-	1	1	-	-
<i>Environment and Planning</i>	-	-	-	1	-	-	-	-	-	-	-	-
<i>Geographical Review</i>	-	-	-	-	-	1	-	-	-	-	-	-
<i>GeoJournal of Tourism and Geosites</i>	-	-	-	-	-	-	-	-	-	-	-	1
<i>Hungarian Geographical Bulletin</i>	-	-	-	-	-	1	-	-	-	-	-	-
<i>International Journal of Culture, Tourism & Hospitality Research</i>	-	-	-	-	1	-	-	-	-	-	-	-
<i>International Journal of Tourism Cities</i>	-	-	-	-	-	-	-	-	-	-	1	-
<i>International Planning Studies</i>	-	-	1	-	-	-	-	-	-	-	-	-
<i>Journal of Destination Marketing & Management</i>	-	-	-	-	-	-	-	-	1	2	-	2
<i>Journal of Geography</i>	-	-	-	-	-	-	-	-	-	-	-	1
<i>Journal of Place Management & Development</i>	-	-	-	-	-	-	-	-	1	-	-	-
<i>Journal of Sustainable Tourism</i>	-	2	-	-	-	-	-	1	1	1	3	4
<i>Journal of Tourism and Cultural Change</i>	-	-	-	-	-	-	-	-	1	-	-	-
<i>Journal of Tourism Futures</i>	-	-	-	-	-	-	-	-	-	-	1	1

<i>Journal of Transport Geography</i>	1	-	-	-	-	-	-	-	-	-	-	-
<i>Journal of Travel & Tourism Marketing</i>	-	-	-	-	-	-	-	-	-	-	1	1
<i>Journal of Travel Research</i>	-	-	-	-	-	-	1	-	-	-	-	-
<i>Journal of Urban Affairs</i>	-	-	-	-	-	1	-	-	-	-	-	-
<i>Journal of Vacation Marketing</i>	-	-	-	1	-	1	-	-	-	-	-	-
<i>Land Use Policy</i>	-	-	-	-	-	-	-	-	-	1	-	-
<i>Leisure Sciences</i>	-	-	-	-	-	-	-	-	-	-	-	1
<i>Leisure Studies</i>	-	-	-	-	-	-	1	-	-	-	-	-
<i>Scandinavian Journal of Hospitality & Tourism</i>	-	-	-	-	-	1	-	-	1	-	-	-
<i>Sustainability</i>	-	-	-	-	-	-	-	-	1	1	3	4
<i>Tourism Geographies</i>	-	-	1	-	-	-	-	-	-	-	2	1
<i>Tourism Management</i>	-	-	-	-	1	1	1	-	-	-	1	-
<i>Tourism Management Perspectives</i>	-	-	-	-	-	-	-	1	-	-	1	-
<i>Tourism Planning & Development</i>	-	-	-	-	-	2	1	-	-	1	-	-
<i>Tourism Recreation Research</i>	-	-	1	-	-	-	-	-	-	-	1	1
<i>Tourism Review</i>	-	-	-	-	-	-	-	-	-	-	1	-
Total	1	3	3	2	4	9	6	3	8	8	21	17

Appendix 2. Conceptual Focus.

Year	Concept	Geographical context	Pillars of slow tourism
2021	Sustainability and COVID-19	N/A	Sustainability
	Sustainable development	Small Island Developing States (SIDS)	Sustainability
	Food tourism	Ethiopia	Slow tourism and Locality
	Role of locals	N/A	Well-being
	Slow tourism development	N/A	Slow tourism
	Sustainability and COVID-19	N/A	Sustainability
	Behavioural intention	China	Slow tourism and Experience
	Social media analysis	N/A	Slow tourism
	Sustainable development	Caribbean islands	Sustainability
	Slow food	Serbia	Locality
	Slow events	Germany	Experience
	Changes in slow cities	Turkey	Slow tourism
	Cittaslow and local sustainable development	Poland	Slow tourism and Sustainability
	Cittaslow and local development	Poland	Slow tourism
	Length of stay and sustainability	Ethiopia	Slow tourism and Sustainability
	Cittaslow and urban development	Poland	Slow tourism
	Sustainable tourism development	N/A	Sustainability
2020	COVID-19 and slowing down	N/A	Slow tourism

	Slow tourism development	Latvia	Slow tourism
	Slow travel and destination image	Taiwan	Slow travel
	COVID-19	N/A	Slow tourism
	Spirituality and inner transformation	N/A	Slow tourism
	Social change of locals	Turkey	Well-being
	Behavioural intention	China	Slow tourism and Experience
	Slow food	New Zealand	Locality
	Degrowth and Buen Vivir	N/A	Slow tourism
	Tourists' well-being	Scotland	Slow tourism
	Slow food	Turkey	Locality
	Slow food tourism	N/A	Locality
	Slow living, leisure, and COVID-19	N/A	Slow tourism
	Cittaslow development	Poland	Slow tourism
	Slow adventures	Tibet	Experience
	Authenticity and place attachment	China	Slow tourism
	Slower mode of transportation	Netherlands and UK	Slow travel
	Management of slow tourism	Italy	Slow tourism
	Sustainable transportation	Poland	Slow tourism and Sustainability
	Slow tourism and place attachment	China	Slow tourism
	Slow travel	Italy	Slow tourism

2019	Slow tourism attributes	Portugal	Slow tourism
	Behavioural intention	South Korea	Slow tourism and Experience
	Slow tourists' behavioural intention	South Korea	Slow tourism
	Slow tourism development	Latvia	Slow tourism
	Slow living	Australia	Slow tourism
	Sustainability	Australia	Sustainability
	Cittaslow competitiveness	15 European countries (Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Norway, Netherlands, Poland, Portugal, United Kingdom, Spain, Sweden, and Hungary)	Slow tourism
	Slow city and sustainability	Poland	Slow tourism and Sustainability
2018	Creative tourism	Poland	Slow tourism
	Slow food festivals	UK	Locality and Experience
	Behavioural intention	Taiwan	Slow tourism and Experience
	Length of stay	Spain	Slow tourism
	Slow food	South Korea	Locality
	Wellness and equestrian tourism	Iceland	Slow tourism
	Slow travel, cycling	Greece	Slow tourism
	Motivations of slow tourists	Turkey	Slow tourism
2017	Behavioural intention	Taiwan	Slow tourism and Experience
	Spirituality and inner transformation	Japan	Slow tourism
	Means of travel	UK and Scotland	Slow travel

2016	Behavioural intention	South Korea	Slow tourism and Experience
	Slow food tourism	Wales	Locality
	Slow travel, motivations and goals	USA	Slow travel
	Repeat visitors and behavioural intention	Australia	Slow tourism and Experience
	Local community	Australia	Well-being
	Slow tourists' behaviour	South Korea	Slow tourism
2015	Quality of life of residents and visitor experiences	Turkey	Well-being
	Visitors' experience, satisfaction, and revisit intention	Wales	Slow tourism and Experience
	Slow adventures	Norway	Experience
	Sustainable development, social well-being of residents	N/A	Sustainability
	Destination food activity	Australia, Argentina, Taiwan, Italy	Slow tourism
	Slow food members' travel lifestyle preferences	Australia	Locality
	Cittaslow development	Spain	Slow tourism
	Local food and sense of place	Ireland	Locality
	Slow design elements in tourism	Belgium	Slow tourism and Experience
2014	Slow tourism development	Turkey	Slow tourism
	Sustainable tourism development, stakeholders	Wales	Sustainability
	Small city development	Italy	Slow tourism
	Cittaslow and resilience	Australia	Slow tourism

2013	Persuasive messages of slow food	Italy, Australia, and New Zealand	Locality
	Cittaslow	Spain	Slow tourism
2012	Slow tourism, elements, visitors	N/A	Slow tourism
	Slow tourism development	Caribbean islands	Slow tourism
	Cittaslow and sustainable development	New Zealand	Sustainability
2011	Slow travel	UK	Slow travel
	Slow food	Italy	Locality
2010	Slow travel	UK	Slow tourism

V. EXPLORING RESIDENTS' IMPACT ON SLOW TOURISM THROUGH ONLINE REVIEWS

Reference: Balaban, E., Keller, K., Kökeny, L. (2025). Exploring residents' impact on slow tourism through online reviews. *Anatolia*. (resubmitted after second revision)

Abstract: The aim of this research is deepening the understanding of tourists' insights on residents in slow tourism destinations through online reviews. We collected 5,786 TripAdvisor reviews from 8 Cittaslow towns in Türkiye identifying 47 concepts, 9 themes, and 3 dimensions - Social Interaction, Engagement, and Intention to Revisit - influencing slow tourists' interaction with locals. Our three-step coding reveals Social Interaction - emotions, perceptions, and relationships - as a key dimension of slow tourism. Engagement, the second dimension, covers destination and service experiences unique to slow tourism. Reliability, authenticity, honesty, and good service contributed positively; overpricing and inattention caused negative experiences. In the Intention to Revisit dimension, satisfaction and recommendation themes, are less related to slow tourism specifics.

Keywords: slow tourism; Cittaslow; online reviews; TripAdvisor; Türkiye; residents

V.1 Introduction

Slow tourism connects tourists with host communities and other tourists in an intense way (Yurtseven & Kaya, 2011), giving a sense of being part of the local environment (Oh et al., 2016). It emphasizes localness, offering tourists uniquely memorable experiences (Çevik & Saripek, 2022). "Living" instead of "staying" is the concept for slow tourists (Serdane et al., 2020), who are highly involved in the co-creation of the slow tourism experience (Binkhorst & Den Dekker, 2009).

While much tourism research has relied on online reviews, research on slow tourism remains rare (Li et al., 2024). User-generated content (UGC) and social media posts, however, offer valuable insights for exploring emerging trends such as slow tourism, or identifying marketing opportunities in the tourism sector (Le Busque et al., 2021).

As social media and UGC continue to evolve, tourism researchers and managers have begun to rely on these platforms for insights into consumers behaviours (Zheng et al.,

2023). Research on online reviews involves consumer intentions and emotions expressed in these reviews (Sun et al., 2024), which is the key aspect explored in this research.

Although extensive research exists on the role of residents in different types of tourism, such as cultural tourism (Gocer et al., 2024), enclave tourism and agritourism (Naidoo & Sharpley, 2016), river tourism (Chan et al., 2024), rural tourism (Lapuz; 2023), and wildlife tourism (Rao & Saksena, 2021), studies specifically examining their role in slow tourism remain limited. Such an examination is crucial, as local communities represent a fundamental and irreplaceable element of slow tourism (Oh et al., 2016).

Research on residents in slow tourism destinations mainly examines their views on development (Hatipoglu, 2015) and local culture (Nilsson, 2010), leaving their broader role in slow tourism experiences underexplored. Although an examination is essential, because locals are not only stakeholders, they actively co-construct the slow tourism experience.

Balaban and Keller (2024) highlighted the lack of literature on the role of residents in slow tourism. Our study aims to bridge this gap in two key ways. First, we explore the role of residents in slow tourism activities from the perspective of tourists. This means an underexplored aspect within the field of slow tourism research. The current study enables the identification of the main dimensions of the viewpoint of slow tourists regarding residents and demonstrates that prior research findings are not transferable to the domain of slow tourism. It holds significant practical relevance as well. It enables the identification of how slow tourists evaluate their interactions with residents, as well as the recurring positive and negative patterns in their experiences, which can support tourism development efforts. Second, we address the limited analysis of online reviews focusing on residents in slow tourism. This can be considered a research gap, as most existing research on online reviews has examined restaurants (Line et al., 2024), attractions (Kirilenkoa et al., 2019), accommodation (Rodríguez-Díaz & Espino-Rodríguez, 2018), and other tourism products (Sun et al., 2023).

Our research applied content analysis to a dataset of 5,786 TripAdvisor reviews from eight Cittaslow towns in Türkiye. The analysis was conducted in three stages: open coding, axial coding and dimension creation, through which we identified three distinct dimensions. To explore the involvement of residents in slow tourism, we developed two research questions:

(Q1): How do tourists describe their interaction and engagement with residents in slow tourism destinations based on online reviews?

(Q2): How do residents' interactions and service experiences in slow tourism destinations influence tourists' revisit intentions and electronic word of mouth platforms like TripAdvisor?

The main dimensions identified in this research are Social Interaction, Engagement, and Intention to Revisit and Electronic Word of Mouth ((e)WOM). Our findings align with the main motivations of slow tourists (Oh et al., 2016); however, they cannot be generalized, as new elements of tourists' perceptions of residents were highlighted, differing from those in the existing literature.

The article begins by exploring slow tourism and the role of residents, followed by methodology and findings based on research objectives. It concludes by discussing theoretical and practical implications and encourages future research.

V.2 Residents as key actors in tourism

Tourism development is a double-edged sword for local communities; their attitudes directly influence the current and future development of the industry (Hanafiah et al., 2013). Residents' attitudes towards tourism are largely determined by the impact tourism has on the residents' well-being and quality of life (Andereck & Nyaupane, 2011; Kim et al., 2013). Residents play a crucial role in tourism, influencing a destination's economic, cultural, and environmental aspects (Chan et al., 2024).

Local communities are the main stakeholders in tourism development (Jakovlev & Mitrevska, 2011). They generally perceive the economic impacts as positive, and the sociocultural, legal, and environmental impacts as negative (Tosun, 2002). From a social and economic perspective, the local community particularly benefits if there is respect for natural resources and the authentic culture of the place. Residents' dissatisfaction with tourism-focused improvements persists when the economic benefits derived from tourism are not equitably distributed throughout the community (Al Haija, 2011).

By establishing a slow tourism label, destinations must adapt to the evolving preferences of tourists and market themselves as slow-paced and flexible, offering abundant opportunities for visitors to immerse themselves in the local culture (Dickinson & Lumsdon, 2010). Slow tourism destinations adopt a distinct approach in their destination

promotion and (re)development, focusing on fostering residents' engagement rather than solely catering to tourist demands. Consequently, the impacts of slow tourism on the destination are more indirect, as the primary stakeholders are residents, who play a central role in shaping and sustaining the tourism experience (Nilsson et al., 2010).

Research related to residents is predominantly conducted with local community members, focusing on the positive and negative economic (Nicholas et al., 2009), cultural (Wu & Yuan, 2023), and environmental (Chebby et al., 2024) impacts of tourism, as well as their role in tourism development and decision-making processes (Hanafiah, 2013; Lee, 2013). To our knowledge, no attention has yet been paid to how tourists perceive the influence of residents in slow tourism, and how residents influence slow tourism activities.

V.3 Growth of the slow movement to Cittaslow

Carlo Petrini, founder of the slow food movement in the 1980s, advocated for local food, production, and culture, and against the “McDonaldization” of society (Dias et al., 2023; Silva et al., 2024). The movement's success led to the expansion of the concept to other sectors (Huang et al., 2023), mainly tourism. Balaban and Keller (2024, p. 3) developed a comprehensive definition of slow tourism using the Pécsek (2018) model:

An alternative type of tourism based on sustainability, which supports the preservation of local values, encourages tourists to have authentic experiences, and aims to improve the quality of life of local people.

Cittaslow (slow city) is part of slow tourism, recognizing cities that adopt a slow lifestyle, under specific criteria (Cittaslow International, 2024a). Its goal is to integrate the slow food philosophy into local communities, contribute to the development of slow cities, and improve residents' quality of life (Cittaslow International, 2024b). Aiming to preserve the city's identity while maintaining local values (Ak, 2017), it is a manifestation of cultural homogenization while improving the quality of life of its inhabitants (Baghirov et al., 2023).

The slow tourism literature has grown over the last decade (Lee et al., 2025); especially after the COVID-19 pandemic, when scholars began to emphasize the concept of slowing down (Fusté-Forné & Michael 2021). Slow tourism appeals to people looking for alternative ways to travel (Losada & Mota, 2019, p. 141) and more authentic experiences (Shang et al., 2020, p. 172). The literature suggests that authenticity may attract slow

tourists more than sustainability (Meng & Choi, 2016). Lee et al. (2025) showed that positive emotions significantly influence tourists' engagement with a city and enhance their social well-being.

The uniqueness of slow tourism lies in the simultaneous interaction with nature, people, and cultural elements (Manthiou et al., 2022). It emphasizes meaningful interactions with residents (Lin et al., 2020), differentiating itself from mass tourism by allowing tourists to stay longer and engage more deeply with the destination (Lin et al., 2020). This extended engagement enables tourists to shape their future visit intentions through perceived authenticity (Meng & Choi, 2016; Shang et al., 2020). Cultural encounters are a fundamental aspect of slow tourism (Serdane et al., 2020), providing opportunities for meaningful interactions with residents, which sets it apart from mass tourism (Özdemir & Çelebi, 2018). High levels of interaction allow tourists to gain a deeper understanding of local customs and traditions, enhancing satisfaction and fostering a sense of belonging and place attachment (Baghirov et al., 2023).

Chang et al. (2023) identified three key pull factors that enhance engagement: accessible facilities, available information, and well-executed services. Consistent with existing literature, service quality plays a critical role in shaping tourists' emotions, with superior services increasing pleasure and enjoyment (Soltani-Nejad et al., 2024). Additionally, Kheiri (2023) emphasized how the quality of the overall experience and the surrounding atmosphere significantly influence tourists' engagement levels.

In line with Özdemir and Çelebi's (2018) motivational dimensions of slow tourism, engagement covers a wide range of experiences during the trip, such as shopping at a local bazaar, tasting local cuisine, or conversing with residents. Immersing oneself in the destination, experiencing it as a resident, and engaging with its culture is fundamental to slow tourism. According to Serdane et al. (2020), this experiential aspect defines slow tourism and represents the core experience that destinations aim to offer.

Delivering the core experience can effectively engage tourists and if tourists are engaged, this applied especially to repeat visitors; they are more likely to spread positive word of mouth (WOM) (Baghirov et al., 2023), reflecting on their slow tourism experiences long after returning home (Manthiou et al., 2022).

V.4 Research methodology

V.4.1 Data collection process and sample

Slow tourism made its debut in 2009 in Türkiye with Seferihisar (Cittaslow Türkiye 2024). More Cittaslow towns are added every year (Figure 14). It has the third highest number of Cittaslow towns (26), after Italy (86) and Poland (38) (Cittaslow International, 2024c). Given Türkiye's importance in slow tourism and existing research gaps, we explored how tourists perceive their interaction and engagement with residents based on online reviews, addressing our first research question:

(Q1): How do tourists describe their interaction and engagement with residents in slow tourism destinations based on online reviews?

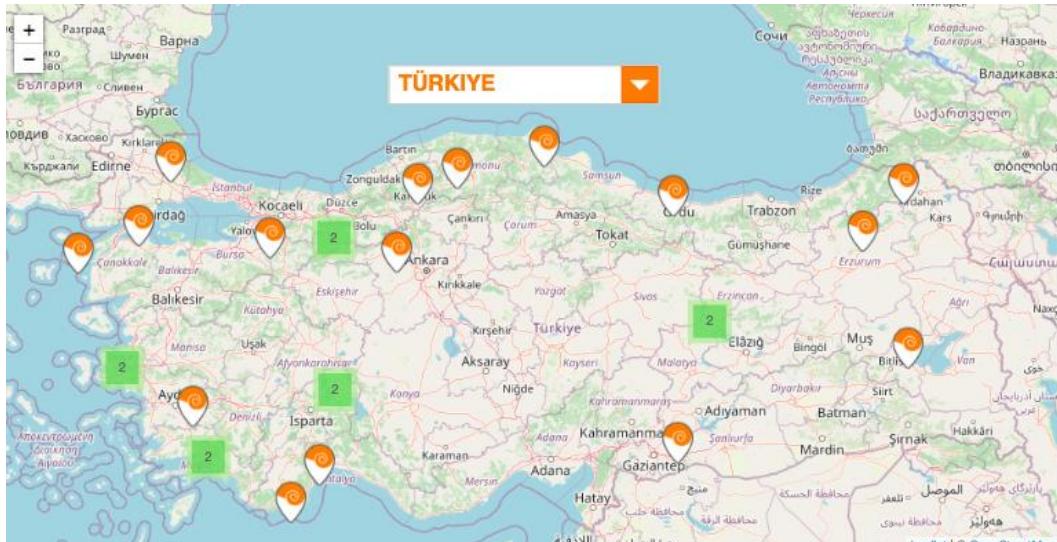


Figure 14. Map of Türkiye's Cittaslow towns (source: <https://www.cittaslow.org/>)

Online reviews showing people's feelings and emotions (Batabyal et al., 2023) are an important source to further understand this area. UGC channels reflect tourists' preferences and sentiments (Hu et al., 2022), can offer insights into behaviors like revisit intentions and (e)WOM engagement, addressing our second research question:

(Q2): How do residents' interactions and service experiences in slow tourism destinations influence tourists' revisit intentions and (e)WOM platforms like TripAdvisor?

To answer these questions, we conducted a content analysis of TripAdvisor reviews from eight Cittaslow towns in Türkiye - Seferihisar, Yenipazar, Yalvaç, Akyaka, Gökçeada, Vize, Perşembe and Halfeti. These towns were selected based on Butler's Tourism Area Life Cycle model (Kubickova & Martin, 2020), ensuring that each had been recognized

as a Cittaslow town for at least 10 years (Table 6). These criteria allowed us to assess their stage of development and extend of tourist interaction.

Table 6. Cittaslow towns in Türkiye (Source: Author's compilation).

Cittaslow	Recognized in
Seferihisar (Izmir)	November 2009
Yenipazar (Aydın)	June 2011
Akyaka (Muğla)	June 2011
Gökçeada (Çanakkale)	June 2011
Vize (Kırklareli)	June 2012
Yalvaç (Isparta)	October 2012
Perşembe (Ordu)	November 2012
Halfeti (Şanlıurfa)	September 2013
Şavşat (Artvin)	June 2015
Uzundere (Erzurum)	March 2016
Gerze (Sinop)	February 2017
Göynük (Bolu)	February 2017
Eğirdir (Isparta)	January 2017
Mudurnu (Bolu)	March 2018
Ahlat (Bitlis)	March 2019
Köyceğiz (Muğla)	March 2019
Güdül (Ankara)	November 2019
Foça (Izmir)	November 2021
Iznik (Bursa)	November 2021
Arapgir (Malatya)	November 2021
Kemaliye (Erzincan)	March 2022
Finike (Antalya)	April 2023
Şarköy (Tekirdağ)	June 2023
Daday (Kastamonu)	March 2024
Safranbolu (Karabük)	March 2024
Ibradi (Antalya)	November 2024

We collected TripAdvisor reviews from the “Things to do” section, highlighting cultural events and local festivals where tourists engage with residents, a key pillar of slow tourism (Pécsek, 2018). The initial dataset comprised 5,786 TripAdvisor reviews in Turkish, English, and German, the most prevalent languages. Each review was manually screened (June-November 2023), and those referencing residents or local business employees were selected for final analysis. To ensure unbiased tourist perspectives, reviews by residents and vague comments lacking relevant insights (e.g., “great view” or

“definitely try the food”) were excluded. After the screening, 269 relevant reviews were considered appropriate, and 27 were subsequently excluded.

To ensure the research's validity and reliability, the researchers independently examined each review and discussed whether it should be included in the dataset. We collected all reviews involving a resident or employee of a local business, such as “residents are friendly”, “staff is helpful”, or “visit the local café of Ahmet” in a separate Excel file. Later, we translated these reviews into English using an online translator (deepl.com) before analysis.

V.4.2 Data analysis method

By placing our research questions at the centre of our work, we uncovered the role of residents in slow tourism and how tourists perceive residents’ involvement. After the data collection process, we analyzed our qualitative results in three stages. Open coding resulted in the identification of initial concepts and keywords; axial coding helped to link concepts and keywords to create themes; and, in the final stage, we created the main dimensions based on the thematic context (Pratt, 2009).

A non-linear coding process allows researchers to switch between dimensionality reduction methods (Corley & Goia, 2004). It is possible to create both a dimension that can be found in some form in existing theories and a new group defined in a novel way based on the research. For the coding process we used IBM SPSS Statistics 27 software.

V.5 Results

During open coding, we distinguished 47 different concepts and keywords, which we divided into 9 different themes during axial coding. In the final stage, these themes formed 3 dimensions: Social Interaction, Engagement, and Intention to Revisit and (e)WOM.

V.5.1 Social Interaction dimension

Using open coding, we defined 15 concepts and keywords for the Social Interaction dimension. We then sorted these into 3 themes using axial coding (Table 7): emotions, perceptions and relationships with residents (residents, service providers, shopkeepers and tourists). Almost half of the comments analyzed contained emotions and perceptions

related to residents or described the quality of their contact. In addition to short comments describing positive emotions, detailed positive cases and incidents were also mentioned. A general review characteristic is that negative emotions and perceptions are discussed and presented at length, while positive ones are discussed briefly (Aboubakar & Ilkan, 2016; Kim et al., 2021). This was not the case in our analysis. Positive relationships were also discussed in detail in the comments.

“The people were friendly and caring.”

“A wonderful natural market where you can find the freshest and most natural of everything in a friendly environment away from the noise of the city, where you can exchange not only money but also love with warm people”

The most negative interactions were experienced in the relationships category, where unfriendliness was most pronounced, mainly towards local shopkeepers rather than residents or tourists.

“Staff could be more friendly.”

“The shopkeepers are crooks.”

Social interaction is seen as a critical and distinct dimension of the slow tourism experience, highlighting the importance of human connections. The behavior of individuals, including staff, security guards, and fellow tourists, plays a crucial role in shaping tourists’ experiences during their visit (Soltani-Nejad et al., 2024). Other tourists were also part of the local communities, so they can be considered residents and not just the residents who live and work there.

“Tourists were very responsible, friendly and smiling in this slow city when we met them.”

Table 7. Structure of the Social interaction dimension

Open coding - Concepts and keywords	Axial coding - Themes	Main dimension
1. Warm (hearted) residents 2. Nice residents 3. Wonderful residents 4. Lovely residents	1. Emotions about residents	Social interactions

Open coding - Concepts and keywords	Axial coding - Themes	Main dimension
5. Sincere residents 6. Cold residents and shopkeepers		
7. Smiling residents and tourists 8. Proud residents 9. Respectful residents 10. Belonging to residents	2. Perceptions about residents	
11. Talkative residents 12. Helpful residents 13. Friendly residents and tourists 14. Polite residents and service providers 15. Unfriendly residents and shopkeepers	3. Relationship with residents	

V.5.2 Engagement dimension

In the slow tourism literature, the Engagement phenomenon appears frequently, mostly concerning the destination. In the Engagement dimension, we associated 21 concepts and keywords using open coding, grouped into 4 themes with axial coding (Table 8). The four themes cover two sides of engagement, including not only experiences related to the destination, but also to services. Within these two areas, we separated positive and negative destination or service experiences.

In the engagement dimension, experiences of the destination specific to slow cities emerged: beautiful landscapes, handmade and homemade products, food and drink, immersion in the local culture and a closeness to nature. Experiences related to staff were already related to active action and therefore not included in the previous block (*“professional staff”*, *“old local friends”*).

“It is a place where you can make a nice touristic and cultural trip in the city center while passing through Ordu province, which we visited after our trip to Trabzon. I liked it very much, I wish it were also in Izmit, it is a project that was made for Ordu, and it works very well. I sincerely congratulate the municipal authorities for this.”

“The castle, the authentic bazaar set up in the castle on Sundays, the pastry, sarma, keskek, various appetizers and desserts made by the locals in the bazaar, handmade

clothes and jewellery.”

“We had a different experience here, but the restaurants and souvenir shops at the top of the hill show that it has been turned into a completely touristic area, which I personally felt insincere.”

In the service experience section, the experience of being served drove or reduced engagement. Reliability, authenticity, honesty and good service quality all contributed positively to the perceived service experience, while overpricing and inattention to service caused negative experiences. Overall, even in the case of slow cities, special attention needs to be paid to services so that tourists do not feel that the “slow” or “local” label is bait to lure them in and rip them off. Even more attention should be paid to ensuring that the service provider’s attitude to tourists is honest, genuine and professional.

“Warm-blooded people and hospitable shopkeepers here, no one bothers you here, no one tries to sell you anything, just you live in peace here.”

“The local people of old Halfeti [are] very polite and kind to visitors but the prices [are] not so kind.”

“Don’t buy or eat anything from the shopkeepers, they rip you off. Especially from the ice cream shop downstairs, don’t even say hello.”

Table 8. Structure of the Engagement dimension

Open coding - Concepts and keywords	Axial coding - Themes	Main dimension
1. Homemade, crafts, natural products 2. Landscape and view 3. Nature-friendly and closeness 4. Local foods, drinks, tastes 5. Useful information from residents 6. Old local friends 7. Immerse into local culture	1. Positive destination experience	Engagement
8. Dirty places 9. Overtourism 10. Health safety problems	2. Negative destination experience	

Open coding - Concepts and keywords	Axial coding - Themes	Main dimension
11. Polite and friendly service providers 12. Authentic bazaars and markets 13. Professional staff 14. Honest business owners 15. Good service quality 16. Reliable providers	3. Positive service experience	
17. Bad communication from the providers 18. Careless business 19. Bad quality of food or drinks 20. Overpriced local products 21. Missing staff	4. Negative service experience	

V.5.3 Intention to Revisit and (e)WOM dimension

Slow tourism could lead to higher revisit rates (Jung et al., 2015), so it is worth looking for clues to this using a qualitative approach. During open coding, we grouped the 11 concepts and keywords identified into 2 themes, satisfaction and recommendation (Table 9). Together, these form the Intention to Revisit and (e)WOM dimension.

Among the concepts and keywords, the coding process identified elements that have antecedents in the two previous dimensions. Thus, under the theme of satisfaction, we coded summary keywords relating to the destination, service providers, residents, and any social connections, such as “*warm hospitality*”, “*nice stories*” or “*beautiful programmes and attractions*”.

“Ordu is a very beautiful place, and the people are wonderful, thank you very much.”

“On Sundays, the owners of the houses inside the castle open their houses to the public with the food they cook, and this is the biggest factor for the visitors to catch the warmth in this environment.”

As the concepts and keywords most likely to suggest revisiting are less closely related to the specifics of slow tourism, in this dimension, slow tourism elements already show a lot of overlap with other types of tourism motivations and phenomena. However, the slow tourism elements in the previous dimensions may still increase the tourists’ intention to

revisit or (e)WOM.

“For me, who never did diving before, nor can I swim, it was a superb experience. Hassan was absolutely fabulous, dependable and a strong big guy who would jump into any scenario to save you. Awesome experience. Actually, all of them in the center are really nice and friendly. Highly recommend.”

“If you want to make a round trip, Pan Travel offers excellent travel service. The team is very successful, very warm, friendly, and very economical compared to other tours. will recommend a tour company. Orhan closely affiliated with guests, we thank him also.”

Table 9. Structure of the Intention to Revisit and (e)WOM dimension

Open coding - Concepts and keywords	Axial coding - Themes	Main dimension
1. Alternative sites 2. Photo points with residents 3. Warm hospitality 4. Take care with overrated products in shops sometimes 5. Nice stories 6. Old local friends 7. Beautiful programs and attractions 8. Learn new things	1. Satisfaction	Intention to revisit and (e)WOM
9. Not easy to leave 10. Places you should go 11. Wonderful views to see	2. Recommendation	

V.6 Discussion

We aim to explore the role of residents in slow tourism from the tourists’ perspective and to address the limited analysis of online reviews focusing on residents in slow tourism, as identified in the literature. To accomplish this, we conducted content analysis on TripAdvisor reviews from eight Cittaslow towns in Türkiye. A three-stage analysis identified 47 concepts grouped into 9 themes and 3 dimensions, Social Interaction, Engagement, Intention to Revisit and (e)WOM, within a proposed framework (Figure 15). Social Interaction and Engagement are closely linked, influencing the Intention to Revisit and (e)WOM.

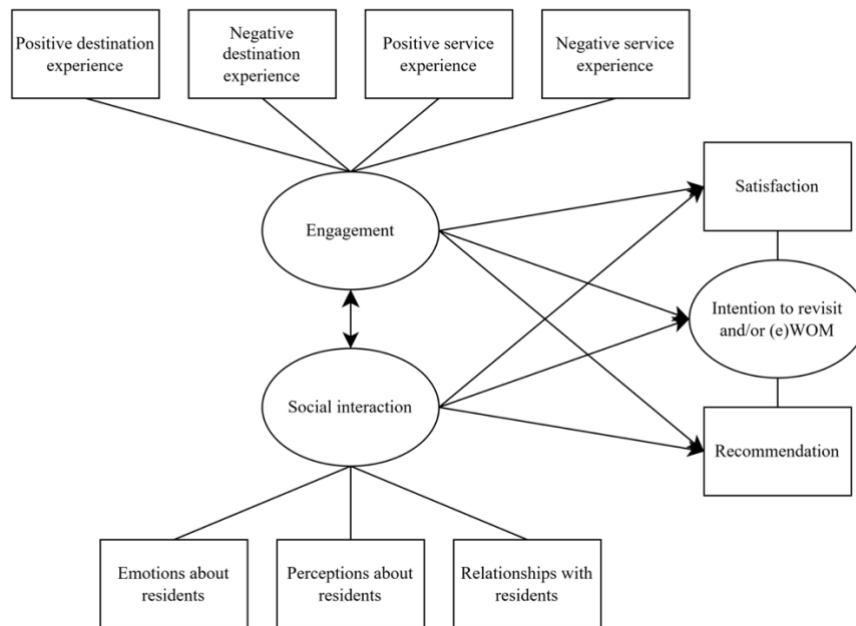


Figure 15. Conceptual framework of residents' role in shaping slow tourism experience (source: Author's compilation)

A central element of this research is deepening the understanding of tourists' insights from online reviews in slow tourism destinations. Marić et al. (2021) emphasized the reliability of online reviews as an information source, showing how slow tourism motivations shape consumer recommendations. Our findings further support this, revealing that the primary motivations and values of slow tourists align with the seven dimensions identified by Oh et al. (2016) - relaxation, self-reflection, escape, novelty, engagement, social interaction, and discovery. These insights directly relate to our research questions by illustrating how tourist interactions with residents (Q1) influence revisit intentions and (e)WOM on platforms like TripAdvisor (Q2). Our first conclusion confirms that previous research findings cannot be generalized to slow travellers, as new elements related to their perceptions of residents have been found that have not been reported in the existing literature.

Social Interaction, our first dimension, is a key aspect of memorable tourism experiences (MTE), and this dimension of local culture highlights the importance of interaction between tourists and residents (Kim et al., 2012), which can enhance slow tourism (Çevik & Saripek, 2022). Many reviews in our dataset included emotional responses and perceptions of residents, frequently emphasizing specific positive interactions and events. Local markets and venues are seen as important hubs where tourists can interact with

residents (Sangkaew & Zhu, 2020). Tourists perceive these venues as ideal settings for engaging with residents and gaining insight into their daily lives (Low, 2024).

Our second conclusion, related to the Social Interaction dimension, shows that while (e)WOM typically emphasizes negative emotions and perceptions, positive sentiments receive less attention. This trend did not apply in our research, where positive interactions were also extensively detailed in the comments. Our third conclusion suggests that negative interactions were mainly observed in interpersonal relationships, with unfriendliness particularly evident in encounters with local shopkeepers rather than residents or tourists.

Our second dimension, Engagement, was categorized into four themes: positive destination experience, negative destination experience, positive service experience, and negative service experience. These themes capture the dual aspects of engagement, covering both destination-related and service-related experiences, with positive and negative experiences identified in each area. Engagement in slow cities encompasses the place, people and overall experience (Klarin et al., 2023; Özdemir & Çelebi, 2018), a concept reflected in our findings.

Similarly, Çevik and Sarıpek (2022) analyzed TripAdvisor reviews to identify key components of MTEs in Halfeti, such as admiration for nature and local culture. However, their research found that the slow city designation did not significantly enhance MTEs, suggesting the need for greater awareness of the title. Likewise, Yaşar et al. (2023) found that visitors to Eğirdir appreciated its calmness and local cuisine but criticized construction problems and insufficient tourism attention. Engagement often serves as an antecedent to lived experiences and emotions (Chi & Han, 2020, 2021) and plays a crucial role in shaping our third dimension: Intention to Revisit and (e)WOM.

We have also identified unique experiences in slow cities within the Engagement dimension, scenic landscapes, artisanal products, local cuisine, cultural immersion and a respectful approach to nature. Additionally, positive emotions enhance the slow tourism experience, increasing tourists' engagement with the destination (Lee et al., 2025).

In the service experience section, factors like reliability, authenticity, integrity and service quality significantly improved the perceived service experience, while negative experiences were linked to high prices and poor attention. Examining these service aspects within the context of slow tourism is a novel contribution of our research,

highlighting an area that has been overlooked in existing studies. Finally, consistent with previous results, our fourth conclusion shows that consumers often share diverse and sometimes conflicting (e)WOM information across multiple social media platforms (Liu et al., 2024).

Destination Management Organizations (DMOs) aim to attract visitors to encourage revisits (Roque & Raposo, 2016). (e)WOM, seen as a reliable source, allow tourists to share experiences and feedback (Low, 2024), offering valuable insights for local management to enhance satisfaction and service quality (Sangkaew & Zhu, 2020). This aligns with the third dimension of our research, Intention to Revisit and (e)WOM. Engagement dimension may serve as a pull factor (Özdemir & Çelebi, 2018), laying the foundation for post-visit behaviours like recommending the destination to other ((e)WOM) or revisiting. Our fifth conclusion, consistent with the literature, emotional connections or social interactions with residents, along with overall satisfaction, can influence the intention to revisit (Baghirov et al., 2023).

The tendency to revisit or share (e)WOM is driven by the need for satisfaction, which must be accompanied by positive experiences and recommendations. Consequently, we identified two themes: satisfaction and recommendation. Based on our research, satisfaction is closely linked to the destination, service providers, local population and social connections. It can shape tourists' perceptions, influence their intention to visit, and motivate recommendations to others (Soltani-Nejad et al., 2024). In contrast, the recommendation theme includes concepts and keywords with a wider scope, not limited to the specifics of slow tourism. Our final conclusion is that, in this dimension, slow tourism elements show significant overlap with various tourism motivations and phenomena. However, these elements discussed in the previous dimensions may still increase tourists' intention to revisit or engage in (e)WOM.

Based on our findings, we can formulate several recommendations for future research. DMOs engaged in slow tourism should closely monitor online reviews of residents and businesses, as they play a vital role in slow tourism. Leveraging the use of tourist feedback from TripAdvisor and other UGC platforms, such as showcasing it on their communication channels, would be highly beneficial. In the context of slow cities, it is crucial to ensure that tourists perceive the terms “slow” and “local” as authentic rather than marketing tactics. Service providers must remain honest and professional in their interactions with tourists.

Our study examined slow tourists' experiences with residents and local businesses during their stay, excluding the pre- and post-visit phases. Future research should address all visit phases and apply other methods, like interviews with tourists and residents, to further explore residents' role in slow tourism. Future research should also include broader geographic and linguistic scopes for enriching insights.

VI. CONCLUSION

This dissertation explores the phenomenon of slow tourism by examining the current state of the literature, emerging trends, and key research gaps. It builds on three publications that all apply qualitative methods, and a mixed-method approach in SLR, each complementing the others to reveal recurring themes and patterns while uncovering gaps in the research. These publications resemble a three-layered staircase, where each step adds new insights through analysis. The analysis shows that current literature primarily centres on tourists, leaving the residents, their role, and well-being in slow tourism destinations underexplored. Even though some scholars recognize and argue that residents play a crucial role as central actors because they directly experience the impacts of tourism (Klarin et al., 2023).

The current trend shows that slow tourism literature is more prominent in Europe. This trend arises from the slow movement, which is originated in Italy and extended across Europe, and benefits from the region's accessibility (Mavric et al., 2021). As a result, scholars often focus their empirical research on the first city recognized as a Cittaslow in each country.

The findings of this dissertation show that slow tourism offers tangible socio-economic and environmental benefits to all stakeholders, including destinations. Scholars also emphasize a discursive perspective and frame slow tourism as a critique of contemporary society. Slow tourism challenges the dominance of speed and consumerism, particularly the patterns reinforced by mass tourism. Scholars also recognize it as a grassroots movement, as promoting slower and more mindful practices contributes to people's health and well-being (Moira et al., 2017; Farkic & Taylor, 2019; Manthiou et al., 2022; Tsegaw, 2023; Alp, 2024; Munch, 2024; Syvertsen & Jorge, 2025).

This dissertation contributes to that discussion through its three layers. The first publication (B1) establishes a conceptual framework by connecting slow tourism to broader slow movements and highlighting the main concepts. The second publication (P1) maps the academic landscape and aims to identify recurring themes, methodological approaches, and research gaps. These findings reveal how slow tourism has been framed in practice and theory. The third publication (P2) brings the analysis closer to real-life experiences. It examines how residents' roles, involvement in slow tourism, and

interactions influence tourist loyalty and online narratives through visitors' eyes. Rather than focusing on a single destination, it utilizes slow tourism across multiple Cittaslow towns.

VI.1 Responses to research questions

Research question: *What has academic research revealed about slow tourism and its practical applications, and how do residents and tourists influence its experiences and practices?*

Response to the research question: Slow tourism literature primarily focuses on the tourist perspective, emphasizing and analyzing demand-side factors. Despite residents' crucial role in slow tourism and the empirical analysis highlighting the importance of residents, the supply side remains underexplored. Additionally, the research revealed a geographical concentration on European destinations, accompanied by a methodological emphasis on qualitative approaches, particularly in-depth interviews. Slow tourism and its established connection to sustainability have been central themes in the literature. This dissertation reinforces that link, particularly through its emphasis on publications in tourism and sustainability-focused journals, further highlighting the critical role of sustainability within the context of slow tourism.

The empirical findings indicate social interaction with residents significantly shapes the tourism experience. Engagement with a destination is influenced by both the experiences and the quality of service. Positive experiences were highlighted as a crucial factor driving overall satisfaction and shaping future intentions to revisit. Although the existing literature has extensively explored slow tourism through the context of slow food, sustainability, Cittaslow development, and tourist behavior, it pays little attention to themes like well-being and the unique experiences destinations offer.

Based on the findings, the five identified sub-questions (Q1–Q5) were addressed as follows:

- **Q1:** *How do principles and selection criteria of the Cittaslow movement shape the theoretical and practical understanding of slow tourism?*

Response to Q1: The Cittaslow movement highlights the philosophy of slowing down within communities, with a primary role in enhancing the quality of life for residents. The

movement places residents at the center, aiming to improve their well-being. It is an international network connecting small towns with similar values. The movement's orange snail logo represents core principles, including protecting environmental sustainability and preserving local values, which help protect the cultural identities of these towns. Moreover, local governments introduce new initiatives mainly to enhance urban infrastructure while providing new job opportunities to residents. Additionally, Cittaslow encourages the active participation of residents in decision-making processes, fostering cooperation and empowering communities to shape their future.

- **Q2:** *What methodological frameworks have been used in slow tourism between 2010 and 2021, and what significant research gaps can be identified?*

Response to Q2: The research identified qualitative methods as the most commonly used approach during the indicated period. Due to their exploratory and interpretive nature, qualitative methodologies offer rich, detailed insights that are particularly effective in understanding tourism. This development reflects the growing scholarly emphasis on qualitative approaches within tourism research. Among qualitative methodologies, in-depth interviews were the most frequently employed, followed by a lesser focus on content analysis. All other unnamed qualitative methods, such as focus groups and participant observation, remain largely underexplored. In terms of quantitative methods, surveys were used about half as often as in-depth interviews, highlighting a potential area for further development in slow tourism research. Moreover, mixed methods were even less common than quantitative approaches, suggesting that this area is also underexplored in the existing literature.

- **Q3:** *Which countries were the focus of slow tourism literature between 2010 and 2021, and what patterns emerged in the destinations examined?*

Response to Q3: The research indicated that Europe - particularly the UK, Italy and Poland - has been the most frequently studied region in slow tourism literature. Beyond Europe, Australia and Türkiye have identified as notable destinations, where slow tourism literature has seen considerable growth. The strong emphasis on European destinations is largely attributed to greater accessibility and awareness of the slow tourism concept. Common themes explored in the European contexts included slow food, slow travel, and

sustainability. In the case of Australia, slow food was a key topic, often examined through various settings such as restaurants, festivals, food and wine events.

- **Q4:** *How do tourists describe their interaction and engagement with residents in slow tourism destinations, based on online reviews?*

Response to Q4: The analysis of TripAdvisor reviews revealed that tourists often emphasize their interactions with residents through emotional responses, which were generally positive. These connections typically occur at local markets and similar venues. Tourists extensively described their positive emotions and perceptions of residents in the context of social interaction. Negative interactions, however, were more commonly directed towards local shopkeepers.

Engagement is primarily associated with the services offered by local businesses; however, it extends beyond service interactions alone. The quality of service experiences plays a crucial role in fostering or diminishing tourist engagement. Overpricing and lack of attention to service quality have been identified as key factors leading to negative service experiences. Furthermore, the unique experiences tourists encounter at destinations were also identified as significant drivers of engagement.

- **Q5:** *How do residents' interactions and service experiences in slow tourism destinations influence tourists' revisit intentions and use of electronic word-of-mouth platforms such as TripAdvisor?*

Response to Q5: Based on the empirical research, social interactions can influence tourists' behavior, particularly their intention to revisit. However, at the same time, it is also influenced by overall satisfaction, which is closely linked to other factors, including residents and social interactions. These elements can impact tourist behaviors, including their intention to revisit or electronic word-of-mouth (eWOM). However, recommendations to visit a destination are not always confined to slow tourism experiences, as they overlap with general tourism motivations.

VI.2 Theoretical implications

This dissertation generates new theoretical insights emerged that deepen the understanding of slow tourism dynamics and strengthen its contribution to the literature. The first publication (B1) highlights the strong connections between slow tourism, slow

food, and sustainability, showing how these concepts intersect and support each other. The B1 also shows that slow tourism has strengthened its popularity in Europe within the last two decades. Especially post-COVID-19 lifestyle changes, accessible transportation, and diverse travel modes across the continent primarily drive this increase. Beyond Europe, Australia emerges as a key country that embraces the slow philosophy and integrates it into current tourism practices. This integration appears recurrently in slow food restaurants and slow food-drink festivals.

The second publication (P1) displays that current slow tourism literature primarily concentrates on the demand side of tourism, examining tourists' behaviors, perceptions, and attitudes towards slow tourism. This focus leaves the supply side underdeveloped, especially the residents, and their role as central stakeholders in shaping slow tourism experiences. Scholars have mainly addressed residents' quality-of-life discussions in a few studies, but their broader contributions remain overlooked. This gap underscores the need to analyze how residents influence and co-create slow tourism practices.

The third publication (P2) is an empirical research study using a secondary data source to address the gap in residents by examining residents' roles from the visitors' perspective. Rather than focusing on a single destination, it utilizes slow tourism across multiple Cittaslow towns. By widening its scope, the P2 offers a broader perspective structured around four key dimensions, especially to understand the importance of residents' role: *Social Interaction*, *Engagement*, *Intention to Revisit*, and *(e)WOM*.

Additional key finding regarding the *Social Interaction* dimension, earlier results suggested that tourists mainly highlighted negative emotions and, hence overshadowing positive experiences. In contrast, P2 shows that tourists describe positive emotions as much in detail as negative ones and even give them more attention than negative ones in some cases.

This publication contributes uniquely to the literature by introducing “*service experience*” as a core part of the *Engagement* dimension in slow tourism. Previous studies have largely overlooked this aspect. In addition, the analysis of the dimension, *Intention to Revisit* and *(e)WOM*, confirms earlier findings and further strengthens the existing patterns.

These studies (B1, P1, P2) strengthen residents as a foundational pillar of slow tourism. Moreover, demonstrate how residents' involvement shapes tourist experiences through

visitors' eyes. This dissertation places qualitative methodologies at the core of its research design and generates in-depth insights into slow tourism. Future studies can build on this phenomenon with quantitative methods to compare findings, strengthen analytical depth, and respond to the need for mixed-method approaches in the slow tourism literature.

VI.3 Practical implications

The findings of this dissertation explain how slow tourism develops, highlight its socio-cultural and environmental benefits, and reveal the challenges it creates for destinations. These insights guide tourism professionals and local governments to design proactive strategies that maximize benefits while reducing risks.

For cities, local governments, and DMOs, the findings highlight the growing interest in slow tourism to promote sustainability and strengthen community-based activities. To secure long-term success and sustainability of destinations, tourism professionals need to apply slow tourism principles in destination planning and management strategically. As slow tourism has gained popularity over the last decades, destinations face a risk of over-promotion, which can also lead to overtourism or commodification of destinations. Therefore, tourism professionals must initially balance the growing demand to preserve authentic experiences. Then, to protect meaningful resident-tourist interactions, which together form the core of slow tourism (Manthiou et al., 2022). On the other hand, tourism professionals must also address undertourism, where too few visitors come to a destination. These challenges require careful planning in marketing strategies, pricing policies, and destination branding to ensure the sustainable future of slow tourism.

As residents are key stakeholders in slow tourism, their active participation, whether as local entrepreneurs or community members, is essential. Since residents of slow cities generally welcome new initiatives and are willing to participate in Cittaslow projects, especially during the early stages of tourism, planners have a significant opportunity to engage them (Klarin et al., 2023). Conversely, attracting large volumes of visitors risks undermining the authenticity and sustainability of the slow tourism. As a result, destination managers should take a cautious approach when categorizing slow tourism as a micro-niche. With thorough and strategic planning by DMOs, destinations can use such classifications to promote slow-themed experiences and activities.

For the tourism industry and local businesses, the findings suggest that social interactions and service quality are decisive in shaping tourist satisfaction within slow tourism destinations. It sets the objective of identifying how local businesses can strengthen visitor experiences through investing in targeted staff training that fosters an understanding of slow tourism values. Another important objective is emphasizing and examining the importance of collaboration between local governments, DMOs, and businesses. A related objective is ensuring local businesses align with the Cittaslow philosophy, which enhances engagement among residents and ensures a higher quality of service for visitors. This dissertation emphasizes how similar initiatives can support sustainable destination development while preserving authentic visitor experiences.

All the theoretical and practical implications of this dissertation are presented in Table 10 below.

Table 10. Theoretical and practical contribution of research

Theoretical and practical implication	Related Q	Publication
Strengthen the connection between slow food, slow tourism, and sustainability in the literature	Q1	B1
Highlight a research gap by recognizing residents as key contributors to slow tourism	Q2, Q3	P1
Identify key themes and recurring patterns within the slow tourism literature	Q2, Q3	P1
Promote balanced destination marketing to ensure sustainability while preventing overtourism and protecting authenticity	Q1, Q2, Q3	B1, P1
Deepen understanding of residents' role by showing how positive social interactions create authentic experiences and strengthen tourist-resident relationships	Q4	P2
Link social interaction and engagement of tourists to revisit intentions and eWOM	Q5	P2

Reinforce the impact of social interaction and service quality on tourist satisfaction	Q5	P2
Emphasize the need for strategic planning and active resident involvement in slow tourism	Q4, Q5	P2
Highlight service experience as a key aspect of tourist engagement in slow tourism	Q4, Q5	P2

Source: own compilation

VI.4 Limitations and future research directions

This dissertation faces several limitations. First, the SLR is conducted before and during the COVID-19 pandemic, so this analysis does not include the post-pandemic effects. Future research might capture this phase because the pandemic has significantly reshaped the tourism industry. Researchers should examine whether post-pandemic conditions have further altered tourist behavior or travel patterns, especially regarding slow tourism. Second, the growing popularity of slow tourism is identified, but it has not been assessed for its potential recognition as a formal niche. Future research should track developments in niche tourism. Recognizing slow tourism as a distinct niche could reshape both the literature and the strategies of destinations.

The second limitation is the absence of primary empirical research, since the publications rely on previous research and secondary data sources. This reliance restricts the scope of the dissertation. Another limitation arises because the third publication focuses only on residents and their role in slow tourism from the visitors' perspective. To meet this aim, UGC is filtered according to that criterion, which narrowed the analysis. Future research should expand the scope by analyzing all relevant UGC without such filters, providing a broader and more holistic understanding of Cittaslow towns in the context of slow tourism.

These limitations indicate a need for further research and a more in-depth investigation, especially using primary data in slow tourism research. The findings of this dissertation serve as the foundation for future studies that help build and extend the literature in slow tourism. I am planning to expand the findings of this dissertation through the following research directions:

- Investigating residents' roles in slow tourism through in-depth interviews, especially with residents, to understand their perspective. This work will capture residents' perspectives on how much they engage in slow tourism activities and how their contributions support the promotion and development of the concept.
- Strengthening collaboration with local governments and DMOs in Cittaslow towns. This research will emphasize how residents contribute and how a cooperative role with institutions can advance and sustain slow tourism.
- Comparing at least two Cittaslow towns within the same country or region. This analysis will explore whether residents share similar beliefs about their roles in slow tourism, addressing an existing gap since most current studies focus on single destinations.

Collaboration with residents, community leaders, local governments, DMOs, and non-governmental organizations can be formed to conduct an in-depth analysis of these topics. Academic institutions and researchers across different Cittaslow towns can cooperate further. Additionally, a research network or consortium can strengthen coordination and promote knowledge exchange for future studies.

VII. REFERENCES

The bibliography of publications included in this dissertation is formatted in accordance with the requirements of the journal where the articles were published. In other sections of the dissertation (Chapters I, II, VI), the APA citation style has been used.

VII.1 References in Chapter I.

Abbas, J., Mubeen, R., Iorember, P. T., Raza, S., & Mamirkulova, G. (2021). Exploring the impacts of COVID-19 on tourism: transformational potential and implications for a sustainable recovery of the travel and leisure industry. *Current Research in Behavioral Sciences*, 2, Article 100033. <https://doi.org/10.1016/j.crbeha.2021.100033>

Alp, G. Ö. (2024). Cittaslow through the lens of sustainable urban development: A comparative analysis of Italy and Türkiye cases. *Regional Studies, Regional Science*, 11(1), 256-270. <https://doi.org/10.1080/21681376.2024.2329601>

Assaf, A. G., Kock, F., & Tsionas, M. (2022). Tourism during and after COVID-19: An expert-informed agenda for future research. *Journal of Travel Research*, 61(2), 454-457. <https://doi.org/10.1177/00472875211017237>

Balaban, E., & Keller, K. (2024). A systematic literature review of slow tourism. *Hungarian Geographical Bulletin*, 73(3), 303-323. <http://doi.org/10.15201/hungeobull.73.3.6>

Balaban, E., & Csapody, B. (2023). *Main lines of the “slow movement” - Tourism, food and urban governance (A “lassú mozgalom” főbb irányvonalai - Turizmus, étkezés és városirányítás)*. In Keller, K. (Ed.) *A turisztikai niche termékek*. Akadémiai Kiadó Zrt.

Barreda, A., & Bilgehan, A. (2013). An analysis of user-generated content for hotel experiences. *Journal of Hospitality and Tourism Technology*, 4(3), 263-280. <https://doi.org/10.1108/JHTT-01-2013-0001>

Benjamin, S., Dillette, A., & Alderman, D. H. (2020). “We can’t return to normal”: committing to tourism equity in the post-pandemic age”. *Tourism Geographies*, 22(3), 476-483. <https://doi.org/10.1080/14616688.2020.1759130>

Bhandari, J., Rana, V., & Singh, S. (2024). A systematic literature review on slow tourism and its implications to the Uttarakhand State of India. *Journal of Environmental Management and Research*, 15(2-74), 385-399. [https://doi.org/10.14505/jemt.v15.2\(74\).12](https://doi.org/10.14505/jemt.v15.2(74).12)

Bichler, B.F. (2021). Designing tourism governance: The role of local residents. *Journal of Destination Marketing & Management*, 19, 100389. <https://doi.org/10.1016/j.jdmm.2019.100389>

Brand, A., Allen, L., Altman, M., Hlava, M., & Scott, J. (2015). Beyond authorship: Attribution, contribution, collaboration, and credit. *Learned Publishing*, 28(2), 151-155.

- Breunig, M. (2020). Slow nature-focused leisure in the days of COVID-19: Repressive myths, social (in)justice, and hope. *Annals of Leisure Research*, 25(5), 637-650. <https://doi.org/10.1080/11745398.2020.1859390>
- Bunghez, C., L., (2021). The emerging trend of niche tourism: Impact analysis. *Journal of Marketing Research and Case Studies*, 21, Article 134710. <https://doi.org/10.5171/2021.134710>
- Cakal, K., & Aykol, S. (2021). Case study as a research method in hospitality and tourism research: A systematic literature review (1974-2020). *Cornell Hospitality Quarterly*, 62(1), 21-31. <https://doi.org/10.1177/1938965520971281>
- Cakar, K. & Aykol, S. (2023). The past of tourist behaviour in hospitality and tourism in difficult times: a systematic review of literature (1978–2020). *International Journal of Contemporary Hospitality Management*, 35(2), 630-656. <https://doi.org/10.1108/IJCHM-12-2021-1475>
- Camprubí, R., & Coromina, L. (2016). Content analysis in tourism research. *Tourism Management Perspectives*, 18, 134-140. <https://doi.org/10.1016/j.tmp.2016.03.002>
- Carballo-Cruz, F., & Silva, L. F. (2025). What drives residents' support for tourism development of the Camino de Santiago? The role of perceived impacts, local socioeconomic context, and overall attitudes. *Current Issues in Tourism*, 1(21). <https://doi.org/10.1080/13683500.2025.2459809>
- Chaney, D., & Seraphin, H. (2023). A systematic literature review and lexicometric analysis on overtourism: Towards an ambidextrous perspective. *Journal of Environmental Management*, 347. Article 119123. <https://doi.org/10.1016/j.jenvman.2023.119123>
- Chang, W.-J., & Katrichis, J. M. (2016). A literature review of tourism management (1990-2013): a content analysis perspective. *Current Issues in Tourism*, 19(8), 791-823. <http://dx.doi.org/10.1080/13683500.2016.1167177>
- Chi, X., & Han, H. (2020). Performance of tourism products in a slow city and formation of affection and loyalty: Yaxi Cittaslow visitors' perceptions. *Journal of Sustainable Tourism*, 29(10), 1586-1612. <https://doi.org/10.1080/09669582.2020.1860996>
- Chigbu, U. E., Atiku, S. O., & Du Plessis, C. C. (2023). The science of literature reviews: Searching, identifying, selecting, and synthesizing. *Publications*, 11(2). <https://doi.org/10.3390/publications11010002>
- Chung, J.Y., Kim, J.S., Lee, C.-H., & Kim, M.J. (2018). Slow-food-seeking behaviour, authentic experience, and perceived slow value of a slow-life festival. *Current Issues in Tourism*, 21(2), 123-127. <https://doi.org/10.1080/13683500.2017.1326470>
- Cittaslow International (2025). *Establishment of the association*. <https://www.cittaslow.org/association> (Downloaded on 13.03.2025)

Cittaslow Türkiye (2025). *Cittaslow üyelik sureci ve kriterler*. <https://cittaslowturkiye.org/uyelik-sureci-ve-kriterler/> (Downloaded on 15.03.2025)

Conway, D., & Timms, B. F. (2010). Re-branding alternative tourism in the Caribbean: The case for “slow tourism”. *Tourism and Hospitality Research*, 10(4), 329-344. <https://doi.org/10.1057/thr.2010.12>

Dickinson, J.E., & Lumsdon L.M. (2010). *Slow travel and tourism*. London, Routledge. <https://doi.org/10.4324/9781849776493>

Dimitrovski, D., Starcevic, S., & Marinkovic, V. (2021). Which attributes are the most important in the context of the slow food festival? *Leisure Sciences*, 46(3), 340-358. <https://doi.org/10.1080/01490400.2021.1967234>

Ekinci, M. B. (2014). The Cittaslow philosophy in the context of sustainable tourism development; the case of Turkey. *Tourism Management*, 41, 178-189. <http://dx.doi.org/10.1016/j.tourman.2013.08.013>

Everingham, P., & Chassagne, N. (2020). Post COVID-19 ecological and social reset: Moving away from capitalist growth models towards tourism as Buen Vivir. *Tourism Geographies*, 22(3), 555-566. <https://doi.org/10.1080/14616688.2020.1762119>

Farkic, J., Filep, S. and Taylor, S. (2020). Shaping tourists’ wellbeing through guided slow adventures. *Journal of Sustainable Tourism*, 28(12), 2064-2080. <https://doi.org/10.1080/09669582.2020.1789156>

Frías-Jamilena, D. M., Polo-Peña, A. I., Peco-Torres, F., & Sabiote-Ortíz, C. M. (2024). Can co-creating a “slow destination” image boost sustainability? *Journal of Destination Marketing & Management*, 32, Article 100898. <https://doi.org/10.1016/j.jdmm.2024.100898>

Fullagar, S., Markwell, K., & Wilson, E. (2012). *Slow tourism: Experiences and mobilities*. In Fullagar, S., Markwell, K., & Wilson, E. (Eds.) Channel View Publications: Bristol.

Fusté-Forné, F. & Michael, N. (2021). Limited tourism: travel bubbles for a sustainable future. *Journal of Sustainable Tourism*, 31(1), 73-90. <https://doi.org/10.1080/09669582.2021.1954654>

Fusté-Forné, F. (2023). A slow tourist in the Basque Coast Geopark (Spain). *Journal of International Geoheritage and Parks*, 11, 247-258. <https://doi.org/10.1016/j.ijgeop.2023.03.003>

García-Buades, M. E., García-Sastre, M. A., & Alemany-Hormaeche, M. (2022). Effect of overtourism, local government, and tourist behavior on residents’ perceptions in Alcúdia (Majorca, Spain). *Journal of Outdoor Recreation of Tourism*, 39, Article 100499. <https://doi.org/10.1016/j.jort.2022.100499>

González-Reverté, F., Gomis-López, J. M., & Díaz-Luque, P. (2022). Reset or temporary break? Attitudinal change, risk perception and future travel intention in tourists

experiencing the COVID-19 pandemic. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-03-2021-0079>

Gursoy, I. T. (2020). Slow food justice and tourism: tracing Karakılçık bread in Seferihisar, Turkey. *Journal of Sustainable Tourism*, 29(2-3), 467-487. <https://doi.org/10.1080/09669582.2020.1770772>

Gursoy, D., Li, Y., & Song, H. (2023). ChatGPT and the hospitality and tourism industry: an overview of current trends and future research directions. *Journal of Hospitality Marketing & Management*, 1-14. <https://doi.org/10.1080/19368623.2023.2211993>

Happ, E., & Nemes, N. (2025). The role of territorial identity in the sustainability of tourism in Hungary. *GeoJournal of Tourism and Geosites*, 58(1), 225-232. <https://doi.org/10.30892/gtg.58119-1404>

Hatipoglu, B. (2015). "Cittaslow": Quality of life and visitor experiences. *Tourism Planning & Development*, 12(1), 20-36. <https://doi.org/10.1080/21568316.2014.960601>

Higgins-Desbiolles, F., & Wijesinghe, G. (2019). The critical capacities of restaurants as facilitators for transformations to sustainability. *Journal of Sustainable Tourism*, 27 (7), 1080-1105. <https://doi.org/10.1080/09669582.2018.1510410>

Hu, T., & Chen, H. (2023). Little-known leisure places: Chinese tourists' preferences for visiting niche tourism destinations. *Asia Pacific Journal of Tourism Research*, 28(11), 1261-1287. <https://doi.org/10.1080/10941665.2023.2293794>

Huang, G. Q. I., Karl, M., Wong, I. K. A., & Law, R. (2023). Tourism destination research from 2000 to 2020: A systematic narrative review in conjunction with bibliographic mapping analysis. *Tourism Management*, 95, Article 104686. <https://doi.org/10.1016/j.tourman.2022.104686>

Huang, T.-Y., Chen, J. S., & Ramos, W. D. (2023). Slow tourism: The relationship between tourists' slow food experiences and their quality of life. *Tourism Review*, 78(1), 159-176. <http://dx.doi.org/10.1108/TR-02-2022-0053>

Insch, A. (2020). The challenges of overtourism facing New Zealand: Risks and responses. *Journal of Destination Marketing & Management*, 15, Article 100378. <https://doi.org/10.1016/j.jdmm.2019.100378>

Ivancsóné Horváth, Z., Kupi, M., & Happ, E. (2023). The role of tourism management for sustainable tourism development in nature reserves in Hungary. *GeoJournal of Tourism and Geosites*, 49(3), 893-900. <https://doi.org/10.30892/gtg.49306-1090>

Ivanova, M., Buda, D.-M., & Burrai, E. (2020). Creative and disruptive methodologies in tourism studies. *Tourism Geographies*, 23(1-2), 1-10. <https://doi.org/10.1080/14616688.2020.1784992>

Jászberényi, M., & Miskolczi, M. (2020). Danube cruise tourism as a niche product - An overview of the current supply and potential. *Sustainability*, 12(11), 4598. <https://doi.org/10.3390/su12114598>

- Jung, T.H., Ineson, E.M., & Miller, A. (2014). The Slow Food movement and sustainable tourism development: a case study of Mold, Wales. *International Journal of Culture, Tourism and Hospitality Research*, 8(4), 432-445. <https://doi.org/10.1108/IJCTHR-01-2014-0001>
- Kato, K., & Prozano, R. N. (2017). Spiritual (walking) tourism as a foundation for sustainable destination development: Kumano-kodo pilgrimage, Wakayama, Japan. *Tourism Management Perspectives*, 24, 243-251. <https://doi.org/10.1016/j.tmp.2017.07.017>
- Khetjenkarn, S., & Suwannakul, E. (2024). Lessons from COVID-19: How the pandemic shaped tourists' travel intentions and willingness to fly. *Cogent Social Sciences*, 10(1), Article 2401150. <https://doi.org/10.1080/23311886.2024.2401150>
- Klarin, A., Park, E., Xiao, Q., & Kim, S. (2023). Time to transform the way we travel?: A conceptual framework for slow tourism and travel research, *Tourism Management Perspectives*, 46, Article 101100. <https://doi.org/10.1016/j.tmp.2023.101100>
- Konstantopoulou, C., Valeras, S., & Liargovas, P. (2024). Well-being and tourism: A systematic literature review. *Economies*, 12, 281. <https://doi.org/10.3390/economies12100281>
- Kosykh, O., Roh, H., & Hart, R. (2023). Self-expressiveness in slow tourism as a sustainable driver: The Trans-Siberian railway travel experience. *Sustainability*, 15(10), Article 8011. <https://doi.org/10.3390/su15108011>
- Kresic, D., & Gjurasic, M. (2022). Slow tourism as an immersive travel experience: A bibliometric analysis. *Academica Turistica*, 15(3), 323-333. <https://doi.org/10.26493/2335-4194.15.323-333>
- Kucukergin, F.N., & Ozturk, Y. (2020). Does slowness bring social change through Cittaslow? *International Journal of Tourism Cities*, 6(4), 749-767. <https://doi.org/10.1108/IJTC-06-2019-0093>
- Kyngäs, H., Mikkonen, K., & Kääriäinen, M. (2020). *The application of content analysis in nursing science research*. Springer Nature: Switzerland AG.
- Lennon, A., & Berg, N. G. (2022). Alternative places for alternative people? A changing ecovillage discourse from Othered lifestyle to another rurality. *Journal of Rural Studies*, 95, 302-315. <https://doi.org/10.1016/j.jrurstud.2022.09.024>
- Lin, L. P. (2018). How would the contextual features of a destination function together with individual factors to enhance tourists' intention toward ST in Taiwan? *Journal of Sustainable Tourism*, 26(9), 1625-1646. <https://doi.org/10.1080/09669582.2018.1491586>
- Lin, L. P., Huang, S. C., & Ho, Y. C. (2020). Could virtual reality effectively market slow travel in a heritage destination? *Tourism Management*, 78. <https://doi.org/10.1016/j.tourman.2019.104027>

- González, Lois., C., R., & Lopez, L. (2021). The singularity of the Camino de Santiago as a contemporary tourism case. In *Cycling & Walking for Regional Development* (pp. 221-233). Springer. https://doi.org/10.1007/978-3-030-44003-9_15
- Losada, N., & Mota, G. (2019). “Slow down, your movie is too fast”: Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of Destination Marketing & Management*, 11, 140-149. <https://doi.org/10.1016/j.jdmm.2018.12.007>
- Manthiou, A., Klaus, P., & Luong, V. H. (2022). Slow tourism: Conceptualization and interpretation - A travel vloggers’ perspective. *Tourism Management*, 93, Article 104570. <https://doi.org/10.1016/j.tourman.2022.104570>
- Manthiou, A. (2025). Slow tourism development and planning: A sustainable form of tourism? *Tourism Planning & Development*, 22(2), 238-240. <https://doi.org/10.1080/21568316.2025.2464984>
- Mavric, B., Ogretmenoglu, M., & Akova, O. (2021). Bibliometric analysis of slow tourism. *Advances in Hospitality and Tourism Research (AHTR)*, 9(1), 157-178. <https://doi.org/10.30519/ahtr.794656>
- Meng, B., & Choi, K. (2016). The role of authenticity in forming slow tourists’ intentions: Developing an extended model of goal-directed behavior. *Tourism Management*, 57, 397-410. <http://dx.doi.org/10.1016/j.tourman.2016.07.003>
- Mihalic, T. (2020). Conceptualising overtourism: A sustainability approach. *Annals of Tourism Research*, 84, Article 103025. <https://doi.org/10.1016/j.annals.2020.103025>
- Moira, P., Mylonopoulos, D., & Kondoudaki, A. (2017). *The application of slow movement to tourism: Is slow tourism a new paradigm?* *Journal of Tourism and Leisure Studies*, 2(2), 1-10. <https://doi.org/10.18848/2470-9336/CGP/v02i02/1-10>
- Munch, E. (2024). *Sustainable and slow cities: The quest for conviviality. Sustainability: Science, Practice and Policy*, 20(1). <https://doi.org/10.1080/15487733.2024.2375810>
- Naumov, N., & Green, D. (2015). *Mass tourism*. In: Jafari, J., Xiao, H. (Eds.) *Encyclopedia of Tourism*. Springer: Switzerland.
- Novelli, M., Cheer, J. M., Dolezal, C., Jones, A., & Milano, C. (2022). Introduction to niche tourism-contemporary trends and development. In *Handbook of Niche Tourism* (pp. xxiii-xxxii). Edward Elgar Publishing Ltd.
- Oh, H., Assaf, A. G., & Baloglu, S. (2016). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219. <https://doi.org/10.1177/0047287514546228>
- Organisation for Economic Co-operation and Development (OECD).org (2024). *Tourism trends and policies 2024: Summary*. https://www.oecd.org/content/dam/oecd/en/publications/support-materials/2024/07/oecd-tourism-trends-and-policies-2024_17ff33a3/Summary-Hungarian.pdf (Downloaded on 13.02.2025)

- Ozer, M., Can, A. S., Ekinici, Y., & Ozer, A. (2025). Leveraging Cittaslow promotion on social media to enhance tourists' behavioral responses toward small urban tourism destinations. *Journal of Travel Research*, 1-21. <https://doi.org/10.1177/00472875241311550>
- Park, E., & Kim, S. (2016). The potential of Cittaslow for sustainable tourism development: enhancing local community's empowerment. *Tourism Planning & Development*, 13(3), 351-369. <https://doi.org/10.1080/21568316.2015.1114015>
- Park, H.-J., & Lee, T.J. (2019). Influence of the "slow city" brand association on the behavioural intention of potential tourists. *Current Issues in Tourism*, 22(12), 1405-1422. <https://doi.org/10.1080/13683500.2017.1391753>
- Pahlevan-Sharif, S., Mura, P., & Wijesinghe, S. N. R. (2019). A systematic literature review of systematic reviews in tourism. *Journal of Hospitality and Tourism Management*, 39, 158-165. <https://doi.org/10.1016/j.jhtm.2019.04.001>
- Pécsek, B. (2018). *Slow tourism as the sustainable alternative for developing urban tourism destinations*. Gödöllő, Szent István University. https://archive2020.szie.hu/sites/default/files/pecsek_brigitta_thesis.pdf (Downloaded on 20.03.2024)
- Raspor, A., Kleindienst, P., Peršič, K. T., Mastilo, Z., Borojević, D., & Miletić, V. (2020). A case study of ethno village in Slovenia and Bosnia and Herzegovina. *Economics - Innovative and Economics Research Journal*, 8(2), 89-102. <https://doi.org/10.2478/eoik-2020-0015>
- Riley, R. W., & Love, L. L. (2000). The state of tourism research. *Annals of Tourism Research*, 27(1), 164-187. [https://doi.org/10.1016/S0160-7383\(99\)00068-7](https://doi.org/10.1016/S0160-7383(99)00068-7)
- Robinson, M., & Novelli, M. (2005). (Ed.) *Niche Tourism: Contemporary Issues, Trends and Cases*; Elsevier Butterworth-Heinemann: Oxford, UK.
- Seabra, C., & Bhatt, K. (2022). Tourism sustainability and COVID-19 pandemic: Is there a positive side? *Sustainability*, 14, 8723. <https://doi.org/10.3390/su14148723>
- Serdane, Z., Maccarrone-Eaglen, A., & Sharifi, S. (2020). Conceptualising slow tourism: a perspective from Latvia. *Tourism Recreation Research*, 45(3), 337-350. <https://doi.org/10.1080/02508281.2020.1726614>
- Shang, W., Qiao, G., & Chen, N. (2020). Tourist experience of slow tourism: from authenticity to place attachment - a mixed-method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Research*, 25(2), 170-188. <https://doi.org/10.1080/10941665.2019.1683047>
- Sharma, G. D., Thomas, A., & Paul, J. (2021). Reviving tourism industry post-COVID-19: A resilience-based framework. *Tourism Management Perspectives*, 37, Article 100786. <https://doi.org/10.1016/j.tmp.2020.100786>

- Sharifi-Tehrani, M. (2023). *Systematic literature review in tourism*. In: Jafari, J., Xiao, H. (Eds) Encyclopedia of Tourism. Springer, Cham.
- Sheldon, P. J. (2020). Designing tourism experiences for inner transformation. *Annals of Tourism Research*, 83, 102395. <https://doi.org/10.1016/j.annals.2020.102935>
- Soler, I. P., Gemar, G., & Correia, M. B. (2018). Length of stay for tourists' inland trips. *Journal of Destination Marketing & Management*, 10, 49-60. <https://doi.org/10.1016/j.jdmm.2018.05.008>
- Syvertsen, T., & Jorge, A. (2025). Slow tourism and digital disconnection: A study of place, atmosphere and norms in pilgrim and mountain walking destinations. *Annals of Leisure Research*. <https://doi.org/10.1080/11745398.2025.2539137>
- Szarek-Iwaniuk, P., & Senetra, A. (2020). Access to ICT in Poland and the co-creation of urban space in the process of modern social participation in a smart city - a case study. *Sustainability*, 12(5), 2136. <https://doi.org/10.3390/su12052136>
- Tsegaw, W. E. (2023). Slow tourism motivations: A factor/cluster segmentation approach. *Research in Hospitality Management*, 13(1), 45-54. <https://doi.org/10.1080/22243534.2023.2239582>
- Tu, W., Zhou, L., Haobin, B. Y., & Yan, Q. (2022). Conceptualizing and assessing the competitiveness of slow tourism destinations: Evidence from the first accredited Cittaslow in China. *SAGE Open*, 12(1). <https://doi.org/10.1177/21582440211068823>
- Unal, C. (2016). New concepts in tourism geography "Cittaslow" and "slow tourism". *Eastern Geographical Review*, 36, 13-28. <https://doi.org/10.17295/dcd.09928>
- UN Tourism.org (2021). *2020: Worst year in tourism history with 1 billion fewer international arrivals*. <https://www.untourism.int/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals> (Downloaded on 16.06.2024)
- International tourism recovers pre-pandemic levels in 2024*. <https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024> (Downloaded on 15.02.2025)
- UN Tourism.org (2025). *International tourism recovers pre-pandemic levels in 2024*. <https://www.unwto.org/news/international-tourism-recovers-pre-pandemic-levels-in-2024> (Downloaded on 15.02.2025)
- Walker, T. B., Lee, T. J., & Li, X. (2021). Sustainable development for small island tourism: Developing slow tourism in the Caribbean. *Journal of Travel & Tourism Marketing*, 38(1), 1-15. <https://doi.org/10.1080/10548408.2020.1842289>
- Wen, J., Kozak, M., Yang, S., & Liu, F. (2021). COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*, 76(1), 74-87. <https://doi.org/10.1108/TR-03-2020-0110>

Wilson, E., & Hollinshead, K. (2015). Qualitative tourism research: Opportunities in the emergent soft sciences. *Annals of Tourism Research*, 54, 30-47. <http://dx.doi.org/10.1016/j.annals.2015.06.001>

Wondirad, A., Kebete, Y., & Li, Y. (2021). Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management*, 19. <https://doi.org/10.1016/j.jdmm.2020.100482>

Xiao, Y., & Watson, M. (2019). Guidance on conducting a systematic literature review. *Journal of Planning Education and Research*, 39(1), 93-112. <https://doi.org/10.1177/0739456X17723971>

Vitouladiti, O. (2014). Content analysis as a research tool for marketing, management and development strategies in tourism. *Procedia Economics and Finance*, 9, 278-287. [https://doi.org/10.1016/S2212-5671\(14\)00029-X](https://doi.org/10.1016/S2212-5671(14)00029-X)

Yurtseven, H. R., & Kaya, O. (2011). Slow tourists: A comparative research based on Cittaslow principles. *American International Journal of Contemporary Research*, 1(2), 91-98.

Zemla, M. (2020). Reasons and consequences of overtourism in contemporary cities - Knowledge gaps and future research. *Sustainability*, 12(5), Article 1729. <https://doi.org/10.3390/su12051729>

VII.2 References in Chapter II.

Brand, A., Allen, L., Altman, M., Hlava, M., & Scott, J. (2015). Beyond authorship: attribution, contribution, collaboration, and credit. *Learned Publishing*, 28(2), 151-155.

VII.3 References in Chapter III.

AKMAN, E. - AKMAN, C. - KARAKUS, M. (2018): The satisfaction level of local residents with the activities of Seferihisar municipality within the framework of Cittaslow criteria. *Afyon Kocatepe University Journal of Social Sciences*. 20(2), 65-84.

AKPINAR, O. - PEKTAS, E. K. (2019): Yavaş şehirler (Cittaslow) ve kentsel yaşam kalitesi üzerindeki etkileri: Seferihisar halkının algısı üzerine bir araştırma. *KOCATEPE İİBF Dergisi*. 21(1), 31-46.

BEARD, L. - SCARLES, C. - TRIBE, J. (2016): Mess and method: using ANT in tourism research, *Annals of Tourism Research*, 60, 97-110.

CAFFYN, A. (2012): Advocating and implementing slow tourism, *Tourism Recreation Research*, 37(1), 1-4.

CENGİZ, A., E. - AYHAN, Ç. K. - AK, T. - TIMUR, U. P. (2018): An alternative approach to sustainable city development.

CHI, X. - HAN, H. (2020): Exploring slow city attributes in Mainland China: tourist perceptions and behavioral intentions toward Chinese Cittaslow. *Journal of Travel & Tourism Marketing*. 37(3), 361-379.

CHI, X. - HAN, H. (2021): Performance of tourism products in a slow city and formation of affection and loyalty: Yaxi Cittaslow visitors' perceptions. *Journal of Sustainable Tourism*. 29. 10. 1586-1612.

CITTASLOW INTERNATIONAL (2022). Retrieved June 29, 2022, from <https://www.cittaslow.org/>

CITTASLOW TÜRKİYE (2022a): Sık Sorulan Sorular. Accessed June 29, 2022, <https://cittaslowturkiye.org/tr/sss/>

CITTASLOW TÜRKİYE (2022b): Cittaslow üyelik süreci ve kriterler. Accessed March 15, 2022, <https://cittaslowturkiye.org/uyelik-sureci-ve-kriterler/>.

CSAPODY B. - ÁSVÁNYI K. - JÁSZBERÉNYI M. (2022): Green paths for foodies after COVID-19: Sustainable practices of European high-end restaurants: Current Issues in Tourism, Gastronomy, and Tourist Destination Research.

DIMITROVSKI, D. - STARCEVIC, S. - MARINKOVIC, V. (2021): Which attributes are the most important in the context of the slow food festival? *Leisure Sciences*.

EKINCI, M. B. (2014): The Cittaslow philosophy in the context of sustainable tourism development; the case of Turkey, *Tourism Management*, 41, 178-189.

ERGÜVEN, M. H. (2011): Cittaslow - Yaşamaya değer şehirlerin uluslararası birliği: Vize örneği. *Organizasyon ve Yönetim Bilimleri Dergisi*. 3 (2), 201-210. Accessed 15 June 2022, <https://dergipark.org.tr/tr/pub/oybd/issue/16338/171061>.

FROST, W. - LAING, J. (2013): Communicating persuasive messages through slow food festivals *Journal of Vacation Marketing*, 19(1), 67-74.

MAJOR GRAFEL's website (2022): <https://graefl.hu/etterem/> (Accessed 16 November 2022).

HATİPOĞLU, B. (2015): "Cittaslow": Quality of life and visitor experiences, *Tourism Planning & Development*, 12(1), 20-36.

HAN, J. H. - KIM, J. S. - LEE, C.-K. - KIM, N. (2019): Role of place attachment dimensions in tourists' decision-making process in Cittaslow. *Journal of Destination Marketing & Management*. 11, 108-119.

HOED, W. (2020): Where everyday mobility meets tourism: an age-friendly perspective on cycling in the Netherlands and the UK, *Journal of Sustainable Tourism*. 28(2), 185-203.

HOTEL GUGLWALD website (2022): <https://www.guglwald.at/> (Accessed 17 November 2022).

JONES, P. - SHEARS, P. - HILLIER, D. - COMFORT, D. - LOWELL, J. (2003): "Return to traditional values? A case study of Slow Food", *British Food Journal*, Vol. 105 No. 4/5, pp. 297-304.

KATO, K. - PROGANO, R. N. (2017): Spiritual (walking) tourism as a foundation for sustainable destination development: the Kumano-kodo pilgrimage, Wakayama, Japan. *Tourism Management Perspectives*. 24, 243-251.

KUCUKERGIN, F. N. - OZTURK, Y. (2020): Does slowness bring social change through Cittaslow? *International Journals of Tourism Cities*. 6(4), 749-767.

LIN, L. P. (2017): Industrial tourists' behavioral intention toward slow travel in Taiwan. *Journal of Sustainable Tourism*. 25(3), 379-396.

LIN, L. P. (2018): How would the contextual features of a destination function together with individual factors to enhance tourists' intention toward ST in Taiwan? *Journal of Sustainable Tourism*. 26(9), 1625-1646.

LIN, L. P., HUANG, S. C. - HO, Y. C. (2020): Could virtual reality effectively market slow travel in a heritage destination? *Tourism Management*. 78.

LOSADA, N. - MOTA, G. (2019): "Slow down, your movie is too fast": Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of Destination Marketing & Management*. 11, 140-149.

LOTTI, A. (2010): The commodization of products and taste: Slow Food and the conservation of agro biodiversity, *Agriculture and Human Values*. 27(1), 71-83.

MENG, B. - CHOI, K. (2016): The role of authenticity in forming slow tourists' intentions: developing an extended model of goal-directed behavior. *Tourism Management*. 57, 397-410.

MICHELIN GUIDE website:
<https://guide.michelin.com/en/heves/poroszlo/restaurant/graefl-major-ketutkoz>
(Accessed 15 November 2022).

MUNJAL, S. - SHARMA, S. - MENON, P. (2016): Moving towards "Slow Food", the new frontier of culinary innovation in India: the Vedatya experience. *Worldwide Hospitality and Tourism Themes*. 8(4), 444-460.

OH, H. - ASSAF, A. G. - BALOGLU, S. (2016): Motivations and goals of slow tourism *Journal of Travel Research*. 55(2), 205-219.

- PARK, E. - KIM, S. (2016): The potential of Cittaslow for sustainable tourism development: enhancing local community's empowerment. *Tourism Planning & Development*. 13(3), 351-369.
- PARK, H. J. - LEE, T. J. (2019): Influence of the "slow city" brand association on the behavioural intention of potential tourists, *Current Issues in Tourism*, 22(12), 1405-1422.
- PÉCSEK, B. (2018): Slow tourism as the sustainable alternative for developing urban tourism destinations [Doctoral Degree Thesis Summary].
- SERDANE, Z. - MACCARRONE-EAGLEN, A. - SHARIFI, S. (2020): Conceptualising slow tourism: a perspective from Latvia. *Tourism Recreation Research*. 45(3), 337-350.
- SERDANE, Z. (2020): Slow Philosophy in Tourism Development in Latvia: The Supply Side Perspective, *Tourism Planning & Development*, 17(3), 295-312.
- SHANG, W. - QIAO, G. - CHEN, N. (2020): Tourist experience of slow tourism: from authenticity to place attachment - a mixed-method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Research*. 25(2). 170-188.
- SIGURÐARDÓTTIR, I. (2018): Wellness and equestrian tourism - new kind of adventure? *Scandinavian Journal of Hospitality and Tourism*. 18(4), 377-392.
- SIMONETTI, L. - PETRINI, C. (2012): The ideology of Slow Food. *Journal of European Studies*. 42. 168-189.
- SLOW FOOD (2015): Slow Food History. Accessed 4 June 2022, <https://www.slowfood.com/about-us/our-history/>
- SLOW BUDAPEST website, <https://slowbudapest.com/a-nemzetkozi-slow-mozgalomrol/> , Accessed 4 December 2022.
- SOLER, I. P. - GEMAR, G. - CORREIA, M. B. (2018): Length of stay for tourists' inland trips. *Journal of Destination Marketing & Management*. 10, 49-60.
- TIMMS, B. F. - CONWAY, D. (2012): Slow tourism at the Caribbean's geographical margins. *Tourism Geographies*. 14(3), 396-418.
- TÓTH-KASZÁS, N. - KELLER, K. - PÉTER, E. (2017): A Zala és Somogy megyei helyi termelőkben rejlő fejlesztési lehetőségek feltárása. *A Falu*, 32(1) pp. 35-47.
- WALKER, T. B. - LEE, T. J. (2021): Contributions to sustainable tourism in small islands: an analysis of the Cittaslow movement. *Tourism Geographies*. 23(3), 415-435.
- WARDE, A. - CHENG, S. - OLSEN, W. - SOUTHERTON, D. (2007): Changes in the practice of eating: a comparative analysis of time-use. *Acta Sociologica*. 50(4), 363-385.

WEN, J. - KOZAK, M. - YANG, S. - LIU, F. (2021): COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review*. 76(1), 74-87.

WILSON, S. - HANNAM, K. (2017): The frictions of slow tourism mobilities: conceptualising campervan travel. *Annals of Tourism Research*. 67, 25-36.

WISE, T.A. (2019): *Agribusiness - Family Farmers, and the Battle for the Future of Food*. The New Press. USA, New York.

WONDIRAD, A. - KEBETE, Y. - LI, Y. (2021): Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management*. 19.

VII.4 References in Chapter IV.

BALETTI, G., MILESSI, A., LADU, M. and BORRUSO, G. 2020. A dashboard for supporting slow tourism in green infrastructures. A methodological proposal in Sardinia (Italy). *Sustainability* 12. (9): 3579. <https://doi.org/10.3390/su12093579>

BARTLOMIEJSKI, R. and KOWALEWSKI, M. 2019. Polish urban allotment gardens as “slow city” enclaves. *Sustainability* 11. (11): 3228. <https://doi.org/10.3390/su11113228>

BEKAR, A., YOZUKMAZ, N., GÖVCE, M. and SÜRÜCÜ, C. 2015. The Concept of Cittaslow as a Marketing Tool for Destination Development: The Case of Mugla, Turkey. *American International Journal of Social Science* 4. (3): 54-64.

BENJAMIN, S., DILLETTE, A. and ALDERMAN, D.H. 2020. We can't return to normal: committing to tourism equity in the post-pandemic age. *Tourism Geographies* 22. (3): 476–483. <https://doi.org/10.1080/14616688.2020.1759130>

BICHLER, B.F. 2021. Designing tourism governance: The role of local residents. *Journal of Destination Marketing & Management* 19. 100389. <https://doi.org/10.1016/j.jdmm.2019.100389>

BREUNIG, M. 2020. Slow nature-focused leisure in the days of COVID-19: repressive myths, social (in)justice, and hope. *Annals of Leisure Research* 25. (5): 637-650. <https://doi.org/10.1080/11745398.2020.1859390>

BROADWAY, M. 2015. Implementing the slow life in Southwest Ireland: a case study of Clonakilty and local food. *Geographical Review* 105. (2): 216-234. <https://doi.org/10.1111/j.1931-0846.2014.12067.x>

BRODZINSKI, Z. and KUROWSKA, K. 2021. Cittaslow idea as a new proposition to stimulate sustainable local development. *Sustainability* 13. (9): 5039. <https://doi.org/10.3390/su13095039>

CHEN, X., MAK, B. and KANKHUNI, Z. 2020. Storytelling approach of the self-reported slow adventure to Tibet: Constructing experience and identity. *Tourism Management Perspectives* 35. 100679. <https://doi.org/10.1016/j.tmp.2020.100679>

- CHEN, S.-H., HUANG, J. and THAM, A. 2021. A systematic literature review of coffee and tea tourism. *International Journal of Culture, Tourism and Hospitality Research* 15. (3): 290-311. <https://doi.org/10.1108/IJCTHR-08-2020-0173>
- CHI, X. and HAN, H. 2020. Exploring slow city attributes in Mainland China: Tourist perceptions and behavioral intentions toward Chinese Cittaslow. *Journal of Travel & Tourism Marketing* 37. (3): 361-379. <https://doi.org/10.1080/10548408.2020.1758286>
- CHI, X. and HAN, H. 2021. Performance of tourism products in a slow city and formation of affection and loyalty: Yaxi Cittaslow visitors' perceptions. *Journal of Sustainable Tourism* 29. (10): 1586-1612. <https://doi.org/10.1080/09669582.2020.1860996>
- CHUNG, J.Y., KIM, J.S., LEE, C.-H. and KIM, M.J. 2018. Slow-food-seeking behaviour, authentic experience, and perceived slow value of a slow-life festival. *Current Issues in Tourism* 21. (2): 123-127. <https://doi.org/10.1080/13683500.2017.1326470>
- CITTASLOW GOOLWA (2023). The Cittaslow Goolwa Story. Cittaslow Goolwa. Available at <https://www.cittaslowgoolwa.com.au/about-us/what-is-cittaslow>
- CITTASLOW INTERNATIONAL (2023). International network of cities where living is good. Cittaslow International. Available at <https://www.cittaslow.org/>
- CITTASLOW INTERNATIONAL (2024a). Friends of Cittaslow. Cittaslow International. Available at <https://www.cittaslow.org/content/friends-cittaslow/>
- CITTASLOW INTERNATIONAL (2024b). Association. Cittaslow International. Available at https://www.cittaslow.org/sites/default/files/content/page/files/246/cittaslow_infographic.pdf
- DICKINSON, J.E. and LUMSDON L.M. 2010. *Slow travel and tourism*. London, Routledge. <https://doi.org/10.4324/9781849776493>
- DICKINSON, J.E., ROBBINS, D. and LUMSDON, L.M. 2010. Holiday travel discourses and climate change. *Journal of Transport Geography* 18. (3): 482-489. <https://doi.org/10.1016/j.jtrangeo.2010.01.006>
- DICKINSON, J.E., LUMSDON, L.M. and ROBBINS, D. 2011. Slow travel: issues for tourism and climate change. *Journal of Sustainable Tourism* 19. (3): 281-300. <https://doi.org/10.1080/09669582.2010.524704>
- DIMITROVSKI, D., STARCEVIC, S. and MARINKOVIC, V. 2021. Which attributes are the most important in the context of the Slow Food Festival? *Leisure Sciences* 46. (3): 340-358. <https://doi.org/10.1080/01490400.2021.1967234>
- DUIGNAN, M.B., KIRBY, S.I., O'BRIEN, D. and EVERETT, S. 2018. From "clone towns" to "slow towns": examining festival legacies. *Journal of Place Management and Development* 11. (3): 350-366. <https://doi.org/10.1108/JPMD-07-2017-0071>
- EKINCI, M.B. 2014. The Cittaslow philosophy in the context of sustainable tourism development; the case of Turkey. *Tourism Management*. 41. 178-189. <https://doi.org/10.1016/j.tourman.2013.08.013>

- FARKIC, J., FILEP, S. and TAYLOR, S. 2020. Shaping tourists' wellbeing through guided slow adventures. *Journal of Sustainable Tourism* 28. (12): 2064-2080. <https://doi.org/10.1080/09669582.2020.1789156>
- FOLEY, C. 2016. The art of wasting time: sociability, friendship, community and holidays. *Leisure Studies* 36. (1): 1-20. <https://doi.org/10.1080/02614367.2015.1055296>
- FROST, W. and LAING, J. 2013. Communicating persuasive messages through slow food festivals. *Journal of Vacation Marketing* 19. (1): 67-74. <https://doi.org/10.1177/1356766712461403>
- FULLAGAR, S.P., MARKWELL, K. and WILSON, E. 2012. *Slow Tourism: Experiences and Mobilities*. Bristol, Channel View.
- FUSTÉ-FORNÉ, F. and JAMAL, T. 2020. Slow food tourism: An ethical microtrend for the Anthropocene. *Journal of Tourism Futures* 6. (3): 227-233. <https://doi.org/10.1108/JTF-10-2019-0120>
- FUSTÉ-FORNÉ, F. and MICHAEL, N. 2021. Limited tourism: Travel bubbles for a sustainable future. *Journal of Sustainable Tourism* 31. (1): 73-90. <https://doi.org/10.1080/09669582.2021.1954654>
- GÜRSOY, İ.T. 2020. Slow food justice and tourism: tracing Karakılçık bread in Seferihisar, Turkey. *Journal of Sustainable Tourism* 29. (2-3): 467-487. <https://doi.org/10.1080/09669582.2020.1770772>
- HATİPOĞLU, B. 2015. "Cittaslow": quality of life and visitor experiences. *Tourism Planning & Development* 12. (1): 20-36. <https://doi.org/10.1080/21568316.2014.960601>
- HIGGINS-DESBIOLLES, F. and WIJESINGHE, G. 2019. The critical capacities of restaurants as facilitators for transformations to sustainability. *Journal of Sustainable Tourism* 27. (7): 1080-1105. <https://doi.org/10.1080/09669582.2018.1510410>
- HOED, W. 2020. Where everyday mobility meets tourism: An age-friendly perspective on cycling in the Netherlands and the UK. *Journal of Sustainable Tourism* 28. (2): 185-203. <https://doi.org/10.1080/09669582.2019.1656727>
- IVANCSÓNÉ HORVÁTH, Z., KUPI, M. and HAPP, E. 2023. The role of tourism management for sustainable tourism development in nature reserves in Hungary. *GeoJournal of Tourism and Geosites* 49. (3): 893-900. <https://doi.org/10.30892/gtg.49306-1090>
- JAZSCZAK, A., MORAWIAK, A. and ZUKOWSKA, J. 2020. Cycling as a sustainable transport alternative in Polish Cittaslow towns. *Sustainability* 12. (12): 5049. <https://doi.org/10.3390/su12125049>
- JAZSCZAK, A., KRISTIANOVA, K., POCHODYLA, E., KAZAK, J.K. and MLYNARCZYK, K. 2021. Revitalization of public spaces in Cittaslow towns: Recent urban redevelopment in Central Europe. *Sustainability* 13. (5): 2564. <https://doi.org/10.3390/su13052564>
- JUNG, T.H., INESON, E.M. and MILLER, A. 2014. The Slow Food Movement and sustainable tourism development: a case study of Mold, Wales. *International Journal of*

Culture, Tourism and Hospitality Research 8. (4): 432-445.
<https://doi.org/10.1108/IJCTHR-01-2014-0001>

JUNG, T.H., INESON, E.M., KIM, M. and YAP, M.H.T. 2015. Influence of festival attribute qualities on Slow Food tourists' experience, satisfaction level and revisit intention: The case of the Mold Food and Drink Festival. *Journal of Vacation Marketing* 21. (3): 277-288. <https://doi.org/10.1177/1356766715571389>

KARANIKOLA, P., PANAGOPOULOS, T., TAMPAKIS, S. and TSANTOPOULOS, G. 2018. Cycling as a smart and green mode of transport in small touristic cities. *Sustainability* 10. (1): 268. <https://doi.org/10.3390/su10010268>

KATO, K. and PROGANO R.N. 2017. Spiritual (walking) tourism as a foundation for sustainable destination development: Kumano-kodo pilgrimage, Wakayama, Japan. *Tourism Management Perspectives* 24. 243-251.
<https://doi.org/10.1016/j.tmp.2017.07.017>

KEBETE, Y. 2021. Promoting slow tourism to wrestle the challenges of shorter length of tourist stay: Implications for sustainable tourism. *GeoJournal of Tourism and Geosites* 39. (4): 1388-1396. <https://doi.org/10.30892/gtg.394spl09-782>

KIM, J.H., KING, B.E.M. and KIM, S.S. 2021. Developing a slow city tourism evaluation index: a Delphi-AHP review of Cittaslow requirements. *Journal of Sustainable Tourism* 30. (4): 846-874. <https://doi.org/10.1080/09669582.2021.1897130>

KLARIN, A., PARK, E. and KIM, S. 2022. The slow movements: Informetric mapping of the scholarship and implications for tourism and hospitality. *Journal of Hospitality & Tourism Research* 48. (3): 464-482. <https://doi.org/10.1177/10963480221116049>

KREŠIĆ, D. and GJURAŠIĆ. M. 2022. Slow tourism as an immersive travel experience: A bibliometric analysis. *Academica Turistica* 15. (3): 323-333.
<https://doi.org/10.26493/2335-4194.15.323-333>

KUCUKERGIN, F.N. and OZTURK, Y. 2020. Does slowness bring social change through Cittaslow? *International Journals of Tourism Cities* 6. (4): 749-767.
<https://doi.org/10.1108/IJTC-06-2019-0093>

LAMB, D. 2019. Taking it day-by-day: An exploratory study of adult perspectives on slow living in an urban setting. *Annals of Leisure Research* 22. (4): 463-483.
<https://doi.org/10.1080/11745398.2019.1609366>

LEE, K.-H., SCOTT, N. and PACKER, J. 2015a. The Fits-Like-A-Glove model and destination activities of Slow Food members. *Current Issues in Tourism* 18. (3): 286-290.
<https://doi.org/10.1080/13683500.2014.909389>

LEE, K.-H., SCOTT, N. and PACKER, J. 2015b. Travel lifestyle preferences and destination activity choices of Slow Food members and non-members. *Tourism Management* 46. 1-10. <https://doi.org/10.1016/j.tourman.2014.05.008>

LIN, L.-P. 2017. Industrial tourists' behavioral intention toward slow travel in Taiwan. *Journal of Sustainable Tourism* 25. (3): 379-396.
<https://doi.org/10.1080/09669582.2016.1213848>

- LIN, L.-P. 2018. How would the contextual features of a destination function together with individual factors to enhance tourists' intention toward ST in Taiwan? *Journal of Sustainable Tourism* 26. (9): 1625-1646. <https://doi.org/10.1080/09669582.2018.1491586>
- LIN, L.-P., HUANG, S.-C. and HO, Y.-C. 2020. Could virtual reality effectively market slow travel in a heritage destination? *Tourism Management* 78. 104027. <https://doi.org/10.1016/j.tourman.2019.104027>
- LOSADA, N. and MOTA, G. 2019. "Slow down, your movie is too fast": Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of Destination Marketing & Management* 11. 140-149. <https://doi.org/10.1016/j.jdmm.2018.12.007>
- LUMSDON, L.M. and MCGRATH, P. 2011. Developing a conceptual framework for slow travel: a grounded theory approach. *Journal of Sustainable Tourism* 19. (3): 265-279. <https://doi.org/10.1080/09669582.2010.519438>
- MAVRIC, B., OĞRETMENOGLU, M. and AKOVA, O. 2021. Bibliometric Analysis of Slow Tourism. *Advances in Hospitality and Tourism Research (AHTR)* 9. (1): 157-178. <https://doi.org/10.30519/ahtr.794656>
- MENG, B. and CHOI, K. 2016a. The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior. *Tourism Management* 57. 397-410. <https://doi.org/10.1016/j.tourman.2016.07.003>
- MENG, B. and CHOI, K. 2016b. Extending the theory of planned behaviour: Testing the effects of authentic perception and environmental concerns on the slow-tourist decision-making process. *Current Issues in Tourism* 19. (6): 528-544. <https://doi.org/10.1080/13683500.2015.1020773>
- NILSSON, J.H., SVÄRD, A.-C., WIDARSSON, A. and WIRELL, T. 2011. "Cittaslow" eco-gastronomic heritage as a tool for destination development. *Current Issues in Tourism* 14. (4): 373-386. <https://doi.org/10.1080/13683500.2010.511709>
- OH, H., ASSAF, G.A. and BALOGLU, S. 2016. Motivations and goals of slow tourism. *Journal of Travel Research* 55. (2): 205-219. <https://doi.org/10.1177/0047287514546228>
- ÖZDEMİR, G. and ÇELEBİ, D. 2018. Exploring dimensions of slow tourism motivation. *Anatolia* 29. (4): 540-552. <https://doi.org/10.1080/13032917.2018.1460854>
- ÖZÜPEKÇE, S. 2021. Built-up indeks kullanılarak Türkiye'nin yavaş şehirlerinin (Cittaslow) zamansal değişimi [Temporal change of Turkey's slow cities (Cittaslow) by using the built-up index]. *Coğrafya Dergisi* 43. 19-36. <https://doi.org/10.26650/JGEOG2021-880191>
- PARK, E. and KIM, S. 2016. The potential of Cittaslow for sustainable tourism development: enhancing local community's empowerment. *Tourism Planning & Development* 13. (3): 351-369. <https://doi.org/10.1080/21568316.2015.1114015>

- PARK, H.-J. and LEE, T.J. 2019. Influence of the “slow city” brand association on the behavioural intention of potential tourists. *Current Issues in Tourism* 22. (12): 1405-1422. <https://doi.org/10.1080/13683500.2017.1391753>
- PÉCSEK, B. 2015. The role of slow design elements in managing tourist flow on the example of Bruges, Belgium. *Hungarian Geographical Bulletin* 64. (2): 143-154. <https://doi.org/10.15201/hungeobull.64.2.5>
- PÉCSEK, B. 2018. *Slow tourism as the sustainable alternative for developing urban tourism destinations*. Gödöllő, Szent István University. Available at https://archive2020.szie.hu/sites/default/files/pecsek_brigitta_thesis.pdf
- PERANO, M., ABBATE, T., LA ROCCA, E.T. and CASALI, G.L. 2019. Cittaslow & fast-growing SMEs: evidence from Europe. *Land Use Policy* 82. 195-203. <https://doi.org/10.1016/j.landusepol.2018.12.018>
- PINK, S. and LEWIS, T. 2014. Making resilience: Everyday affect and global affiliation in Australian Slow Cities. *Cultural Geographies* 21. (4): 695-710. <https://doi.org/10.1177/1474474014520761>
- PINK, S. and SERVON, L.J. 2013. Sensory global towns: An experiential approach to the growth of the Slow City movement. *Environment and Planning A: Economy and Space* 45. (2): 451-466. <https://doi.org/10.1068/a45133>
- PINK, S. and SERVON, L.J. 2015. Cittaslow: Going glocal in Spain. *Journal of Urban Affairs* 37. (3): 327-340. <https://doi.org/10.1111/juaf.12169>
- PRESENZA, A., ABBATE, T. and MICERA, R. 2015. The cittaslow movement: Opportunities and challenges for the governance of tourism destinations. *Tourism Planning and Development* 12. (4): 1-10. <https://doi.org/10.1080/21568316.2015.1037929>
- ROGOVSKA, V. and LACKOVA, A. 2015. From Slow Food to Slow Tourism. In *International Scientific Conference, Quality of Tourist Services and Promotion of Healthy Lifestyle*. Lublin, The University of Life Sciences.
- SEABRA, C. and BHATT, K. 2022. Tourism sustainability and COVID-19 pandemic: Is there a positive side? *Sustainability* 14. (14): 8723. <https://doi.org/10.3390/su14148723>
- SECHI, L., MOSCARELLI, R. and PILERI, P. 2020. Planning tourist infrastructures to regenerate marginalised territories: the study case of North Sardinia, Italy. *City, Territory and Architecture* 7. (5). <https://doi.org/10.1186/s40410-019-0108-x>
- SEMMENS, J. and FREEMAN, C. 2012. The value of Cittaslow as an approach to local sustainable development: A New Zealand perspective. *International Planning Studies* 17. (4): 353-375. <https://doi.org/10.1080/13563475.2012.726851>
- SERDANE, Z. 2019. Slow Philosophy in Tourism Development in Latvia: The Supply Side Perspective. *Tourism Planning and Development* 17. (4): 1-18. <https://doi.org/10.1080/21568316.2019.1650103>

- SERDANE, Z., MACCARRONE-EAGLEN, A. and SHARIFI, S. 2020. Conceptualising slow tourism: a perspective from Latvia. *Tourism Recreation Research* 45. (3): 337-350. <https://doi.org/10.1080/02508281.2020.1726614>
- SHANG, W., QIAO, G. and CHEN, N. 2020a. Tourist experience of slow tourism: From authenticity to place attachment - a mixed-method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Research* 25. (2): 170-188. <https://doi.org/10.1080/10941665.2019.1683047>
- SHANG, W., QIAO, G. and CHEN, N. 2020b. Examining structural relationships among brand experience, existential authenticity, and place attachment in slow tourism destinations. *Sustainability* 12. (7): 2784. <https://doi.org/10.3390/su12072784>
- SIGURÐARDÓTTIR, I. 2018. Wellness and equestrian tourism - new kind of adventure? *Scandinavian Journal of Hospitality and Tourism* 18. (4): 377-392. <https://doi.org/10.1080/15022250.2018.1522718>
- SINGH, V.K., SINGH, P., KARMAKAR, M., LETA, J. and MAYR, P. 2021. The journal coverage of Web of Science, Scopus and Dimensions: A comparative analysis. *Scientometrics* 126. 5113-5142. <https://doi.org/10.1007/s11192-021-03948-5>
- SOLER, I.P., GEMAR, G. and CORREIA, M.B. 2018. Length of stay for tourists' inland trips. *Journal of Destination Marketing & Management* 10. 49-60. <https://doi.org/10.1016/j.jdmm.2018.05.008>
- WALKER, T.B. and LEE, T.J. 2021. Contributions to sustainable tourism in small islands: an analysis of the Cittaslow movement. *Tourism Geographies* 23. (3): 415-435. <https://doi.org/10.1080/14616688.2019.1654539>
- WEN, J., KOZAK, M., YANG, S. and LIU, F. 2021. COVID-19: potential effects on Chinese citizens' lifestyle and travel. *Tourism Review* 76. (1): 74-87. <https://doi.org/10.1108/TR-03-2020-0110>
- WERNER, K., GRIESE, K.-M. and BOSSE, C. 2021. The role of slow events for sustainable destination development: a conceptual and empirical review. *Journal of Sustainable Tourism* 29. (11-12): 1913-1931. <https://doi.org/10.1080/09669582.2020.1800021>
- WILSON, S. and HANNAM, K. 2017. The frictions of slow tourism mobilities: Conceptualising campervan travel. *Annals of Tourism Research* 67. 25-36. <https://doi.org/10.1016/j.annals.2017.07.021>
- WONDIRAD, A., KEBETE, Y. and LI, Y. 2021. Culinary tourism as a driver of regional economic development and socio-cultural revitalization: Evidence from Amhara National Regional State, Ethiopia. *Journal of Destination Marketing & Management* 19. 100482. <https://doi.org/10.1016/j.jdmm.2020.100482>
- XIAO, Y. and WATSON, M. 2019. Guidance on Conducting a Systematic Literature Review. *Journal of Planning Education and Research* 39. (1): 93-112. <https://doi.org/10.1177/0739456X17723971>
- ZIELINSKA-SZCZEPKOWSKA, J., JASZCZAK, A. and ZUKOVSKIS, J. 2021. Overcoming socio-economic problems in crisis areas through revitalization of Cittaslow towns.

Evidence from North-East Poland. *Sustainability* 13. (14): 7984.
<https://doi.org/10.3390/su13147984>

VII.5 References in Chapter V.

Abubakar, A. M., & Ilkan, M. (2016). Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing & Management*, 5(3), 192-201. <https://doi.org/10.1016/j.jdmm.2015.12.005>

Ak, D. (2017). Yavaş kent (Cittaslow) hareketi ve Türkiye örnekleri üzerine bir değerlendirme. *The Journal of International Social Research*, 10(52), 884-903.
<http://dx.doi.org/10.17719/jisr.2017.1944>

Al Haija, A. A. (2011). Jordan: Tourism and conflict with local communities. *Habitat International*, 35(1), 93-100. <https://doi.org/10.1016/j.habitatint.2010.04.002>

Andereck, K., & Nyaupane, G. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 50(3), 248-260.
<https://doi.org/10.1177/0047287510362918>

Baghirov, F., Bozbay, Z., Zhang, Y. (2023). Individual factors impacting tourist satisfaction and revisit intention in slow tourism cities: an extended model. *International Journal of Tourism Cities*. <http://dx.doi.org/10.1108/IJTC-05-2023-0094>

Balaban, E., & Keller, K. (2024). A systematic literature review of slow tourism. *Hungarian Geographical Bulletin*, 73(3), 303-323.
<https://doi.org/10.15201/hungeobull.73.3.6>

Batabyal, D., Rawal, Y. S., Chatterjee, P., & Goswami, S. (2023). Temple service quality model for future pilgrimages in Indian sub-continent through user-generated contents (UGC) in TripAdvisor. *International Journal of Tourism Anthropology*, 2(9), 113-135.
<https://doi.org/10.1504/IJTA.2023.130849>

Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2-3), 311-327.
<https://doi.org/10.1080/19368620802594193>

Chan, J. K. L., Tay, K. X., & Phang, I. G. (2024). Exploring local community perspectives on the development of river tourism along the Petagas-Putatan River in Sabah, Malaysia. *Heliyon*, 10(14), e34313. <https://doi.org/10.1016/j.heliyon.2024.e34313>

Chang, L., Vada, S., Moyle, B. D., & Gardiner, S. (2023). Unlocking the gateway to tourist well-being: The Triple-A model of engagement in tourism experiences. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2024.2359544>.

Chebby, F., Mmbaga, N., & Ngongolo, K. (2024). Impact of COVID-19 pandemic on tourism, income of local communities, and biodiversity conservation: Evidence from Burunge wildlife management area, Tanzania. *Heliyon*, 10(2), e24327.
<https://doi.org/10.1016/j.heliyon.2024.e24327>

- Chi, X., & Han, H. (2020). Exploring slow city attributes in Mainland China: Tourist perceptions and behavioral intentions toward Chinese Cittaslow. *Journal of Travel & Tourism Marketing*, 37(3), 361-379. <https://doi.org/10.1080/10548408.2020.1758286>
- Chi, X., & Han, H. (2021). Performance of tourism products in a slow city and formation of affection and loyalty: Yaxi Cittaslow visitors' perceptions. *Journal of Sustainable Tourism*, 29(10), 1586-1612. <https://doi.org/10.1080/09669582.2020.1860996>
- Cittaslow International (2024a). Retrieved February 09, 2024, from <https://www.cittaslow.org/>
- Cittaslow International (2024b). Association. Cittaslow International. Retrieved July 14, 2024, from <https://www.cittaslow.org/content/association>
- Cittaslow International (2024c). Cittaslow List. Cittaslow International. Retrieved July 14, 2024, from https://www.cittaslow.org/sites/default/files/content/page/files/246/cittaslow_list_june_2024.pdf
- Cittaslow Türkiye (2024). Cittaslow Türkiye Ağı. Cittaslow Türkiye. Retrieved June 14, 2024, from <https://cittaslowturkiye.org/tr/>
- Corley, K. G., & Goia, D. A. (2004). Identity ambiguity and change in the wake of a corporate spin-off. *Administrative Science Quarterly*, 49(2), 173-208. <https://doi.org/10.2307/4131471>
- Çevik, S., & Saripek, S. (2022). Memorable tourism experience in slow cities: A netnographic analysis in the case of Halfeti. *Deturope*. <https://doi.org/10.32725/det.2022.017>
- Dias, R. R., Almeida, A. L. D., & Hemsworth, K. (2023). Slow tourism and food: The “Good” principle as Portuguese trend. *Journal of Tourism & Development*, 43, 99-117. <https://doi.org/10.34624/rtd.v43i0.33001>
- Dickinson, J. E., & Lumsdon L.M. (2010). *Slow Travel and Tourism*. London, Routledge. <https://doi.org/10.4324/9781849776493>
- Fusté-Forné, F. & Michael, N. (2021). Limited tourism: Travel bubbles for a sustainable future. *Journal of Sustainable Tourism* 31(1), 73-90. <https://doi.org/10.1080/09669582.2021.1954654>
- Gocer, O., Boyacioglu, D., Karahan, E. E., & Shrestha, P. (2024). Cultural tourism and rural community resilience: A framework and its application. *Journal of Rural Studies*, 107, 103238. <https://doi.org/10.1016/j.jrurstud.2024.103238>
- Hanafiah, M. H., Jamaluddin, M. R., & Zulkifly, M. I. (2013). Local community attitude and support towards tourism development in Tioman Island, Malaysia. *Procedia - Social and Behavioral Sciences*, 105, 792-800. <https://doi.org/10.1016/j.sbspro.2013.11.082.4>
- Hatipoglu, B. (2015). “Cittaslow”: Quality of life and visitor experiences. *Tourism Planning and Development*, 12(1), 20-36. <https://doi.org/10.1080/21568316.2014.960601>

- Hu, M., Li, H., Song, H., Li, X., & Law, R. (2022). Tourism demand forecasting using tourist-generated online review data. *Tourism Management*, 90, 104490. <https://doi.org/10.1016/j.tourman.2022.104490>
- Huang, T.-Y., Chen, J. S., & Ramos, W. D. (2023). Slow tourism: the relationship between tourists' slow food experiences and their quality of life. *Tourism Review*, (78):1. 159-176. <https://doi.org/10.1108/TR-02-2022-0053>
- Jakovlev, Z., & Mitrevska, E. (2011). Sustainability and competitiveness of tourism. In T. Angelkova, C. Koteski, Z. Jakovlev, & E. Mitrevska (Eds.), *Procedia - Social and Behavioral Sciences*, 44, 221-227.
- Jung, T., Ineson, E. M., Kim, M., & Yap, M. H. (2015). Influence of festival attribute qualities on Slow Food tourists' experience, satisfaction level and revisit intention: The case of the Mold Food and Drink Festival. *Journal of Vacation Marketing*, 21(3), 277-288. <https://doi.org/10.1177/1356766715571389>
- Kheiri, J. (2023). Tourists' engagement in cultural attractions: An exploratory study of psychological and behavioural engagement in indigenous tourism. *International Journal of Anthropology and Ethnology*, 7(8): 1-19. <https://doi.org/10.1186/s41257-023-00087-y>
- Kim, J.-H., Ritchie, J., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25. <https://doi.org/10.1177/0047287510385467>
- Kim, J.-H., Wang, Y., & Song, H. (2021). Understanding the causes of negative tourism experiences. *Current Issues in Tourism*, 24(3), 304-320. <https://doi.org/10.1080/13683500.2020.1711711>
- Kim, K., Uysal, M., & Sirgy, M. J. (2013). How does tourism in a community impact the quality of life of community residents? *Tourism Management*, 36, 527-540. <https://doi.org/10.1016/j.tourman.2012.09.005>
- Kirilenkoa, A. P., Stepchenkova, S. O., & Hernandez J. M. (2019). Comparative clustering of destination attractions for different origin markets with network and spatial analyses of online reviews. *Tourism Management*, 72, 400-410. <https://doi.org/10.1016/j.tourman.2019.01.001>
- Klarin, A., Park, E., Xiao, Q., & Kim, S. (2023). Time to transform the way we travel?: A conceptual framework for slow tourism and travel research. *Tourism Management Perspectives*, 46, 101100. <https://doi.org/10.1016/j.tmp.2023.101100>
- Kubickova, M., & Martin, D. (2020). Exploring the relationship between government and destination competitiveness: The TALC model perspective. *Tourism Management*, 78. Article 104040. <https://doi.org/10.1016/j.tourman.2019.104040>.
- Lapuz, M. C. M. (2023). The role of local community empowerment in the digital transformation of rural tourism development in the Philippines. *Technology in Society*, 74, 102308. <https://doi.org/10.1016/j.techsoc.2023.102308>

- Le Busque, B., Mingoia, J., & Litchfield, C. (2021). Slow tourism on Instagram: An image content and geotag analysis. *Tourism Recreation Research*, 47(5-6), 623-630. <https://doi.org/10.1080/02508281.2021.1927566>
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37-46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Lee, S., Busser, J. A., Kim, M., & Shulga, L. V. (2025). Slow tourism experience: impact on emotions, engagement and well-being. *Journal of Hospitality and Tourism Insights*. 8(3), 1150-1170. <https://doi.org/10.1108/JHTI-02-2024-0137>
- Li, D., Xu, D., Zhou, Y., Lv, L., & Chen, X. (2024). Sustainable rural development through slow tourism images: A case study of Gaochun International Cittàslow in China. *Journal of Destination Marketing & Management*, 32, 100903. <https://doi.org/10.1016/j.jdmm.2024.100903>
- Lin, L.-P., Huang, S.-C., & Ho, Y.-C. (2020). Could virtual reality effectively market slow travel in a heritage destination? *Tourism Management* 78. 104027. <https://doi.org/10.1016/j.tourman.2019.104027>
- Line, N. D., Hanks, L., Dogru, T., & Lu, L. (2024). Assigning credit and blame: How delivery services affect restaurant eWOM. *International Journal of Hospitality Management*, 117, 103644. <https://doi.org/10.1016/j.ijhm.2023.103644>
- Liu, X., Ren, P., Lv, X., Li, S. (2024). Service experience and customers' eWOM behavior on social media platforms: The role of platform symmetry. *International Journal of Hospitality Management* 119, 103735. <https://doi.org/10.1016/j.ijhm.2024.103735>
- Losada, N., & Mota, G. (2019). “Slow down, your movie is too fast”: Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of Destination Marketing & Management* 11. 140–149. <https://doi.org/10.1016/j.jdmm.2018.12.007>
- Low, P. (2024). Computerized content analysis of TripAdvisor reviews: A case study of a street food restaurant with one Michelin star. *TEM Journal*, 13(1). 326-333. <https://doi.org/10.18421/TEM131-34>
- Manthiou, A., Klaus, P., & Luong, V. H. (2022). Slow tourism: Conceptualization and interpretation - A travel vloggers' perspective. *Tourism Management*. 93. 104570. <https://doi.org/10.1016/j.tourman.2022.104570>
- Marić, D., Leković, K., & Tomić, S. (2021). Slow tourism consumers' recommendations. Tm-technisches Messen. <https://doi.org/10.22190/TEME190708084M>
- Meng, B., & Choi, K. (2016). The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior. *Tourism Management*, 57, 397-410. <https://doi.org/10.1016/j.tourman.2016.07.003>
- Naidoo, P., & Sharpley, R. (2016). Local perceptions of the relative contributions of enclave tourism and agritourism to community well-being: The case of Mauritius.

Journal of Destination Marketing & Management, 5(1), 16-25.
<https://doi.org/10.1016/j.jdmm.2015.11.002>

Nicholas, L. Thapa, B., & Ko, Y. (2009). Residents' perspectives of a world heritage site: the Pitons Management Area, St. Lucia. *Annals of Tourism Research*, 36(3), 390-412.

Nilsson, J. H., Svärd, A. C., Widarsson, Å., & Wirell, T. (2010). "Cittáslow" eco-gastronomic heritage as a tool for destination development. *Current Issues in Tourism*, 14(4), 373-386. <https://doi.org/10.1080/13683500.2010.511709>

Oh, H., Assaf, A. G., & Baloglu, S. (2016). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219. <https://doi.org/10.1177/0047287514546228>

Özdemir, G., & Çelebi, D. (2018). Exploring dimensions of slow tourism motivation. *Anatolia*, 29(4), 540-552. <https://doi.org/10.1080/13032917.2018.1460854>

Pécsek, B. (2018). *Slow tourism as the sustainable alternative for developing urban tourism destinations*. Gödöllő, Szent István University. Available at https://archive2020.szie.hu/sites/default/files/pecsek_brigittha_thesis.pdf

Pratt, M. G. (2009). From the editors: For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research. *Academy of Management Journal*. 52(5). 856-862. <https://doi.org/10.5465/amj.2009.44632557>

Rao, A., & Saksena, S. (2021). Wildlife tourism and local communities: Evidence from India. *Annals of Tourism Research Empirical Insights*, 2(1), 100016. <https://doi.org/10.1016/j.annale.2021.100016>

Rodríguez-Díaz, M., & Espino-Rodríguez, T. F. (2018). A methodology for a comparative analysis of the lodging offer of tourism destinations based on online customer reviews. *Journal of Destination Marketing & Management*, 8, 147-160. <https://doi.org/10.1016/j.jdmm.2017.02.006>

Roque, V. & Raposo, R. (2016). Social media as a communication and marketing tool in tourism: an analysis of online activities from international key player DMO. *Anatolia*, 27(1), 58-70. <http://dx.doi.org/10.1080/13032917.2015.1083209>

Sangkaew, N., & Zhu, H. (2020). Understanding tourists' experiences at local markets in Phuket: An analysis of TripAdvisor reviews. *Journal of Quality Assurance in Hospitality & Tourism*, 23(1). 89-114. <https://doi.org/10.1080/1528008X.2020.1848747>

Serdane, Z., Maccarrone-Eaglen, A., & Sharifi, S. (2020). Conceptualising slow tourism: a perspective from Latvia. *Tourism Recreation Research*, 45(3), 337-350. <https://doi.org/10.1080/02508281.2020.1726614>

Shang, W., Qiao, G., & Chen, N. (2020). Tourist experience of slow tourism: From authenticity to place attachment - a mixed-method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Research* 25(2), 170-188. <https://doi.org/10.1080/10941665.2019.1683047>

Silva, G. B. D., Costa, M. F. D., Santos, J. I. A. S. D., Lima, L. F. S. D., Campos, P. D. O., & Barros, J. E. D. M. (2024). Toward self-preservation: Analysis of slow food

consumption antecedents during the COVID-19 pandemic. *Journal of International Food & Agribusiness Marketing*, 36(3), 401-423. <https://doi.org/10.1080/08974438.2022.2141939>

Soltani-Nejad, N., Rastegar, R., Shahriari-Mehr, G., & Taheri-Azad, F. (2024). Conceptualizing tourist journey: Qualitative analysis of tourist experiences on TripAdvisor. *Journal of Quality Assurance in Hospitality and Tourism*, 25(2), 343-364. <https://doi.org/10.1080/1528008X.2022.2124575>

Sun, X., Cao, X., & Lau, Y-y. (2023). Exploring cruise tourists' sentiment expression pattern from online reviews: An insight into market positioning. *Tourism Management Perspectives*, 49, 101195. <https://doi.org/10.1016/j.tmp.2023.101195>

Sun, X., Wang, Z., Zhou, M., Wang, T., & Li, H. (2024). Segmenting tourists' motivations via online reviews: An exploration of the service strategies for enhancing tourist satisfaction. *Heliyon*, 10(1), 23539. <https://doi.org/10.1016/j.heliyon.2023.e23539>

Tosun, C. (2002). Host Perceptions of Impacts: A Comparative Tourism Study. *Annals of Tourism Research*, 29(1), 231-253.

Wu, X., & Yuan, Z. (2023). Understanding the socio-cultural resilience of rural areas through the intergenerational relationship in transitional China: Case studies from Guangdong. *Journal of Rural Studies*, 97, 303-313. <https://doi.org/10.1016/j.jrurstud.2022.12.001>

Yaşar, E., Öztürk, İ., & Tür, E. (2023). Analysis of visitor reviews on the Cittaslow Eğirdir: The Tripadvisor example. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*. <https://doi.org/10.18092/ulikidince.1211847>

Yurtseven, H. R., & Kaya, O. (2011). Slow tourists: A comparative research based on Cittaslow principles. *American International Journal of Contemporary Research*, 1(2), 91-98. http://www.ajcernet.com/journals/Vol_1_No_2_September_2011/12.pdf

Zheng, X., Huang, J., Wu, J. Sun, S., & Wang, S. (2023). Emerging trends in online reviews research in hospitality and tourism: A scientometric update (2000-2020). *Tourism Management Perspectives*, 47, 101105. <https://doi.org/10.1016/j.tmp.2023.101105>

VII.6 References in Chapter VI.

Alp, G. Ö. (2024). Cittaslow through the lens of sustainable urban development: A comparative analysis of Italy and Türkiye cases. *Regional Studies, Regional Science*, 11(1), 256-270. <https://doi.org/10.1080/21681376.2024.2329601>

Farkić, J., & Taylor, S. (2019). *Rethinking tourist wellbeing through the concept of slow adventure*. *Sports*, 7(8), 190. <https://doi.org/10.3390/sports7080190>

Hatipoglu, B. (2015). "Cittaslow": Quality of life and visitor experiences. *Tourism Planning & Development*, 12(1), 20-36. <https://doi.org/10.1080/21568316.2014.960601>

- Kucukergin, F. N., & Ozturk, Y. (2020). Does slowness bring social change through Cittaslow? *International Journal of Tourism Cities*, 6(4), 749-767. <https://doi.org/10.1108/IJTC-06-2019-0093>
- Manthiou, A., Klaus, P., & Luong, V. H. (2022). Slow tourism: Conceptualization and interpretation – A travel vloggers’ perspective. *Tourism Management*. 93. 104570. <https://doi.org/10.1016/j.tourman.2022.104570>
- Moira, P., Mylonopoulos, D., & Kondoudaki, A. (2017). *The application of slow movement to tourism: Is slow tourism a new paradigm?* *Journal of Tourism and Leisure Studies*, 2(2), 1-10. <https://doi.org/10.18848/2470-9336/CGP/v02i02/1-10>
- Munch, E. (2024). *Sustainable and slow cities: The quest for conviviality*. *Sustainability: Science, Practice and Policy*, 20(1). <https://doi.org/10.1080/15487733.2024.2375810>
- Syvertsen, T., & Jorge, A. (2025). Slow tourism and digital disconnection: A study of place, atmosphere and norms in pilgrim and mountain walking destinations. *Annals of Leisure Research*. <https://doi.org/10.1080/11745398.2025.2539137>
- Tsegaw, W. E. (2023). Slow tourism motivations: A factor/cluster segmentation approach. *Research in Hospitality Management*, 13(1), 45-54. <https://doi.org/10.1080/22243534.2023.2239582>