

# Sustainable and Slow Tourism- A significant footstep towards reducing carbon emissions and negative health impacts: Perception of Indian Travelers

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## Abstract

Slow tourism is looked upon as a means of achieving green & sustainable tourism and is seen as an alternative to mass tourism. It is becoming popular amongst tourists, destination managers and tourism service providers. Slow tourism is an integrative concept that promotes sustainability in all aspects of a travelling journey.

Advertisers and tourism service providers are marketing different features of slow tourism. Local Government bodies and state tourism development corporations are also promoting slow tourism through various social media and promotional campaign. The present research tries to explore the perception and preferences of Indian travellers regarding the concept of slow tourism.

**Methodology:** This an exploratory research intending to study the perception and preferences of Indian travellers towards slow tourism. Semi structured interviews of tourists, destination managers and tourism service providers from India will be used to collect the data. Thematic apperception test will be used to evaluate the respondents' patterns of thoughts, emotional responses & attitudes towards slow tourism.

Principal of saturation will be used to determine the sample size.

**Findings/Outcomes/ Results:** As an outcome of this paper the researchers propose to develop a model framework through which slow tourism can be embedded in the existing tourism practices of tourists, destination managers and tourism service providers.

**Implication:** Through this research the researchers intend to create awareness about slow tourism and help to reduce the increasing environmental threats of fast tourism. It is also proposed to understand the perceived challenges in adapting slow tourism and to provide probable solutions to overcome this perception of the tourist.

**Research Questions:**

1. Are Indian Travellers aware about slow tourism?
2. Are the Indian Travellers willing to adapt the slow tourism?
3. What are the perceived challenges in adapting slow tourism?

**Keywords:** Slow Tourism, Sustainable Tourism, Green Tourism, Eco-Tourism, Sustainability, carbon emissions.

## INTRODUCTION

When people go from one destination to another, they engage in tourism. It is a popular activity across all age groups. It's a departure from your regular routine. Tourism is an important feature of modern culture, affecting people and places all over the world. Inside Western communities, a culture without vacations and opportunity to travel to different places for new experiences is unthinkable.

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Over the last five decades, there has been a significant increase in tourism travel. According to the World Travel and Tourism Council (WTTC), travel and tourism directly created around 330 million jobs in 2019 and contributed 10.3 percent to global GDP.

Although the primary goal of travel has changed, tourism has not, because tourism is no longer about collecting new locations or original artwork, but rather about gathering experiences and sights. This study lays the groundwork for slow travel as a tourism model, in which travel can be an intrinsic element of the tourism experience rather than just a means of getting to a destination. Slow travel provides an antithesis to a faster pace of life; people prefer trains, coaches, bicycles, and walking to flying and driving, and they seek out tourist experiences that focus on nature, culture, and interaction with other tourists and the local population.

Tourism at a Slow Pace Slow tourism is one of the newest trends in modern tourism. This movement arose from the so-called "Slow Movement's" larger trend. Slow tourism is a concept that encourages people to visit locations for longer periods of time, travel less, appreciate the beauty of the places they visit, spend time learning about the local history and culture, and support the environment. The strains of today's socioeconomic climate, stress, a lack of time, the pace of daily life, and a lack of connection and actual touch in human relationships are the main sources of worry for the slow movement.

Slow travel is defined as a qualitative emphasis on the journey taken, with the major focus and explanation being on the tourist's consumption-oriented pleasures and experiences. Individual motivations, subjective choice of forms of travel, and other personal reasons, such as preference and lifestyle, all guide either expressly or loosely specified aims for focusing travel. Slow tourism may coincide with certain types or categories of travel.

Sustainable consumption is recognised as a crucial component of slow tourism by Lipman and Murphy (2012) "Slower transportation and goods, less mobility, and fewer

trips." As he described the long voyage in minute detail, Krippendorf could be regarded to have comprehended the concept of slow tourism early on. In *The Holiday Makers*, he gives us some advice "Remove the clock from the equation. Get rid of time constraints, deadlines, and itineraries... Instead of looking and seeing everything at once, learn to observe... Break down barriers to communication by using the holidays and trips to meet, explore, and learn with others" (Krippendorf 1987, 131).

Because he or she is unable to meet all of his or her family's social, economic, and professional obligations these days, he or she may get melancholy. Slow movement responds to the desire to respond to fundamental existential concerns; the need to reconnect with individuals, families, societies, and friends; the need to converse, rediscover new places, foods, and drinks; and, finally, the need to live a meaningful life. Slow tourism, immersion in the natural environment, and thereby rejuvenating the body and mind may be goals for a visitor on vacation. Slow tourism is a relatively new concept that has yet to be defined precisely.

Its roots can be traced back to more institutionalised social movements such as slow food and slow cities, which emerged in Italy in the 1980s and 1990s (CittaSlow). (Fullagar, Markwell, and Wilson 2012; Hall 2012) Slow tourism also entails avoiding "quick leisure" and "rapid tourism" activities like package tours and holidays in order to reduce holiday stress. In the middle of the strain to complete one's identity, there is a lack of time (Moore 2012). By definition, slow tourism has developed as a modern trend in opposition to the formerly prevalent tendency of mass tourism or quick tourism.

Slow travel is a holistic strategy in that it is fundamental to the outbound journey, the destination, and the return journey; they create a single travel experience. For most experts, there is no distinction between slow travel as a voyage and slow tourism as a means to experience a destination; they are one and the same (Lumsdon and McGrath 2011, 274).

Slow travel is about making intelligent judgments, not about speed; it is about deceleration. Rather of being a tense transition between home and destination, the journey becomes a time to unwind. Slow travel re-engineers time into a product of scarcity, rather than transforming it into a product of abundance.

Common characteristics amongst tourism activities and Sustainable Tourism

All other activities share the following qualities with sustainable tourism.

- Slow Tourism, for example, has the ability to ensure long-term benefits to the local environment, community, and tourism stakeholders.
- It allows "travels to fragile, wild, and usually protected areas" by "minimising the impact" on the environment (as responsible tourism does),

- It recognises the central role of locals as protagonists in their own development of their territory (as responsible tourism does), and
- It allows "travels to fragile, wild, and usually protected areas" by "minimising the impact" on the environment (as ecotourism does)
- Promotes traveller education and respect in order to achieve "ethical ideals" (as ecotourism does)
- Provides a mix of fun, education, observation, respect, and interaction with the local community and environment (as active tourism does).

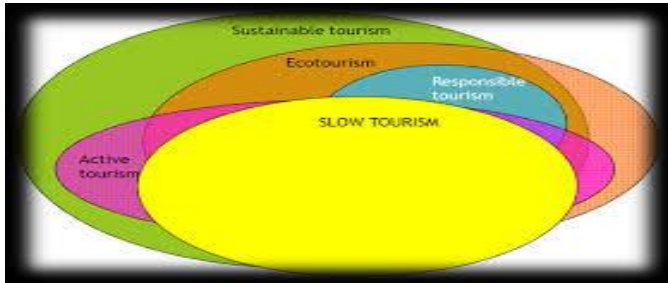


Figure 1: Various tourism activities with Sustainable Tourism

Table 1: Slow travel v. Fast travel comparison, according to Bac Paul (2014)

	Mode of travel	Slowness	Travel Experience	Environmental Consciousness	Sense of place
<b>Slow Tourism</b>	Walking/Cycling	Unhurried	Travelling through the landscape	Low consumption of fuels	Cultural Exchange (attachment)
<b>Fast Tourism</b>	Airplane	Hurried	Travel corridor	High consumption of fuels	Minimal cultural contact (detachment)

And Zago (ed.) (2011) affirms that a tourist experience can only be called “Slow Tourism”, if it satisfies six dimensions, both from the point of view of supply and demand. These are: time, slowness, otherness, authenticity, sustainability, and emotion (table 5).

Table 2: Dimensions of the Slow Tourism

<b>Time</b>	Defined as “the time dimension of the business and territorial organization” of the activity (long-term planning, dedicated time to improve the business and the relationship with customers, and time availability of services) from the point of view of the supply, and the “right to regain laziness” of the customer, “freeing her/himself of the guilt”
<b>Slowness</b>	Defined as “time, idleness, laziness” as opposed to “time is money”. This philosophy leads to using slow vehicles, slow agendas and “slow assimilation of changing landscapes”.
<b>Otherness</b>	Defined as the “sphere of relationships between individuals with different opinions, beliefs, knowledge and cultures” that create “fruitful opportunities of exchange between

### Slow Tourism Conceptualization

Despite the growing importance of the concept, no single or agreed definition of Slow Tourism can be found either in academic or practitioner literature. This epigraph is aimed to analyze its various dimensions in order to offer an operative definition.

Thus slow travel or slow tourism is defined as a holistic travel type in which travellers pursue slowness while travelling to explore local life, to connect to a place and its people, to consume local food, to be more sustainable and preserve the environment and to desire “slow down” mentally from fast pace of life.

For example, slow tourism experiences include enjoying an authentic restaurant or café, exploring local places slowly, interacting with local people, walking and cycling in the surrounding of a destination, and using a slower mode of transport.

Aspects defining Slow Tourism Some authors identify the differential attributes of Slow Tourism. Bac Paul (2014), for example, draws up a comparative table between Slow Tourism and fast tourism, or mainstream (see the following table).

	them”. Particularly the relationship between the guest and the local people, the tourism supply, and the guests themselves.
<b>Authenticity</b>	Defined as the “capability to create and offer an experience that is characterized, non-artificial and strongly connected with culture and local traditions”, as well as the opposite to “standardized/globalized products and services”
<b>Sustainability</b>	Defined as the impact of the tourism activity on the local environment, economy, and society
<b>Emotion</b>	Defined as the “capability to generate memorable moments that make the guest leave as a different person, marked by a true involving and gratifying experience”

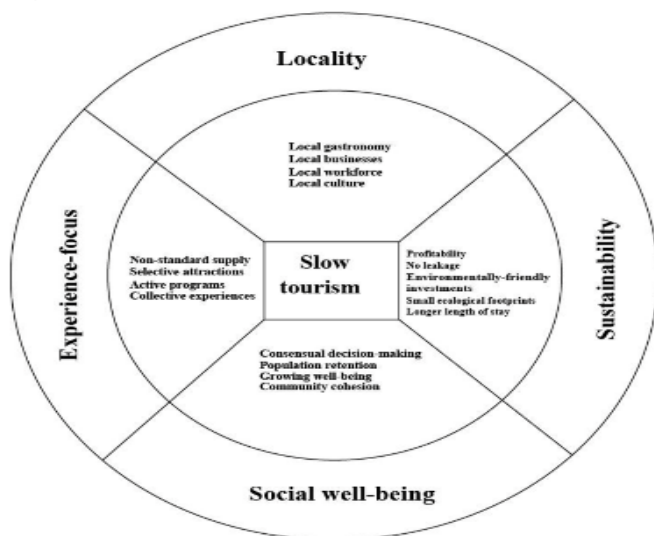


Figure 1: Pécsek (2015): 4-Criteria Models in the conceptualization of Slow Tourism

### Research Objectives

1. To analyse the current awareness and perception of customers on sustainable development and slow tourism, as well as assessing the potential existing gap between their intentions and their actual behaviour when it comes to sustainable practices.
2. To examine the opinion of customers on tourism businesses regarding their action towards sustainable development.
3. To examine the key contributors who raised the issue of sustainable tourism as well as CSR policies, including intergovernmental committees and non-governmental organisations.

### LITERATURE REVIEW

#### The Tourism Industry

Tourism is a type of economic activity that can help to create jobs and build the economy while also promoting long-term economic development and social integration. "The tourism industry in Europe generates over 5% of EU GDP, employing approximately 5.2 percent of the total workforce (approximately 9.7 million jobs, with a significant proportion of young people) and employing approximately 5.2 percent of the total workforce (approximately 9.7 million jobs, with a significant proportion of young people" (EU, 2010). The tourist industry has enjoyed substantially faster job growth in recent years than other sectors of the economy.

The tourism business has the potential to provide a great number of job opportunities, allowing it to continue to grow. Tourism may also have a role in the construction of infrastructure including airports, parks, motorways, and trains. Contributing to the preservation of the local environment and the well-being of the local people is

definitely in the tourism industry's best interests. However, there are a number of issues that are usually associated with the tourism industry. Working circumstances, particularly in the hotel industry, are not always perfect.

This business is known for its low pay and seasonal work. The jobs are regarded as precarious and low-status. Furthermore, the tourism industry could be held liable for negative consequences such as environmental degradation, local population relocation, inflation, crime, and cultural dilution (Cooper, Fletcher, Gilbert, & Wanhill, 2008; Hall, 2007).

#### Regulatory Guidelines for Sustainable Tourism

Governments and regulatory authorities have joined the debate on CSR and sustainability (World Travel and Tourism Council [WTTC], 2002, 2011). In the past, several governments have accepted sustainability or CSR concepts as major tools for attaining some of their own policy objectives (EU, 2011). Academic study into CSR's potential as a policy tool is also underway (see Albareda, Lozano, & Ysa, 2007; Moon & Vogel, 2008). Nonetheless, the origins of modern-day sustainable development may be traced back to the United Nations Conference on the Human Environment in 1972.

There has been some progress in the field of sustainability since then. Concerns aired during the United Nations General Assemblies in the 1980s gave the subject of sustainability a boost. The United Nations appointed a commission to look into the world's population and resources. Following that, the report presented specific recommendations for long-term, sustainable development. "Our Common Future," the Brundtland Commission's report, was published in 1987.

The study endorsed the concept of sustainable development, which is defined as "meeting present demands without jeopardising the ability of future generations to meet their own requirements" (Brundtland, 1987). 1992 was also a pivotal and watershed year for the environment's long-term viability. There looked to be an unanticipated trend in the hospitality and tourism industry that was focusing on environmental issues, technological advancements, and energy efficiency (Kalisch, 2002). By the twenty-first century, sustainable tourism has become well-known among tourist industry practitioners and academics.

The United Nations Environment Programme (UNEP) announced its sustainable tourism project, and the United Nations declared 2002 to be the International Year of Ecotourism. In the same year, there were two summits. One of the summits was held in Johannesburg and focused on sustainable tourism. Surprisingly, the term "sustainable" was mentioned during this meeting in relation to the tourism industry. The other summit, held in Quebec, was devoted to ecotourism. Holloway and Taylor reproduced the World Travel and Tourism Council's (WTTC) recommendations for sustainable tourism (2006). According to the authors, environmental issues were given more weight than socio-

cultural considerations. Table 1 shows the WTTC's focus areas for sustainable tourism.

Table 3. Priority areas for sustainable tourism

1	Waste minimisation, reuse and recycling
2	Energy efficiency, conservation and management
3	Wastewater treatment
4	Hazardous substances
5	Transport
6	Land-use planning and management
7	Involving staff, customers and communities in environmental issues
8	Design for sustainability
9	Partnerships for sustainability

Source: WTTC (2002).

In 1992, the World Trade Organization, the United Nations World Tourism Organization, and the Earth Council all endorsed Agenda 21. These organisations established international criteria for sustainable tourism. The World Tourism Organization created the Global Code of Ethics for Tourism (WTO). According to the organisation, the worldwide code of ethics was essentially a "complete set of ten principles meant to assist stakeholders in the tourist development process" (UNWTO, 2005). These ten principles were never intended to be legally binding, but they did serve as a guideline for governments, local communities, tourism operators, and tourists in terms of environmental protection. Sustainable tourism strategies have also been advocated by the European Union (EU, 2007).

It pushed corporate actors to meet its set of standards in order to promote a sustainable and competitive European tourist sector. The most recent summit on sustainable development took place in Rio de Janeiro, Brazil, in June 2012. The meeting ended with a non-binding agreement in which world leaders agreed to work toward modest goals. Sadly, the grandiose targets set forth in the outset, such as universal energy access and doubling renewable energy by 2030, have been utterly ignored. Countries have agreed to enhance overall development funding and pay more attention to climate change.

They also agreed to embrace long-term development goals, such as global environmental and poverty-eradication targets, despite the fact that little tangible action was taken in this regard. The "Institute of Hospitality" (formerly known as Hotel Catering and International Management Association) and the "European Council on Hotel, Restaurant and Institutional Education" (also known as EuroChrie), two major tourist organisations in Europe, have begun efforts to promote CSR.

HOTREC (Hotels, Restaurants, and Cafés in Europe) and EFFAT (European Federation of Food, Agriculture, and Tourism Trade Unions) have also done so. Documents addressing equal opportunity, nondiscrimination, working conditions, fair compensation, vocational training and lifelong learning, health and safety, and the connection

between employers and employees at all levels were established by many organisations. The hospitality industry took a proactive response, as seen by coordinated programmes aimed at fostering socially responsible behaviour.

Other projects of a similar nature have earned widespread public support. For example, "Green Hotels" was a successful concept centred on environmental issues. In reality, the affiliated hotels supplied environmental consultancy and innovative sustainable solutions to other hospitality businesses, like water and energy conservation, trash reduction, and so on. On their broadcasts, they also featured various innovative ideas, such as towel rack hangers and sheet-changing cards (Green Hotels Association, 2011).

The "International Tourism Partnership" publishes the Green Hotelier journal, and its readership is very environmentally and socially conscious. This book promotes and disseminates information about ethical hotel behaviour, as well as sustainable tourism and growth (Green Hotels Association, 2011). With the support of the Green Hotelier journal, the "International Hotels Environment Initiative" (IHEI) was created in 1992. The IHEI was created by a group of twelve worldwide hotel companies who joined forces to encourage continuous environmental development.

The British organisation "Tourism Concern" made its own guidelines in the same year, pushing businesses to consider sustainable planning. Members of non-governmental organisations (NGOs) appear to have been given a set of instructions. For example, the "Association of Independent Tour Operators" (AITO) has been instrumental in persuading its members to embrace the concept of responsible tourism. "Environmental protection; respect for local cultures; economic and social advantages for local inhabitants; and natural resource conservation," according to the AITO's criteria for sustainable tourism. The AITO has even offered pollution-reduction recommendations. The "Federation of Tour Operators" oversees the "Travelife" optional sustainability initiative in a similar vein.

By awarding eco-certification marks to accommodation places, the project strives to recognise good sustainability practises. Many eco-certified businesses, including hotels, strive to update their annual environmental progress reports on a regular basis. When they meet and adhere with all important environmental regulations, they are awarded the Travelife gold level (Association of British Travel Agents, 2010). The WWF (World Wildlife Fund), the Rainforest Alliance, UNEP, UNWTO, and the United Nations Foundation formed the Tourism Sustainability Council (TSC) to develop a programme to certify sustainable tourism certification schemes. The TSC considered eco-certification to be one of the most effective ways to encourage environmentally conscious behaviour.

Such sustainable tourism certification programmes, without a doubt, are raising the profile of hotels among foreign

customers. The "eco-certification" aims to develop cross-border norms and recognition in the field of sustainable tourism, similar to what WWF accomplished with the FSC (Forest Stewardship Council), which is now an industry standard. Academic Contributions to Sustainable Tourism In the second half of the twentieth century, the tourist market saw a shift in client and supplier perspectives.

Analysts were more interested in the concept of sustainable tourism development (Cooper et al., 2008; Erkus-Ozturk & Eraydin, 2010). New types of tourist development have emerged as a result of tourism's negative effects on host environments and people (Timur & Getz, 2009). In general, there has been a shift away from "mass" tourism and toward "responsible" tourism (see Frey and George, 2010; Goodwin, 2011). Surprisingly, customers were the driving force behind these latest advances. The underlying hypothesis was that mass tourist tactics may have unwittingly led to many of the long-term growth issues.

Denman and Denman (1990) used case studies to demonstrate how tourism was moving away from mass tourism and toward a more responsible approach. A rising number of industry organisations (such as the WTTC) and government bodies were establishing tourism sustainability guidelines at the same time. Wheeler (1991) stated that at the time, there was no adequate concept of "responsible" tourism. According to some academics, the term "responsible tourism" refers to small-scale tourism rather than mass tourism (Cooper et al., 2008; Frey & George, 2010). Small-scale lodging establishments, according to other scholars, are superior to large-scale accommodation establishments.

Furthermore, they pushed for a tourist plan to be formed at the local community level rather than at the national or international level (Tao & Wall, 2009). Industrialized economies, according to Wheeler (1990), had an easier time affording such pleasures. As projected, the least developed countries could not afford to lose foreign exchange revenues as a result of mass tourism. Responsible tourism, according to Edwards and Banks (1990), is a smart strategy to ensuring that the tourism industry is sensitive of host environments and societies. Ethical tourism, according to Cooper et al. (2008), will never be a viable alternative to mass tourist.

Notwithstanding this, the authors feel that long-term aims of responsible tourism will benefit the tourism industry and customers. Tourist boards, tourism regulatory authorities, and other government bodies routinely highlight successful examples of responsible tourism. Following that, Wheeler (1991) gave examples of how tourism expansion could be made more sustainable, such as by utilising local resources and materials, repairing abandoned buildings, and so on.

According to Mathieson and Wall (1982), tourism is founded on the location's qualities. Of course, each area has its own distinct physical traits, and its economic and social systems will undoubtedly influence tourism development

and visitor types. Cohen (1984) looked at the socioeconomic classification of tourists, as well as the amount of usage of the destination, the length of stay of tourists, the types of tourist activities they participate in, and their satisfaction levels. It is possible that mass tourism can bring a cascade of social and environmental problems in a destination.

#### Data Analysis

It is critical to comprehend the motives and values of slow tourists when establishing marketing and management initiatives. For destination marketers, tourist planners, and tourism policymakers, this study proposes a number of practical implications for the development of the slow tourism industry. First, although this feature was not addressed in the HVM, slow accommodations were considered to be a significant attribute of slow travel in this study.

Economic travel was cited as a benefit of slow travel by interviewees, indicating that slow visitors are cost-conscious. To enable slow travellers to stay economically, destination marketing groups could suggest accommodation infrastructures (e.g., Airbnb, couch surfing, or world packers). Slow accommodations, on the other hand, play an essential part in forming bonds with the locals. Slow travellers seek real, experience-based options in their travel location, as well as active relationships with locals. Slow lodgings at vacation sites, in order to accommodate this need, can provide vital opportunity for travellers to form connections with locals, feel more involved in the local culture, and have more authentic travel experiences. Sharing a host's living space fosters a tighter bond between the host and the guest, resulting in an authentic experience through exposure to the local culture.

Local restaurants, stores, festivals, museums, and the arts should all be included in overall slow travel experiences, allowing visitors to immerse themselves in the local culture while also benefiting from mental relaxation, enrichment, enjoyment, and a slow lifestyle. Slow-stay hosts and destination marketing groups should keep in mind that slow visitors want to 'live like a local,' and staying in slow lodgings and other variables can help them reach that aim. Second, slow tourists are more likely to behave in a way that minimises harmful environmental effects. The outcomes of this study show that environmental concerns motivate slow tourists to engage in slow travel and conscious sustainable behaviour in order to enrich their lives and feel accomplished.

Destination marketing groups can create messaging emphasising the advantages of taking part in slow tourism by travelling in an environmentally conscientious manner. Simultaneously, tourist destination stakeholders should be more aware of the relevance of sustainability in slow travel destinations' competitiveness, in order to attract more slow travellers who are aware of the influence of their travel habits on the local environment. Slow travel locations should, above all, cater to travellers' pro-environmental

activities and preferences while on the road. Travel locations, for example, should offer public transportation, such as buses or trains, as well as bike-friendly routes.

Third, to attract more potential slow travellers to slow travel destinations, destination marketing management should highlight specific experiences identified by the qualitative research in this study on social media platforms (e.g., Instagram, Facebook, and YouTube) or city websites (e.g., Visit Knoxville). Slow travellers love discovering local sites, being close to nature, making connections with locals, supporting communities, and being ecologically beneficial, according to this survey. In marketing campaigns for slow travel destinations, destination marketing management can highlight certain activities.

Furthermore, despite having experienced slower ways of transport on previous journeys, many tourists are unfamiliar with the phrases slow tourism or slow travel, according to this survey. Using a variety of resources to raise awareness of slow travel activities (e.g., dining like a local, cycling around a neighbourhood, staying at slow stays, and slowly exploring local places) would help tourists become more familiar with slow tourism and slow travel approaches. Tourists will be more informed and have more opportunity to participate in slow tourism if marketing initiatives are promoted.

Main-test: summary of final measurement

Construct	Item
<b>Attributes</b>	ATT1: Local culture, art
	ATT2: Local history, heritage sites
	ATT3: Slow mobility (e.g., bikes, cars, and trains)
	ATT4: Slow accommodations (e.g., homestays, Airbnb, camping)
	ATT5: Local cuisine
	ATT6: Local cafes
	ATT7: Local street food
	ATT8: Shopping in local stores (e.g., local farmer’s markets, souvenir stores)
	ATT9: Local events, festivals
	ATT10: Local languages and dialects
	ATT11: Sustainable stay (eco-friendly accommodations)
	ATT12: Self-paced travel (i.e. your own travel schedule)
	ATT13: Walking
	ATT14: Hiking
	ATT15: Volunteering (e.g., teaching and youth support, community services, wildlife conservation)
	ATT16: Practicing yoga
	ATT17: Learning how to cook local food at the place I visit
	ATT18: Solo travel
	ATT19: Concern for the environment (e.g., reducing your environmental footprint)
	ATT20: Natural landscape
<b>Consequence</b>	CON1: Explore local destinations
	CON2: Travel economically
	CON3: Enjoy intimate contact with nature
	CON4: Be flexible in planning
	CON5: Have no time constraints
	CON6: Perform environmental clean-up
	CON7: Try unique and different experiences
	CON8: Relax and unwind mentally
	CON9: Take more time
	CON10: Feel excitement, fun, and enjoyment
	CON11: Seek novel experiences
	CON12: Enrich myself
	CON13: Enrich my life
	CON14: Develop more patience
	CON15: Find meaning in the moment
	CON16: Experience local immersion
	CON17: Escape from the challenges or issues of daily life
	CON18: Build connections with people and places
	CON19: Support communities
	CON20: Learn another way of life from the locals

	CON21: Learn about other cultures, history, people, and places
<b>Value</b>	VAL1: Engage in genuine and authentic experiences
	VAL2: Defy stereotypes of a destination
	VAL3: Receive emotional rewards
	VAL4: Broaden my perspective
	VAL5: Experience a slow lifestyle
	VAL6: Gain knowledge of local culture (e.g., local arts, history, places, and people)
	VAL7: Self-awareness
	VAL8: Self-confidence
	VAL9: Self-improvement
	VAL10: Personal growth
	VAL11: Replenish myself
	VAL12: Happiness
	VAL13: A sense of achievement
	VAL14: Peace of mind (i.e., mental and emotional calmness)
	VAL15: A sense of belonging
	VAL16: A feeling of freedom
<b>Future intention</b>	FI1: I am planning to travel by slow tourism in the near future
	FI2: I will try to travel by slow tourism in the near future
	FI3: I will certainly invest time and money to travel by slow tourism in the near future
	FI4: I am willing to travel by slow tourism in the near future
<b>Referral intention</b>	RF1: How likely are you to recommend slow travel to others?
	RF2: How likely are you to talk about your slow travel experiences positively when you are asked?
	RF3: How likely are you to encourage friends and relatives to do slow travel?
	RF4: How likely are you to share or post on social media or blog about your slow travel?
<b>Mindfulness</b>	MIN1: It is important to have my interest captured
	MIN2: It is important to search for answers to questions I may have
	MIN3: It is important to inquire further about things in the destination
	MIN4: It is important to explore and discover new things
	MIN5: It is important to feel involved in what is going on around me

Factor and Items	Factor loading	t-value (Sig.)	Composite reliability
<b>Local Attributes</b>			
ATT1 [Local culture, art] is important to me when I engage in slow travel.	.903	21.03 ***	.93
ATT2 [Local history and heritage sites] is important to me when I engage in slow travel.	.861	16.36 ***	
ATT5 [Local cuisine] is important to me when I engage in slow travel.	.839	21.90 ***	
ATT7 [Local street food] is important to me when I engage in slow travel.	.732	20.19 ***	
ATT8 [Shopping in local stores] is important to me when I engage in slow travel.	.857	16.94 ***	
ATT9 [Local events and festivals] are important to me when I engage in slow travel.	.910	18.25 ***	
ATT10 [Local languages and dialects] is important to me when I engage in slow travel.	.923	20.16 ***	
ATT20 [Natural landscape] is important to me when I engage in slow travel.	.893	19.22 ***	
<b>Personal Attributes</b>			
ATT3 [Slow mobility] is important to me when I engage in slow travel.	.788	17.21 ***	0.88

ATT4 [Slow accommodations] is important to me when I engage in slow travel.	.796	15.82 ***	
ATT11 [Sustainable stay] is important to me when I engage in slow travel.	.833	18.20 ***	
ATT12 [Self-paced travel] is important to me when I engage in slow travel.	.789	17.43 ***	
ATT13 [Walking] is important to me when I engage in slow travel.	.613	16.38 ***	
ATT14 [Hiking] is important to me when I engage in slow travel.	.729	20.03 ***	
ATT15 [Volunteering] is important to me when I engage in slow travel.	.846	19.59 ***	
ATT16 [Yoga] is important to me when I engage in slow travel.	.855	13.50 ***	
ATT17 [Learning how to cook local food at the place I visit] is important to me when I engage in slow travel.	.921	14.40 ***	
ATT18 [Solo travel] is important to me when I engage in slow travel.	.803	18.54 ***	
ATT19 [Concern for the environment] is important to me when I engage in slow travel.	.745	11.73 ***	
<b>Operative Consequences</b>			
CON1 Slow travel helps me to [explore local destinations] during a trip.	.793	18.69 ***	0.86
CON2 Slow travel helps me to [travel economically] during a trip.	.954	14.30 ***	
CON3 Slow travel helps me to [enjoy intimate contact with nature] during a trip.	.877	16.51 ***	
CON4 Slow travel helps me to [be flexible in planning] during a trip.	.700	18.82 ***	
CON5 Slow travel helps me to [have no time constraints] during a trip.	.923	20.03 ***	
CON6 Slow travel helps me to [perform environmental clean-up] during a trip.	.888	20.54 ***	
CON7 Slow travel helps me to [try unique and different experiences] during a trip.	.931	21.90 ***	
CON11 Slow travel helps me to [seek novel experiences during a trip.	.773	11.94 ***	
CON18 Slow travel helps me to [build connections with people and places] during a trip.	.755	27.63 ***	
CON19 Slow travel helps me to [support communities] during a trip	.855	19.81 ***	
CON20 Slow travel helps me to [learn another way of life from the locals] during a trip.	.913	17.43 ***	
CON21 Slow travel helps me to [learn about other cultures, history, people, and places] during a trip	.773	26.92 ***	
<b>Psychological Consequences</b>			
CON8 Slow travel helps me to [relax and unwind mentally] during a trip.	.923	17.23 ***	0.90
CON10 Slow travel helps me to [feel excitement, fun, and enjoyment] during a trip.	.810	15.52 ***	
CON12 Slow travel helps me to [enrich myself] during a trip.	.808	21.30 ***	
CON13 Slow travel helps me to [enrich my life] during a trip.	.722	19.50 ***	
CON14 Slow travel helps me to [develop more patience] during a trip.	.835	14.64 ***	
CON15 Slow travel helps me to [find meaning in the moment] during a	.801	15.02	

trip.		***	
CON16 Slow travel helps me to [experience local immersion] during a trip.	.793	28.67	***
<b>Instrumental Values</b>			
VAL1 I believe slow travel helps me to [engage in genuine and authentic experiences] in the end.	.782	30.23	.87
VAL2 I believe slow travel helps me to [defy stereotypes of a destination] in the end.	.866	17.42	
VAL4 I believe slow travel helps me to [broaden my perspective] in the end.	.912	20.54	
VAL5 I believe slow travel helps me to [experience a slow lifestyle] in the end.	.843	25.04	
VAL6 I believe slow travel helps me to [gain knowledge of local culture] in the end.	.720	18.28	
<b>Terminal Values</b>			
VAL7 I believe slow travel helps me to attain [self-awareness] in the end	.799	17.20	.87
VAL8 I believe slow travel helps me to attain [self-confidence] in the end	.840	16.33	
VAL9 I believe slow travel helps me to attain [improvement] in the end.	.902	16.84	
VAL10 I believe slow travel helps me to attain [personal growth] in the end.	.823	21.30	
VAL11 I believe slow travel helps me to [replenish myself] in the end.	.716	14.78	
VAL12 I believe slow travel helps me to attain [happiness] in the end.	.805	16.74	
VAL14 I believe slow travel helps me to attain [peace of mind] in the end.	.788	15.93	
VAL15 I believe slow travel helps me to attain [a sense of belonging] in the end.	.754	19.50	
VAL16 I believe slow travel helps me to attain [a feeling of freedom] in the end.	.822	20.11	
<b>Future intention</b>			
FI1 I am planning to travel by slow tourism in the near future.	.944	18.03	.84
FI2 I will try to travel by slow tourism in the near future.	.853	24.64	
FI3 I will certainly invest time and money to travel by slow tourism in the near future.	.907	19.25	
FI4 I am willing to travel by slow tourism in the near future.	.863	20.11	
<b>Referral intention</b>			
RF1 I am likely to recommend slow travel to others.	.917	15.03	.84
RF2 I am likely to talk about my slow travel experience positively.	.875	19.58	
RF3 I am likely to encourage friends and relatives to do slow tourism.	.813	16.23	
<b>Mindfulness</b>			
MIN1 It is important to have my interest captured.	.843	11.97	.75
MIN2 It is important to search for answers to questions I may have.	.702	20.76	
MIN4 It is important to explore and discover new things.	.931	25.11	
MIN5 It is important to feel involved in what is going on around me.	.798	17.08	

Main-test: assessment of normality

Construct	Number of items	Reliability (Cronbach's alpha)
Attributes of Slow Tourism	20	.866
Consequences of Slow Tourism	21	.904
Values of Slow Tourism	17	.927
Mindfulness	5	.781
<b>Slow travellers' behavioural intentions</b>		
Referral intention	4	.830

Future intention	4	.962
<b>Total</b>	71	

## CONCLUSION

The primary purpose of this study was to examine at the phenomenon of slow tourism by looking at traveller motives and the end-state values of slow tourism. We devised the following research questions: What are the most important traits, consequences/benefits, and end-state values of slow tourism, according to travellers? What are the structural connections between the features, effects, and values of slow tourism? This dissertation used a mixed method approach that includes both qualitative and quantitative research to address the issues. First, based on the means-end chain theory, in-depth interviews with slow travellers were conducted and analysed utilising laddering and hierarchical value maps (Reynolds & Gutman, 1988). (HVM).

The results of the qualitative study listed the following 9 crucial attributes of slow tourism (hiking, self-paced activities, slow mobility, solo travel, culture/history/art, volunteering, local cuisine/restaurants/cafés, local shops, and environmental concern) involving local and personal attributes; 10 consequences associated with attributes in slow travel experiences (i.e., intimate interaction with nature, versatility in making plans, and time restraints, visiting local sites, making connections with people, helping communities, cleaning up the environment, mental relaxing and relaxation, fun/enjoyment/excitement, immersion in the local culture, and enrichment.) In the context of slow tourism, seven personal values (slow lifestyle, defying stereotypes, genuine and authentic experiences, happiness, self-awareness, self-confidence, and sense of achievement) are derived from the consequences of instrumental and terminal values (slow lifestyle, defying stereotypes, genuine and authentic experiences, happiness, self-awareness, self-confidence, and sense of achievement).

The results of Study revealed that the dynamics of characteristics – consequences – values – loyalty intentions linkages were generally supported, but two paths (local attributes to psychological consequences and operative consequences to terminal values) were shown to be negligible. Slow travellers may not feel any psychological impacts from visiting a particular location since local qualities may draw visitors to a location and engage them in travel activities rather than directly influencing their emotional results. Furthermore, a range of slow travel activities may not be sufficient to inspire travellers to reach their destinations.

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