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SLOW TOURISM NOW AND IN THE FUTURE

Thesis

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<p>This thesis consists of a research to a new tourism trend; slow tourism. Tourism industry alters continuously and new forms of tourism are created all the time. The focus was given to slow tourism and travel because it has begun during the last decade in Italy from Slow Movement and it is an encounter to speed travelling and mass tourism.</p> <p>Slow tourism was identified with travelling slowly, living in the local culture and valuing sustainability. The main goal in the research was to find out what slow tourism now and in the future is and what kind of customers there are in slow tourism.</p> <p>The research formed of finding theoretical information about slow tourism and travel and conducting observations on tourism markets in the internet. Several secondary data for instance websites, news and articles were found about slow tourism in the theoretical part of the thesis. In the empirical research on slow tourism, products and services linked to slow tourism were further analysed by the principles of slow tourism.</p> <p>Research showed that slow tourism is still a niche market and open for travellers who are middle-aged and may have bigger incomes than average. But according to findings in the research slow tourism has a relatively big potential to grow because it focuses on eco-friendly actions which are highlighted in today's tourism, but also to relaxation with time in the busy world. Slow tourism corresponded to current and future trends in tourism and tourist behaviour. That is why the interest towards slow tourism should be maintained to see how this new trend will develop in the future.</p>	
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<p>Tämä opinnäytetyö koostuu tutkimuksesta uuteen matkailun trendiin; hitaaseen matkailuun. Matkailun toimiala muuttuu jatkuvasti ja uusia matkailun muotoja kehittyy koko ajan. Huomio keskitettiin hitaaseen matkailuun ja matkustamiseen, koska se on kehittynyt viime vuosikymmenellä Italiassa Slow-liikeestä vastaiskuna nopealle matkustamiselle ja massaturismille.</p> <p>Hidas matkailu tunnistettiin hitaaksi matkustamiseksi, paikallisessa kulttuurissa elämiseksi arvostaen kestävän kehityksen matkailua. Päätaavoite tutkimuksessa oli ottaa selvää mitä hidas matkailu on nyt ja tulevaisuudessa, sekä hitaan matkailun asiakkaiden kartoittaminen.</p> <p>Tutkimus perustui teoreettisten lähteiden etsimiseen ja havainnointiin internetissä hitaan matkailun markkinoista. Lukuisia sekundaarisia lähteitä kuten nettisivuja, uutisia ja artikkeleita löydettiin opinnäytetyön teoreettiseen osaan. Hitaan matkailun empiirisessä tutkimuksessa tuotteita ja ohjelmia analysoitiin hitaan matkailun periaatteiden valossa.</p> <p>Tutkimus näytti että hidas matkailu on vielä pieni markkina-alue matkailussa ja se on avoin keski-ikäisille, keski-vertoa varakkaammille matkailijoille. Tutkimuksen löytöjen perusteella hitaalla matkailulla on kuitenkin suhteellisen suuri mahdollisuus kasvaa, koska se panostaa ympäristöystävällisiin tekoihin jotka ovat korostettuina tämän päivän matkailussa. Lisäksi hidas matkailu kunnioittaa rentoutumista ajan kanssa kiireellisessä maailmassa. Hidas matkailu vastasi tämän hetken ja tulevaisuuden matkailun sekä matkailijoiden trendeihin. Siksi hitaaseen matkailuun tulisi jatkossakin kiinnittää huomiota, jotta näkisimme miten se kehittyy tulevaisuudessa.</p>	
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1 INTRODUCTION

Tourism as an industry is very complex and has different sides and dimensions. Tourism is open to changes in the world and the business is affected by new trends and changes in the environment. Slow tourism is one of the new trends in the tourism market and will be discovered in this thesis. Since travelling slowly with time, is a new trend it is adequate to discover other current trends in tourism and how will the future of tourism look like. New forms of tourism have been introduced as a counter to mass tourism with slow tourism being a good example.

New type of tourism is based of exploring independently, in a sustainable way. So there is a change away from mass tourism package trips to authentic trips. There is a rise for other environmentally friendly tourism markets and more niche markets. Gaining experiences and travelling in an eco-friendly way are the major trends in tourism. Slow tourism covers both of these elements due to sustainability, travelling with slow pace to create more meaning and interacting with local culture.

Main concern in this thesis is to discuss slow tourism. The research was based on the review of slow tourism; current situation but together with future thoughts. That was the main goal to find out in the thesis, but the customer behavior in slow tourism was another objective. The research questions for the thesis were: What is slow tourism now and in the future? What kind of customers there are in slow tourism?

Key elements of slow tourism will be defined in this research report together with findings through observation to slow tourism market. The aim was to conduct an analytical and observational research so that there is a possibility to describe and analyze the phenomenon of slow tourism better in real life. Tour operators and accommodation companies offering slow tourism products and services were chosen to be the target group for the observational research. Tour operators related to slow tourism were found by using Google and some of the websites mentioned in “Slow Tourism and Travel” book by Lumsdon & Dickinson. Because

of the thesis author's home country, slow tourism in Finland was given an attention in the research as well.

Slow tourism, in other words slow travel has risen as a counter to speed. The hectic life of people has had an impact to slow tourism so that relaxation and enjoying with time are having a great value. Slow tourism has risen from the need of reducing carbon footprint and respecting local culture and nature. The phenomenon of slow tourism began on last decade in Italy. It is a new form of tourism and it is becoming a trend and increasing all the time. Theoretical background was gathered about slow tourism and travel as secondary data from books, articles, news and websites. Observation was also conducted to slow tourism markets through internet.

In the empirical research on slow tourism, products and services linked to slow tourism were further analysed in the light of slow tourism features. Research showed that slow tourism is still a niche market but according to findings in the research slow tourism has a relatively big potential to grow. Slow tourism corresponded to current and future trends in tourism and consumer behaviour. Sustainability, experiences, accommodation and individualized tours showed that slow tourism is a unique market separated from mass tourism. Slow tourists are explores according to tourist trends and they are eager to discover the local culture. There are some slow tourism type of products and services at the tourism market offered, mostly in Italy, which is the informal leader in slow tourism, and other parts of Europe. Two existing, small researches related to slow tourism were found and analysed in this thesis, but further investigation on slow tourism is needed in the future to be able to understand this new tourism better.

2 THE FIELD OF TOURISM AND TOURISTS

A root in the mobility of Ancient Greeks and Romans, tourism is now one of the largest economies in the world (Cooper et al. 2005, 36). According to World Tourism Organization; UNWTO, tourism industry holds 5 per cent of the total world economy. It has shown sustainable growth during the last decades and it offers variability of employment together with economical profits worldwide. The tourism industry alters as time goes by including new destinations and new forms of tourism. (WTO 2011.) Tourism has also always recovered from the negative impacts of natural catastrophes and terrorism (Vuoristo 2003, 129-130).

Tourism, a relatively developed industry, has various dimensions and connects many types of activities related to travelling. Tourism can be defined as a phenomenon when people travel and stay temporarily in a place beyond their familiar surroundings for leisure, business or for other reasons. Tourism equals the travel to a location and the time spent in the place to be visited. This is how the tourism is basically determined when the travel does not exceed one year. (Cooper et al. 2005, 12-13, 85.)

2.1 Tourism definitions by demand and supply

Demand of tourism refers to people who are willing to move and stay in different destinations in exchange for money. The definition of tourist appeared in 1800s, meaning the people travelling but there is still discussion on the explanation of tourist behaviour. (Cooper et al. 2005, 12-14, 85.) Tourists have various interests and demographical features but they can simply be divided into two groups; domestic and international (Cooper et al. 2005, 18).

There are many components in the tourism; transportation, accommodation and the leisure time spent during the trip (Cooper et al. 2005, 346). In tourism, people seek for experiences and it depends on the individual how they are formed (Borg et al. 2002, 26-30). The environment creates the settings for tourism and it is in an essential role (Borg et al. 2002, 41-44). The most common themes in today's tourism are excitement and relaxation. They can be captured from different activities that involve experiences and challenges. (Suontausta &

Tyni 2005, 94.) According to Cooper et al. (2005, 15, 529), tourism industry covers all the companies, organizations and facilities that are supplied for tourists who have different needs and preferences. There are governments and private sectors linked together to supply wider range of tourism services.

The tourism industry alters quickly and continuously. The power of tourism consumers is increasing and more customer segments are created. The key role of tourists makes it crucial for the business to develop and offer services requested by tourism consumers. (Yeoman 2008, 120.) Tourism is a unique industry in a way that there are many service products offered which create more challenge to consumption (Cooper et al. 2005, 574-577).

2.2 Tourism segments

A model “The Domains of Nature-based Tourism” for tourism by Michael C. Hall (2004) is used next to show the different segments in tourism. Sustainability is a major concern in tourism markets nowadays, so it affects many different sectors at the moment. It is widely known that the boundaries between each segment are not clear, since in tourism programs there can be elements of couple areas. Tourists are also eager to explore different kinds of elements from various sections. (Borg et al. 2002, 65.)

Nature tourism provides experiences related to nature and it is seen as sustainable form of tourism. It can contain physical activities conducted in the natural settings. (Borg et al. 2002, 65.) According to Metsähallitus (2004) nature is the main attraction for tourists in this section of tourism. According to Borg et al. (2002, 65) ecotourism is related to nature tourism because of the principles refer to protecting the environment and culture of the area. Tourism Western Australia (2006) refers that eco-tourism can be seen as a niche market under nature tourism and it focuses more on studying and protecting the natural and cultural areas. Great value is given to the conservation of biodiversity of animals and plants.

According to Mowforth and Munt (2009, 18) sustainability refers to increasing concern for the environment and natural resources. Social and economic issues are also discussed in sustainability. Borg et al. (2002, 11, 41, 90) agrees that in sustainable tourism the key factor is to know the limits of the destination. First serious environmental damages caused by tourism were noticed as erosion in The Alps and as sewage problems in the Mediterranean Sea in 1960s. After that the sustainable tourism has been developed to protect the environment but also the local population. Sustainability has also had an impact to creation of slow tourism since the key elements of sustainable tourism have been taken to be one part of slow tourism among other things (Dickinson & Lumsdon 2010, 2, 4, 13).

World Tourism Organization (UNWTO 2005) states that in sustainability, public and private sectors should work together to create more benefits to local people. The key objectives in this type of tourism are to reduce negative impacts to local culture and nature and together with producing high quality tourism services. In sustainability a note should be given to effects of tourism to global warming and vice versa. Cooper et al. (2005, 755) states that global warming means the rise of temperature on the Earth and the mounting of sea levels.

Although tourism has positive effects on local community, it is told by Borg et al. (2002, 45, 62) that there are undesired impacts such as land use, noise and pollution together with waste problems. According to UNESCO (2010) there are multiple suggestions provided for tourism companies to follow in light of sustainability and creating value for their products. UNESCO's program of protected sites promotes sustainability and values history, culture and nature (Borg et al. 2002, 45, 62). UNWTO (2005) describes that the guidelines are to use natural resources logically, to respect local communities and provide advantages to all stakeholders. Local community should also be included in the planning of tourism. The sustainability is the driving force in research and development of tourism at the moment so that tourism will remain constant in the future as well (Borg et al. 2002, 87, 90).

According to Borg et al. (2002, 65-66), rural tourism is people travelling to countryside and engaging in activities such as farming and local events. Rural tourism is a relatively small market but there is potential for further development. Cooper et al. (2005, 780) states that rural tourism can be identified with shorter trips which are a good example of slow tourism

trips as well. Related tourism segment is cultural tourism, which derives from the motive to encounter other cultures in tourism. In cultural tourism, heritage of the locals is valued and historical attractions are visited. Authentic events are also participated in cultural tourism. (Horner & Swarbrooke 1999, 36-37.) Slow tourism can be linked to many tourism segments such as cultural, rural and sustainable tourism. Those will be discovered more in the next chapter covering essential information about slow tourism. (Footprint choices 2011.)

Small market of adventure tourism involves challenges, excitement and adrenaline rush. Tourists engage in to gain rewarding experiences and are not sure of to what they are participating in. In adventure tourism people are actively taking risks and testing themselves for new activities which are adventurous. (Beard et al. 2003, 3-9, 14.) According to Department of Tourism Philippines (2010) sport tourism is passive or active participation in athletics. The main motive in this tourism is the sports, either engaging to it or watching it.

New segments of tourism are coming to markets continuously. The new trend; alternative tourism indicates the use of eco-friendly transportation and sustainable actions. (Yeoman 2008, 98.) There are other environmentally friendly tourism markets and more niche markets meaning special small sized segments rising. It is widely known that the experiences are the main driving factors in creation of new tourism markets. (Cooper et al. 2005, 781-786.) As connected to slow tourism, it is a new emerging alternative form of tourism which combines experiences and eco-friendly acts and does not aim for mainstream tourism (Loftus 2008).

Mass tourism occurs in top destinations where huge amounts of people travel because the trip is cheap and easy to conduct (Borg et al. 2002, 44). Cooper et al. (2005, 61, 287) define mass tourism as a form where tourists are in an “environmental bubble” by being not in interaction with people from the local surroundings. On the long term the key success in tourism is to take care of sustainability with high volume too (Borg et al. 2002, 11). New forms of tourism have been introduced as a counter to mass tourism and they are based on traveling independently, in a flexible and responsible way. So the shift is away from unreal mass tourism package trips to more authentic and explorative trips. (Mowforth & Munt 2009, 11, 26, 45, 100.)

2.3 Tourists and their motives to travel

According to Cooper et al. (2005, 8) tourists are the actors in the scene of tourism. Tourists are more experienced and desire more quality in tourism products than in the past. Tourists are independent and seek for valuable experiences from new kind of trips, special products and destinations (Suontausta & Tyni, 2005, 57). Tourists have a need or want to travel and it depends on the individual what is seen valuable. It can be either abstract or concrete issue. (Borg et al. 2002, 25.) Vuoristo (2003, 36, 38) explains that there are many types of people travelling so regarding the personality and motives to travel, tourists decide from various destinations in the world. A motive is a combination of reasons when intending to do something and a reason why people behave the way they do.

Maslow has created a pyramid model of needs which has five different levels. It begins from the bottom where the physiological, basic needs are fulfilled first. One level up there is a need for safety and then the pyramid continues with the need of belonging and love. The last steps are the needs of respect and the actualizing the person. Maslow states that basic needs should be gained first to be able to move up in the pyramid and focus on extra needs to be fulfilled. This is the way the model can also be applied to tourism. (Vuoristo 2003, 39.)

According to Suontausta & Tyni (2005, 77) tourism falls to upper levels in the hierarchy and it may combine various needs and wants. Tourism part in Maslow's pyramid occurs when a person has fulfilled the basic needs and wants to accomplish something additional regarding self-esteem and personal development. In slow tourism the upper levels of needs can be implemented in the light of making sustainable decisions and practicing Slow philosophy in tourism. This requires that the basic needs are fulfilled first so that the individual is ready for self-actualization in the local community. (Nelimarkka 2011.)

In tourism there can be a simple motivation of getting away from normal life surroundings. The reason of escape is relatively popular in travelling because people want to relax and avoid stress away from work. (Vuoristo 2003, 41.) Another motive to choose a travel destination and decide to go on a specific type of trip is due to "travel career" of the traveler.

This equals to where the tourism consumer has already been and what he or she has experienced before during travelling. (Suontausta & Tyni 2005, 78.)

According to Cooper et al. (2005, 52, 56), demand for tourism depends on the attitudes, images of destinations and perceptions by the individual. McIntosh, Goeldner and Ritchie have created a theory where there are four types of motivations in tourism. "Physical motivators" are related to activities and body, "cultural motivators" refer to educational aspect of the various cultures, "interpersonal motivators" means meeting new persons and "status and prestige motivators" are linked to recognition and personal development. According to Borg et al. (2002, 62), another appealing factor in tourism is the encountering cultures when people from different countries meet, these are called social attractions. They are important in slow tourism together with interpersonal motivators (Nelmarkka 2011).

Experiences are seen as motivators. They are personal and it depends on the industry how to create the settings with attractions and activities to enable the gaining of experiences for tourists. It is said that customers evaluate the tourism service based on the experiences and they will give recommendations to others, in case their hopes for the trip have been fulfilled. (Suontausta & Tyni 2005, 95-96.) As reference to Borg et al. (2002, 25, 28, 29) experiences are emotional combination of feelings and observation. It is not only based on the individual, but also on the culture and group of other people where the experience is achieved. Experience starts already in anticipatory stage through the experiences which are reflected afterwards. Quality tourism experiences may possibly connect to sustainability and authenticity. (Jennings & Polowitz Nickerson 2006, 9-11.) Customers search for experiences that are authentic and unique in slow tourism with ecofriendly guidelines in mind (Gardner 2009).

According to Vuoristo (2003, 36-37) there are several tourist segments in tourism. It means the groups of people who have similar interests and are potential buyers. The tourist sections can be formed on the basis of sociocultural, geographical and demographical features. Tourists can be classified according to external and internal factors, by using indicators that can be seen and measured outside, it is easier to categorize and understand tourist behavior.

As reference to Vuoristo (2003, 38) the classification by internal factors refers to behavioristic segmentation meaning motives and needs to travel. A need refers to satisfying a type of issue which is not fulfilled by the individual. Motivation to travel comes from the needs of individual and it refers to attitudes, lifestyle and norms of the culture lived in. According to Horner & Swarbrooke (1999, 53, 96-97) motivation to travel can be either related to destination or just in general from wants to take a holiday.

Plog has a theory of dividing tourists' personalities to a spectrum. In the first end, there are psychocentric people who want to buy easy, readymade packages and do not participate in activities. Allocentric people in the other end are the opposite of psychocentric people, who want to travel to safe destinations. Allocentrics want to buy their tourism products by themselves and they seek for new exciting destinations. They also want to engage in activities in the local culture. In Plog's theory there is also a big group of tourists in the middle psychocentric and allocentric. Cohen's theory of mass tourists and the opposite; explorers can be linked to Plog's theory by psychocentric people being mass tourism consumers and allocentric to the exploring tourists. (Vuoristo, 2003, 42.) Slow tourists will be discovered more in the thesis later but it can be said that they are explorative and are in a contradiction with mass tourists (Dickinson & Lumsdon 2010, 4, 80).

2.4 Consumer behavior in tourism

There is not a single method to define consumer behavior in tourism but the focus is given to why people purchase products and services and what are the decisions behind them. Customers want to satisfy their needs and wants when buying something and this is complex process. For businesses it is crucial to forecast what tourism customers desire to be able to provide that. (Horner & Swarbrooke 1999, 3, 6.)

Due to the fact that many of the tourism products are service based, the decision making for buying the tourism product by the consumer becomes relevant. Because a tourism product cannot be tested before the consumption, it may be risky for the client to buy the tourism service. This requires lots of information seeking about the trip to get more confidence for

the customer which takes time. Other people can affect to decision as well, especially if the person is intending to travel with them. (Horner & Swarbrooke 1999, 45-47, 72-73.)

Tourist behavior has always been affected by the desire and ability to travel. The combination of motivators make people travel and these can be physical, emotional, personal, personal development, status or cultural issues. Because every person is unique with own personality it is possible that many motivators effect on the same time. (Horner & Swarbrooke 1999, 55-59.) According to Crouch et al. (2000, 178-181) a tourism consumer can be looked as a “hedonic person” who wants to fulfill the needs in the ways of sports, arts and entertainment. Motivation varies depending on humans as it can also be simple; curiosity and learning (Cooper et al. 2005, 60-64).

According to Cooper et al. (2005, 60-64) the push and pull factors have an impact to tourism consumer behavior. The push power means what kind of demand there is to travel and the main question is why people want to travel away from their own area. Pull power refers to destination and what kind of attractions it has. (Vuoristo 2003, 20-21, 54-69, 119-124.) In a simple method, tourist goes through four stages when purchasing a tourism product; fantasies are formed before the trip from information and after that the individual makes a decision about the trip. Third step is the actual journey with activities performed during it. At the end the individual looks back and evaluates the memories. (Cooper et al. 2005, 60-64.)

2.5 Tourism trends and tourists of tomorrow

Trends mean temporary changes and they can have either short or long term influences. When referring to trends of tourism the focus should be pointed to changes in demand and supply. There can be demographical, economic and technological factors that affect to tourism from the outside and inside. (Vuoristo 2003, 190-192.) Cooper at al. (2005, 742-752) explains that there are trends beyond our control but others can be managed.

Suontausta & Tyni (2005, 190) defines two major trends in tourism markets. The first one is the drive “From Products and Services to Experiences”. This is because of the rising demand from tourists to engage in something that creates value for the tourism products. Cus-

tomers seek for authentic elements together with experiences in tourism. The second major trend is about conserving environment and culture. People are more aware of the sustainable factors and want to travel in a way of protecting and respecting local culture and nature. Cultural heritage and nature will be highlighted in the future tourism (Yeoman 2008, 37). Francis (2008) agrees that in 2020, people will most likely choose their tourism products based on the sustainable factors and slow tourism is in the good position at the market because it includes the mentioned major trends in tourism.

Cooper et al. (2005,766) define that customers in future of tourism are more experienced due to fact that there is more free time, willingness to travel and money to buy tourism services. In tourism, more quality products are desired and the activity of the customer will rise. MEK (2006, 12-13) states that tourism changes now to different kinds of supply which is a combination of environment, different cultures and health related tourism. New tourism scenarios may be created from trends with product development and tourism management.

Changes in values of population have created the new trend for sustainability which has stuck in the minds of tourism customers and service providers (Cooper et al. 2005, 755). Global warming has had an impact to tourism and it may cause new trends because of the rising temperature and changing climate. There are many possibilities what this phenomenon can cause to tourism for instance floods to islands. (MEK 2006, 13.) According to Cooper (2005, 755) motorized transport forms pollution and affects to climate change so trends in transport will be eco-friendlier options such as trains and boats instead of planes. This is one of the key discussions in slow tourism where sustainable transportation is preferred (Dickinson 2009, 2-4).

Demographic changes have a massive impact on tourism trends. Due to aging population, there are more senior travellers who have sensitive needs and hopes for the trip. (MEK 2006, 7.) In general, there is a new trend for quality, individual services separated from mass tourism. New tourism is a definition for specialized tourism with more detailed customer segments. As addition to elderly people, single travelers and couples without children have been noticed to be new segments especially in today's tourism. (ETC 2006.)

ETC (2006) defines that due to lifestyle changes, there is now more demand for health tourism services in the market. Also physical exercise and relaxation without stress are valuable in today's tourism markets for consumers. Slow travelling emphasizes on trips without pressure and enjoying with time so it answers well for demand (Nelmarkka 2011). People are also changing ways to travel to more eco-friendly transports and the accommodation may not be a typical hotel. Now new trend in accommodation business is to rent or buy a house from abroad and stay there during the holiday or for longer time. (ETC 2006.) This is typical to slow tourism and will be explained further in the next chapter (Nelmarkka 2011).

MEK (2006, 8, 14) sees the development of tourism is also depended on the improvement of technology. Tourism is becoming effortless with the online reservation systems and the easier procedures with visas (Yeoman 2008, 33-34). Cooper et al. (2005, 704-708, 781, 719) define that also virtual travelling is one of the trends in tourism field and this means offering tourism products with artificial methods and technology without real travelling. Slow travelling is an opposite of virtual travelling because the focus is on authenticity and real experiences (Footprint choices 2011).

New destinations in tourism can be created and managed better in the terms of sustainability (Cooper et al. 2005, 771). Transport is one of the key elements in tourism and it applies to many technical changes and improvements in infrastructure. Reducing emissions is a key trend in transportation industry. Talking about the new tourism markets or trend markets, according to Cooper et al (2005, 780), tourism segments related to nature will occur in the future as well. The main new section is the special interest tourism by the new tourists. Yeoman (2008, 19) tells that the competition between new locations and forms of tourism will be strong.

New tourists can be seen as a trend since for them the trip is more educational and active. New tourists are more critical and they want to have value for their money. This has influenced to more detailed market segmentation by tourism businesses. (Cooper et al. 2005, 766, 770.) In the twenty-first century there are several factors that apply to consumer behavior in tourism (Yeoman 2008, 33). According to Francis (2008) in the future of tourism, tourists have a heavier purpose for travelling for instance in slow tourism. According to Jennings &

Polowitz Nickerson (2006, 59-60) tourists seek for quality experiences that fulfill and even exceed their needs and expectations.

Since the income level of people has been growing, so has tourism. Tourism is no longer an activity conducted only by rich people; it is possible for persons with average income as well. People are earning more money than in couple decades back so it affects to the tourism industry in a way that the prices of services have decreased and the supply has increased. Luxury tourism is also coming back to markets because now people want to pamper themselves more and it is not so expensive to do that anymore. (Yeoman 2008, 33-34.) Due to changing work hours, the emphasis is on the escape to tourism and the limited hours influence to shorter trips. Interests of tourists change all the time and the demand for unique services is affected by the variety of different lifestyles and needs. (Yeoman 2008, 35-37.)

Tourists look for authentic interactions and activities to gain experiences. Since the population is educated, when they travel, they want to have fun and seek for entertainment. Pleasure drives tomorrow's tourists to travel and this makes tourists to conduct several kinds of activities during their holiday. (Yeoman 2008, 38.) According to Mowforth & Munt (2009, 135-136) there is a wave from being a tourist, to being a traveler. A traveler has more knowledge and is differentiated from the standard tourism field. Slow tourism customers can be looked as travelers since they are far from typical tourists with guidebooks and full timetables (Nelmarkka 2011).

Tomorrow's tourists will value originality and nostalgia when travelling. Healthy activities and social relationships will have an impact on tourism trips in 2020, and this will lead to shorter trips closer to home where relaxation will be implemented. (MEK 2006, 14.) Francis (2008) agrees that in the future people may want to travel closer because of the emissions by airplanes. Another reason for this is the varying price of flying which is dependent on the oil industry. This can also lead to alternative transport ways for instance train and bike that gives an opportunity to enjoy the trip itself already. This type of travelling including social interaction, shorter trips and sustainability, refers to slow travel and will be discovered widely in the next chapter.

3 SLOW TOURISM

Slow tourism and slow travel have risen as a counter to speed. Sustainability and travelling slowly are the key elements in slow tourism but it has many other features as well. The hectic life of people has had an impact to slow tourism so that relaxation and enjoying with time are having a great value. (Venesmäki 2009.) Being part of the local culture drives tourists in slow tourism to engage in local life, not to visit top destinations fast around the world. In basic tourism, top attractions are listed to be visited, but in slow tourism the power is given to the customers to explore the location with no hurry. (Footprint choices 2011.)

3.1 History of slow tourism

Slow tourism is relatively new trend and it focuses on peaceful travelling (Matkaopas 2010). Slow tourism has begun during the last decade in Italy and it has a stem in Slow Movement, especially Slow Food. Slow tourism has risen from the need of reducing carbon footprint together with respecting local culture and nature. Slow tourism has many similarities with sustainable tourism, but it is a new form of tourism and increasing all the time. (Dickinson & Lumsdon 2010, 1.)

There has been discussion about slow tourism during the last years in the field of tourism. There are some definitions about this new type of tourism, and these are slow travel and slow mobility. Dickinson & Lumsdon define slow tourism as follows: “Slow travel is an emerging conceptual framework which offers an alternative to air and car travel, where people travel to destinations more slowly overland, stay longer and travel less”. (Dickinson & Lumsdon 2010, 1.)

Travelling slowly is not a new way to get from point A to point B. In the times when speeding transport were not available, it was worth to choose a donkey or a horse for example. Nowadays moving by animals in tourism is not popular because of the technology. Slow tourism has adapted a philosophy towards time which should be valued and used wisely dur-

ing travelling. Australia's Macquarie Dictionary defines slow tourism as "a travel conducted at slow pace" and it does not rely on aviation. (Dickinson & Lumsdon 2010, 78, 84.)

There is no exact time when slow tourism was first defined, but the history takes back only about a half decade ago, to years 2007-2008 (Dickinson & Lumsdon 2010, 78). As addition to Italy, there was an early definition of slow tourism in France by Ceron and Dubois who called it "le tourisme lent". As a translation, this means low-speed travelling and it was indicated by the travelling with train and longer holidays. "Soft mobility" term was also introduced by Ceron and Dubois meaning sustainable travelling methods without cars. Travel behavior has always reflected on tourist experiences and this is emphasized on slow tourism and travel. (Dickinson & Lumsdon 2010, 83.)

3.1.1 Other Slow segments

According to Kallonen (2008), Slow Movement has begun to bring decelerated lifestyle back to fashion. This protest started in Italy in a battle against fast food and mainly dominant McDonald's. Fast food was critiqued for not valuing local ingredients and skipping the actual cooking as a social event in the mass industry. Slow Food segment was the first in Slow Movement and it started with giving attention to food culture and how the food is produced. Heinonen (2009) agrees that Slow Movement can be looked as a rising phenomenon.

Slow Food organization was started in 1980's (Dickinson & Lumsdon 2010, 1). Hall (2007) defines Slow Food as a nonprofit organization which brings out the ecofriendly production and consumption of food and beverages. Local food traditions and enjoying the food are valued in Slow Food. Slow Food is also characterized by the clean, fair food and providing knowledge about the origins of the ingredients and valuing them. Slow Food Organization (2011) is a co-operation between different parties and it provides information about taste and food. Slow Food has over 100 000 members all over world and it can be looked as an "eco-gastronomy". Biodiversity is also in the main role in this movement which is founded by Carlo Petrini.

Canadian Carl Honoré is the unofficial leader of Slow. He emphasizes that it is important to know the own pace of doing things, with slower mood the issues are constructed better. In Italian “tempo giusto” the right time as translation, is the mainstay in Slow Movement. The motto of less is more, is controversial to Western world’s tempo as doing things as fast as possible and the more is done, the more is better. Slow is about engaging in the moment together with harmony. (Nelmarkka 2011.)

Slow can also be a lifestyle. In slow life, time is been valued and it leads to creativity. It is important to slow down and listen to oneself which makes quality of life better. Slow housing refers to building architecture in harmony with already existing natural landscape. Natural areas can be available for residents and tourists to enjoy and practice Slow lifestyle of enjoying. In Slow housing, areas of living should be respected together with its history. As stated in Slow Movement, quality of life is important and the balance should be gained in slow housing through peaceful living. (Heinonen 2009.)

Slow Planet (2011) emphasizes that it is difficult to define the actual Slowness in life. It is hard to put exact limits and rules what is Slow but as described it has many elements in life. It is not doing everything by the speed of a snail, but it is focusing on having more pleasure when doing everyday tasks without rush. Slow Design has also its own segment in Slow Movement and here the ecological consumption of local ingredients is the main issue (Kirsi 2011). Slow Design focuses on the pace of the designing; there is no hurry to produce new infrastructure to guarantee quality (Heinonen 2008). Slow Travel berlin (2011) instead, focuses on the rethinking of motivations and taking a pause from hectic life when defining Slow Movement and travel.

According to Carl Honoré (2005, 27, 127, 154) there are not clear limitations and areas to Slow Movement because it is still developing. It does not have any formal leader or official websites. Instead, Slow Movement connects many parties around the world and the Slow can be adapted to many parts of life; body and mind, food, sex, medicine, tourism and work. The active members of Slow Movement are discussing the philosophy of Slow and keeping in touch with other Slow activists through internet. Different groups have been formed, for instance Slow Food, who organize meetings and conferences about Slow desiring more power and members to Slow trend.

3.2 The area of slow tourism

As being a new phenomenon, slow tourism has started to influence in Italy together with other parts of Europe and North America (Dickinson & Lumsdon 2010, 4). Slow Travel is a community website providing information about slow tourism and destinations. On their website slowtrav.com (2000-2011) they encourage people not to visit attractions that are highlighted in guidebooks for various destinations, but to look for interesting places and find favorite ones for the individual.

As discovered from Slow Travel websites, there are various destinations for slow tourism and as addition to Italy and North America, Spain, France, and UK are supplying services related to slow travel and tourism (Slow Travel 2000-2011). Slowtrav.com is a community website for about 10 000 people. This number covers all the individual persons talking about their Slow journeys but also the partners meaning tourism service providers all over the world offering trips, vacation rentals and tours related to slow tourism. Later on, in the empirical part of the thesis, markets of slow tourism will be further discovered using Slow Travel as a main resource. (Loftus 2008, 18.)

As discussed before there are at least two major trends in the tourism markets at the moment according to Suontausta & Tyni (2005, 190). These are the drive to experiences and the awareness of environmental issues. Slow tourism and travel covers both aspects and that makes it a trend in the area of tourism. Slow Movement has various dimensions and slow tourism can be looked at as a rising trend influencing in still few areas (Vuoristo 2003, 190-192). ETC (2006) listed health tourism and relaxation as one of the ruling trends in tourism sector in the near future and that said, slow tourism is focused on travelling with slow pace and enjoying with time in a relaxed atmosphere.

3.2.1 Slow cities

The movement of Cittaslow meaning Slow Cities was born in Italy approximately ten years ago. These cities are bases for the slow travel because they attract tourists and visitors to enjoy rich life with time among local residents. In slow cities, there should be no stress and the

actions of tourism should be sustainable. Everyday life and authenticity of local culture are the most important criteria for Slow Cities according to Matkaopas magazine (2010.) The idea of Slow Cities was born also by an Italian; Paolo Saturnini (Dickinson & Lumsdon 2010, 81).

First Slow Cities were Italian, but now there are more all over the world. According to Dickinson & Lumsdon (2010, 81) there are over 100 Slow Cittas in the world, mostly European. (Dickinson & Lumsdon 2010, 81.) In practice, Slow Cities have preserved Slow way of life by maintaining parks and pedestrian streets. Sustainability has had an impact in Slow Cities in a way that the usage of cars have been reduced and replaced with more public transportation. Slow Cities promote themselves as the keepers of traditions of the culture and experts of hospitality. (Kallonen 2008.) Heinonen (2009) adds that Slow Cities adapt a specific system to city planning, infrastructure and energy consumption.

Slow Cities are also engaging with Slow Food and quiet living. According to Slow Citta list updated in June 2011, there were Slow Cities mainly in Italy (68), South Korea (10), Germany (9), Great Britain, Poland and Spain (6). Finland has only one Slow City at the moment and it is Kristinestad. (Citta Slow International 2011.) According to Airola (2011) in MTV3 News, Kristinestad, in Finnish Kristiinankaupunki, has taken actions when joining Slow Citta organization. Restaurants have focused on providing homely face, valuing traditions and old receipts in cooking. There is more work for craftsmen at the city because the authenticity and culture is been valued. Slow tourism can be looked at as a formulation of the network of Slow Cities and Slow Food.

3.3 Slow tourism features

Slow tourism is driven by the experiences from the travels, which are allowed taking time. It also encourages sustainability and makes the enjoying of tourism valuable. (Dickinson & Lumsdon 2010, 1.) Slow tourism can be seen as an opposite of mass tourism where all the necessary top places are visited (Gardner 2009, 12). According to YLE (2011) a trend in tourism is the slowness and surrendering from performances. This chapter will explain all the essential facts about slow tourism by discovering its unique features in subheadings.

3.3.1 The focus on the travel

In slow tourism people make conscious decisions about how they travel and how long. Slow tourism provides an alternative for speed travelling and enables tourists to enjoy without stress the journey to a destination. Slow tourism fights against fast travelling when a person wants to get to the destination as quickly as possible. The world is full of transportation vehicles which are guaranteed with rapid trips but the idea of slow travel is not to support these kinds of methods when travelling. (Gardner 2009, 11-12.) The journey to and in the destination is more essential in slow tourism and it can be reflected to gaining of tourism experiences (Dickinson & Lumsdon 2010, 5). The slow ways in movement are also low-carbon meaning fewer impacts on the nature (Dickinson & Lumsdon 2010, 85).

People are ruled by the time in their lives. It has a strong influence especially in Western world where everything is expected to go according to timetables with punctuality. In slow tourism, there is a change for this. By not knowing the exact arrival time or how long the trip is going to last, may be exiting for slow tourism travelers. (Gardner 2009, 13.) Slow travel gives more meaning to tourism and to activities undertaken during the holiday. Also by travelling in a peaceful speed it allows tourists to enjoy views and do more observation during the trip. (Dickinson & Lumsdon 2010, 2, 80.) Slow Travel Europe (2009-2011) states that often people are too eager to get to the destination, so they travel fast and forget the journey. In the field of tourism research, the transport to destinations is usually disregarded and this is where the focus point is given in slow travel (Dickinson & Lumsdon 2010, 85).

Aviation has been stated to be the number one in producing emissions in transport of tourism. Another way is the transportation by car and these both cause issues regarding climate change. That is why the attention should be given to the sustainability of the trip from departure place to the destination. In slow tourism the most popular transportation ways are train, ferry and bicycle together with walking. (Dickinson & Lumsdon 2010, 27-29, 79.) Slow Travel Europe (2009-2011) gives suggestions in the part “the spirit of slow tourism” for slow tourists to take a slow boat because it is romantic, or a slow landscape train because it allows clients to see and experience more. Jetlag is avoided in slow travel by not travelling far and lowering the speed of the travel by not using airplanes (Loftus 2008, 16).

Carl Honoré, the expert of Slow, was visiting Helsinki, Finland in 13.10.2011 at the seminar “Matkailu muuttaa maailmaa”; tourism industry changes the world, and he was giving a lecture about Slow flows. The theme in the seminar was quiet Finland and Honoré shared his view about Finland and Slowness. As stated by him, doing things leisurely leads to desirable affects in life, food and tourism. Slow tourism has formed as a return to planned schedules full of activities and attractions to holidays. Also the culture of hasty departures has had an impact. People take cheap package trips from online with short notice and do not think about the sustainability and value of time. When the travel to the destinations is as essential as the location itself or even more, a person is able to see new things and explore oneself again without rush and daily tasks from the busy life. (Nelimarkka 2011.)

Slow tourism brings back the leisure to tourism by reducing stress and enriching gaining of experiences. Quality should overcome quantity and this refers to more high quality supply in slow tourism which is emphasized to create more experiences. As referring to previous chapters, the experiences are the number one issues which tourists seek from tourism and slow travel can provide those. Sightseeing is thrown away from the way of praxes in slow tourism. (Loftus 2008, 16, 18.)

3.3.2 Exploring local culture

Slow tourism inspires tourists to be more in contact with the locals when they travel (Gardner 2009, 11). Plenty of time is given in slow tourism to explore the area of the destination and slow tourists do not travel from place to place with rush (Gardner 2009, 12). Usually slow travelers stay in one place at least one week, but there are not actual limits to be defined as slow tourism (Footprint choices 2011). According to Go Slow Travel Company (2011) it is important to give freedom to the client to make decisions where they want to go and how to use time according to it.

Slow tourism accommodation is mostly dominated by rental apartments, cottages and villas. This is because it allows slow tourism tourist to live in the destination like almost at home. This enables travelers to shop in groceries and cook in a way that locals do. Living in the destination is highlighted in slow tourism, not just visiting a place which interests in the

mind of tourism. (Footprint choices 2011.) It is also possible to stay in a hotel that is eco-friendly, peaceful and easy accessible meaning close to local places and people (Krenn 2011).

As stated before, customers seek for experiences in tourism and slow tourism has the element of experiencing more. This relates to local people at the destination, when spending time in the community and interacting with locals, a person gets more out of the trip. The main theme in slow tourism is that a person gets acquainted with people from community and the whole area of the destination. A slow tourist possibly engages in local events and activities if there are some, to be able to understand the culture better. (Footprint choices 2011.) Social motivator has an essential role in slow tourism and it is formed of meeting friends and relatives, but also getting to know new people (Dickinson & Lumsdon 2010, 89).

Authenticity is a main driver in slow tourism, not real tourism mass products and services are avoided if possible. This can be done by for example buying local products at the supermarkets and workshops where the residents go. Authentic language of the local people can be listened and also learnt by the tourists in slow tourism where the customers are more active and eager to learn new things from a foreign culture. (Dickinson & Lumsdon 2010, 4, 80.) The World Institute of Slowness - creator Geir Berthelsen wants to point out that slow tourism trips should be so relaxing and enjoyable so that a person does not feel like going on the next holiday right away. (Welsch 2008).

Krenn (2011) suggests that it is advisable to forget the clock when conducting a slow tourism trip. The close surroundings near accommodation can be explored on foot or bike, ecologically with no hurry. By not going fast, during the research of the area, tourists can have conversations with locals and really emphasize on discovering with time. It is typical that after getting to know the close environment, slow tourists can move further. A bus or a train can be taken to see more in the destination. (Footprint choices 2011.) According to Slow Travel Tours Company (2011) slow travelers are encouraged to travel and make exploration trips in small groups because it gives more to the client and the experiences gained are more valuable when joined together with few other people.

In slow tourism, guidebooks covering tips and top attractions in a destination should be forgotten. Slow tourism covers the discovering the world with own speed of the individual. Slow tourism is meant for especially those, who have visited several places in the world with rush and now they want to settle down and discover more as well as create meanings for the places. The “must-see” attractions of the particular place on a check-list are bypassed in slow tourism and the aim is to go deeper to the local culture and environment. (Loftus 2008, 16-20.) “Travel-career” of the tourist has a meaning in slow tourism because it affects what kind of tourism trips the individual has conducted before (Suontausta & Tyni 2005, 78).

Slow tourism can be looked as “new tourism” which focuses on many components; locals, sustainable travelling and the creation of experiences from all this to the customer. Slow tourism involves people to be active and helps them to get unforgettable memories and stories than in staged, organized tours. (Dickinson & Lumsdon 2010, 88.) Honoré (Nelmarkka 2011) focuses on the local experiences where the unusual environment and the new people are involved. These are the times in slow tourism when the best memories are formed and cannot be carried out elsewhere. Slow moments are the key things in slow tourism; pure enjoying with unlimited time. Honoré (Loftus 2008, 17) has also made an argument that in tourism, a scratch to the surface is not enough and here the slow tourism comes into the picture.

3.3.3 Sustainability

Slow tourism is captured by the slow consumption of services and products in a sustainable way. Slow tourism combines the behavior of the client in the destination and the sustainable transport. Transportation in slow tourism is known by not causing harm for the environment, this may also lead to slow trips to closer destinations. (Dickinson & Lumsdon 2010, 2, 4, 13.) Slow travel accounts for both transportation methods to destination and in it (Dickinson & Lumsdon 2010, 87).

According to Hall (2007), slow consumption is needed in today's world of "time is money" and fast use of products and services. He explains that cultural and economic choices have to be made to support sustainability. The tourism industry is given a great role in sustainable development and policies. Hall sees that alternative tourism segments like slow tourism have a positive impact to increase the effect of the environmentally actions. Slow tourism refers to a lifestyle of respecting heritage and travelling peacefully with low energy consumption in mind. According to Dickinson & Lumsdon (2010, 75) slow tourism has an important role in the protecting of environment and educating about sustainability. A form of slow tourism could have a positive impact to change in consumer behavior to ecofriendly travelling, if it gains more tourists.

Bournemouth University has conducted a research about slow tourism and sustainability which is called "Slow Tourism Travel for a Lower Carbon Future" in 2009 and the author was Janet Dickinson. The main question in the research was to find out is slow tourism a real alternative form of tourism to protect the environment. In slow tourism, trips with smaller distances to home are favored. 16 travelers were interviewed in a study about their travel behavior and relation to slow tourism. The study revealed that slow tourism is hard to define by the customers but the environmental issues are valued in this type of tourism. Also it was told by the tourists that it was positive to interact more with locals and introduce oneself to places with time. (Dickinson 2009, 2-3.)

Sustainability is not always easy to execute, in the eyes of the client. The problem is that it is not always effortless to travel without airplanes or cars which are one of the slow tourism actions. Activity and values in the minds of customers matter on the discussion of sustainability in slow tourism. (Dickinson 2009, 4.) As stated before transportation in tourism causes most CO₂ emissions, but is not the only concern; accommodation and activities should also be noticed in sustainability. In slow tourism train and coach transports are highlighted, but what about cars? Usually they are not seen sustainable but if there are many persons in the car it is more ecofriendly by using appropriate fuels and car types like hybrid as well. But as a conclusion to car travel, they are not included in basic slow travel definitions because they cause harm to environment. (Dickinson & Lumsdon 2010, 86, 95-97.)

Water-based transport is also another question mark in slow tourism. There are some forms that could fit to the picture of slow travel and some are absolutely not, for instance cruises because of the emissions and the lack of interaction with a destination. Water-based transport refers to travelling over sea, river or lakes which enables watching marine landscapes and experiences for tourists. Also small craft in water transport for example kayaks and canoes can be included in slow tourism because of the activity of a person and pace of moving. (Dickinson & Lumsdon 2010, 97, 159.) According to Loftus (2008, 20) “slower almost always means greener”. This can be looked at by an example of a train which goes much slower than a plane and leaves a smaller carbon footprint.

Slow tourism can be assimilated with Slow Food movement. Since it is part of the Slow Movement, Slow Cities, Slow Food and Slow tourism have a common feature to improve quality of the life for both; locals and tourists. Local gastronomy is introduced in slow tourism to consumers and likely Slow Food features can be found. (Dickinson & Lumsdon 2010, 2.) Krenn (2011) adds that it would be advisable to taste new local, ecological dishes while on slow travel and that is a sustainable action.

3.4 Current stage of slow tourism and its customers

It is not easy to segment the customer group in slow tourism since the trend is new and there are wavering similarities with the sustainable tourism segment. Slow tourism market can either way be described as a niche market. (Dickinson & Lumsdon 2010, 4.) A research conducted by Dickinson in Bournemouth University in 2009 showed that slow tourists value the sustainability in slow tourism. Furthermore it is hard to define to exact slow tourist; “Slow Tourism Travel for a Lower Carbon Future” interviews showed that mainly the slow trips were cycling in Italy and France together with train and boat trips in other parts of Europe. Regarding the travel identity of slow tourism travelers, they showed commitment to chosen ecofriendly transport methods for example train and ferry. (Dickinson 2009, 3.)

As giving the presentation in Helsinki on 13.10.2011, Carl Honoré was delighted to inform that the popularity of slow tourism is growing. People have a need to slow down during the travelling and they are seeking a form to implement it. Slow tourism answers to these wants great because the hunger for easygoing travel without stress is huge. (Nelimarkka 2011.) It is

stated that in the life of slow, the pleasure is given attention. By slowing down the pace, it is more enjoyable to conduct various issues in life and this refers to hedonism. (Honoré 2005, 278.)

Dickinson (2009) agrees that slow tourism is not popular at the moment but it has a growth possibility. Pilgrimage trips can be seen as slow tourism and they have existed for centuries. These religious trips have a meaning to visit and stay in holy places and they have usually been conducted by foot. (Dickinson & Lumsdon 2010, 11.) People can conduct natural and cultural trips in their homeland, and this could be another example of slow tourists (Heinonen 2009). There aren't numbers available how many slow tourists there exist in the world but the market situation is further examined in the empirical research for slow tourism in the next chapters.

One criticism that slow travel and tourism has faced is the costs of slower transportation and environmentally friendly accommodation places. Journeys which take time may require also more money to be involved. Even though, slow tourism is growing. (Dickinson & Lumsdon 2010, 93, 98.) Spa holidays in domestic tourism can be seen as slow tourism, because of the relaxation but there are expenses as well. Walking in countryside instead, does not cost much and more people can afford to it. (Kirsi 2011.) It is very common that in Finland people escape to cottages in forest to relax and to be in a quiet place. Otherwise this would be a great example of slow tourism, but it depends on the way people go there. If it is a car, it cannot be considered as slow tourism since it is not sustainable. (Heinonen 2008.)

3.4.1 Hall's model and slow tourism

As referring to Hall's model from 2004 about tourism, which was presented in the beginning of the thesis, it can be said that slow tourism can be identified from various sections. Starting with nature tourism, slow tourism can include activities conducted in natural settings while respecting the environment. These activities are done with own pace of the individual and the sustainability is kept in mind. Slow tourism covers also the elements from eco-tourism when valuing and protecting local culture and the biodiversity. Third segment, rural tourism refers to holidays on the countryside and engaging in activities of locals. (Borg et al.

2002, 65.) One of the main drivers in slow tourism is the connection to locals and people do not usually stay in big cities and top destinations, they prefer country sides and smaller places. So again, slow tourism can be identified to another section of tourism; to rural tourism, among other sections listed above. Why not sport tourism and adventure tourism as well? Slow tourism may include sporty activities or events conducted by tourists and it may be adventurous for tourists exploring the location by themselves too. (Beard et al. 2003, 3-9, 14.)

Besides nature tourism, eco-tourism and rural tourism, it must be said that there are other sections still to come that can be linked to slow tourism. In my opinion, slow tourism mostly covers cultural tourism and sustainable tourism. This is due to fact that in cultural tourism, the highlight of the trip is to get to know to the local culture and interact with people from it. Many authentic places are visited to see the real culture of the destination which creates experiences to people. (Horner & Swarbrooke 1999, 36-37.)

This is what slow tourism is all about, together with sustainability. According to World Tourism Organization (UNWTO 2005), the main theme in sustainable tourism is to preserve natural resources, respect the local culture and create benefits to all parties. In slow tourism people use remarkably less polluting transport methods with the sustainability in mind and reducing carbon footprint. As a conclusion to slow tourism situation, it refers to many types of tourism sections and that is why it is more difficult to measure.

3.4.2 Slow tourist categories

Since it may be hard to define slow tourist, it is because of the variety of them. Dickinson & Lumsdon (2010, 85) defines slow tourists on the range from soft to hard. "Hard slow travelers" are mainly concerned about the environment and they think it always when making decisions about transportation and accommodation in slow tourism. "Soft slow travelers" are the ones with not so much focus on environment, more on the personal experiences and slowing down. Soft slow travelers are most likely to use other transportation on other trips which is not ecofriendly. For example they can make one slow trip by respecting sustainability together with interaction with locals, but on the next trip they might just book flights.

Slow tourists can also be categorized according to their travel modes. Slow tourists are likely to choose slow trains and environmentally friendly ferries, especially hard slow travelers. Attitudes towards motorized transportation ways range in the minds of slow tourists. Distances have also their impact on tourist in a way that it depends on the slow tourist how long they are willing to travel slowly. It is common to travel in the continents not between them. For example there are slow trips conducted by train in Europe, not from Europe to Asia by bus. (Dickinson & Lumsdon 2010, 98-99.)

Selected transport methods in slow tourism have an important role in how the customers gain experiences. With all the senses and physical activity involved it is more likely to get more meaningful experiences for example by going by bike to close attractions than to take a public metro to get from one point to another. This means that slow tourists can be classified according to their travel experiences. Slow tourists are independent and can be looked at as allocentric according to Plog's model but there are still tour operators at the slow tourism market helping clients to find suitable trips and transportations. (Dickinson & Lumsdon 2010, 100.) As referring to Cohen's model about tourists, slow tourism tourists are explorers who want to discover by themselves and are curious (Vuoristo, 2003, 42).

Regarding customer behavior in slow tourism, the model of four types of motivators by McIntosh, Goeldner and Ritchie can be applied to slow tourism as well. In slow tourism, there can be a physical motivator that refers to body and mind, relaxation in other words. The second motivator as discussed was a cultural motivator which applies well in slow tourism because of the remarkable interest to local culture with its history and habits. Third motivator in tourism according to McIntosh, Goeldner and Ritchie is interpersonal motivator which in slow tourism means meeting new persons from local population. The fourth motivator is status and prestige motivators are linked to recognition and personal development. Slow tourism replies to at least three of these motivators and somehow to the last one as well, in a way that person can develop oneself in slow tourism which includes a heavier reason to travel and sustainable actions. A person can learn how to take Slow as a part of living and travelling. (Cooper et al 2005, 52, 56.)

3.5 Plausible future of slow travel

Hall (2007) questioned if slow tourism is only a tourism marketing cliché or does this trend really value the locals and help in sustainability. There is further development and research to be conducted to see what kind of future slow tourism will have.

According to Pahkuri (2009) and her thesis on a network around Lake Näsijärvi, Finland, Slow tourism is still a new definition for most. She adds that people connect it with eco-tourism but are not sure how to practice slow tourism. Heinonen (2008) explains that slow tourism supports public transport, walking and cycling since they reduce energy consumption. A good system for buses and other local transportation methods should be established for locals and tourists in the light of slow tourism. As addition to eco-friendly transport, it is advisable to look at the accommodation possibilities. Slow tourism supports sustainable cottages, rental homes, apartments but also eco lodges which are rising to the market at the moment. These are usually hotels with environmentally friendly operations and without electronics.

Developing policies about tourism and mostly about sustainable actions have an important role to future of tourism. Sustainable transportation may increase the costs for tourism clients but it remains question are they ready to change their consumer behavior to more eco-friendly? It is said that customers are more aware and concerned about environmental factors, but there is still further development to do actions according to it. In slow tourism, clients are usually from middle class in developed countries, who have the assets for taking slower trips. (Dickinson & Lumsdon 2010, 185-187.)

It may be hard for people living in today's world to start implementing Slow steps and actions. This is because they are used to doing things fast and it requires encourage slowing down the speed. The information that someone else is doing that makes the person feel conformable. News about Slow Food and other Slow Movements such as Slow tourism inspire people to start living and conducting activities according to Slow. (Honoré 2005, 276.) As said by Honoré (Nelimarkka 2011) slow tourism is growing because it interests many minds of consumers. According to him, Finland would also have an opportunity to start to produce slow tourism products and packages due to thousands of lakes and peacefulness.

Slow tourism is relatively small market in the comparison of mass tourism. Since the segment is related to eco-tourism and alternative tourism, there could be a huge potential to grow. It depends on the destinations who could promote themselves as Slow and sustainable. Also suppliers and tour operators could take main issues from slow tourism to be part of their products. Slowness, exploring and interacting with locals would be the main drivers for slow tourism to grow and to be included more in the tourism services and products on the field now. Travel together with experiences and sustainability are also highlighted factors to be able to grow slow tourism markets. (Dickinson & Lumsdon 2010, 188-192.)

When talking about future trends in tourism and tourists, slow tourism replies to many features of them. Starting from experiences to sustainability and to combination of nature, culture and health, slow tourism has applied current trends in tourism. It is a unique market which is based on individual services from mass tourism. (MEK 14-16.) The future of slow tourism depends on the image which it can gain during the following years. Yet the term is not always known by the potential buyers according to the researches of Bournemouth University (2009) and Pahkuri (2009). Also the supply and prices affect to it which are the under analysis in the findings chapter. More issues regarding the future of slow tourism will be discovered in the observational research and conclusions.

4 FINDINGS

This chapter will share the findings and results from the empirical research part in the thesis of slow tourism. The observations on slow tourism market in the internet are discussed widely with analyses. Slow tourism market was analyzed by looking at the supply on slow tourism products and services. This chapter will give examples of slow tourism companies and products found around the world. Different service providers were discovered to show various elements in slow tourism meaning accommodation, transport, and tour operators offering activities and tours related to slow tourism and travel.

Slowtrav.com (2000-2011) and Slowtraveltours.com were used as major sources to identify slow tourism businesses. This was because there were seen the most suitable and reliable sources and they were both from the book “Slow tourism and travel” (2010) by Lumsdon & Dickinson. They also seemed to have more information available and new websites which appealed to the author together with the mention of Slow in the titles. Finland’s situation was observed by using Google and Finnish news found already in the slow tourism’s theoretical chapter.

4.1 Slow accommodation

As said before, Slow travelers prefer staying in one place for at least for one week. Vacation rentals are popular among slow tourism. This can mean a house, a villa, a cottage and an apartment which is used on a holiday as a second home. There are over 280 listings about slow tourism related vacation rentals in Slowtrav.com, but there are also some hotels and bed & breakfast types of accommodation introduced which are seen Slow Travel Classifieds. (Slow Travel 2000-2011.) In this part of slow accommodation, vacation rentals are been analyzed because they were found to be the most popular type of accommodation in the theoretical information on slow tourism. Examples of holiday homes under further investigation were chosen because of the popularity of slow tourism in following countries: Italy, France and the United States of America.

From Slowtrav.com it can be clearly seen that Italy has the most of the slow tourism accommodation providers in vacation rentals; 217 is the number for villas, agriturismo (in Italian) places and holiday rentals. France has the second place with 27 providers and gites (in French) and United States including Canada has seven slow tourism accommodation providers in the category mentioned above. Other countries to be mentioned here are: United Kingdom and Ireland with six companies, Switzerland and Spain with both three slow vacation rental businesses. (Slow Travel 2000-2011.)

4.1.1 La Bella Toscana (Italy)

Because Italy is the leader in slow tourism and travel according to previous theories, it is adequate to study some of the Italy's slow tourism accommodation providers. There are several vacation rentals in the area of Tuscany so the first example under investigation with slow tourism in mind is La Bella Toscana. (Slow Travel 2000-2011.) La Bella Toscana has 22 years' experience from renting villas and apartments and they have a wide selection of properties in Tuscany and Umbria area. La Bella Toscana is an Italian company and their main office is located in Tuscany. (La Bella Toscana 2011.)

La Bella Toscana is ranked in the Slowtrav.com websites since 2003 (Slow Travel 2000-2011) as a slow tourism service so now the company and its products are been analyzed according to slow tourism features. As been an accommodation company they do not provide any transportation to Italy but they do have extra services regarding the stay in Tuscany and/or Umbria. Regarding the slow tourism, La Bella Toscana offers sustainable and slow type of activities with extra charge. These are bicycle renting, wine tasting and other food programs. As said before it is very typical to rent an apartment when slow travelling and La Bella Toscana has the rentals typically starting from one week and it is possible to stay longer as well. (La Bella Toscana 2011.)

Regarding the introduction to La Bella Toscana it can be said that they offer accommodation related to slow tourism. Their supply forms of villages, cottages and apartments which are highlighted in slow tourism. As defined earlier, slow tourists stay in a location usually at least for one week and this is also noticed in the renting the promises of La Bella Toscana. Tuscany and Umbria landscapes are given value in the location of all the houses offered since they are not located in big cities for example Florence. They can be situated near of the cities in Tuscany but the main feature is that they are in the countryside. (La Bella Toscana 2011.) In slow tourism it is recommended not to travel to top destinations and cities but to enjoy the life in smaller places with time (Footprint choices 2011).

La Bella Toscana also offers extra services and first, bicycle renting is been discovered in the light of slow tourism. According to Dickinson & Lumsdon (2010, 27-29, 79) it is very popular to rent a bike in the name of slow tourism to get to know to the area with own pace. Riding a bike is a sustainable form of transportation and can be classified as slow travel. According to La Bella Toscana (2011) it is possible to come to the villas located near town called San Gimignano without a car and otherwise use public buses and trains to get to the area. As understood this means that it is easier to get to the other apartments except San Gimignano's with a car which is not looked at as a part of slow travel due to not being sustainable (Dickinson & Lumsdon 2010, 86, 95-97).

Wine tasting and food trips offered by La Bella Toscana can be looked as slow tourism as well. Due to fact that there is no plenty of information about these trips it is assumed that they relate to respecting the local ingredients together with gathering knowledge about production of the food and wine. Slow Food may also be connected to these kinds of elements. This is sustainable and refers to slow tourism by highlighting the locality and its food traditions. (Dickinson & Lumsdon 2010, 2.) That said a holiday in one of the villas in San Gimignano area without a car and conducting slow tourism activities like bicycling and cooking in a local style, can be seen as one good example of slow tourism service.

Let's assume that a couple with two children over two years old is willing to conduct a slow holiday in each of the examples given in the findings chapter. The price of the La Bella Toscana villa in San Gimignano for one week is approximately between 330€ and 1250€ depending on the number of rooms, season, location and infrastructure of the house. The price is received from the website of La Bella Toscana in the end of October 2011 by searching houses in the area of San Gimignano. "Il Granaio" cottage was found located under 3 kilometers away from San Gimignano with a price of 342-667€ depending on the season. (La Bella Toscana 2011.)

As a conclusion to holiday rentals in Italy, I will share my opinion about how I saw the situation when working for former tour operator Mappa Stellare in Italy for the spring 2011. Being in charge of the making offers about holiday apartments in Italy, I saw that the trend in renting a villa from Italy is rising due to fact that customers want an alternative for a hotel and they want to experience more. So the demand for holiday rentals is growing but to be seen as slow tourism remains question because of the transportation and possible use of a car in the destination.

4.1.2 Quality Villas (France)

Quality Villas (2010) offers a variety of farmhouses, chateaux and holiday apartments in all over France. Most of the holiday rentals in France are located near Paris according to Slowtrav.com (2000-2011) but Quality Villas was chosen under investigation because of the star marked to be more related to slow tourism. Quality villas (2010) promote luxury holiday apartments and quality features of them. In 2011 Quality Villas has a celebration of 25 years of providing rental apartments in France.

In the analysis of Quality Villas and slow tourism, Quality Villas are also offered for at least for one week. Customers can enjoy the French life by staying in the slow tourism type accommodation offered by this company who promotes itself as an expert of tailor made vacation rentals. Quality Villa offers extra services such as car hire, cooks, tours in certain areas and ferry trips. (Quality villas 2010.) As stated before, cars are not usually included in slow travel, except hybrid cars with many persons included in the car. Ferries can be seen as a

slow travel type of transportation and as a conclusion to Quality Villas, they can be seen as slow tourism accommodation with the cook and ferry services. (Footprint choices 2011.)

Regarding the pricing, let's have a look at the family of two children and two adults accommodating in Quality Villas. As searching by the engine at the website of Quality Villas (2010) for accommodation for four, several examples were received with a price ranging from £500-£2500. The chosen one is called "Breton Manor - Garden Wing" and it is located near Audierne, France. The price for four people is £510 - £1750 depending on the season, and it was received in October 2011. According to Iltalehti (2011) exchange calculator this is in euros 586€- 1750€. There are several activities listed to be near the accommodation so in case of slow tourism, the family could conduct horseback riding and golf because of the peaceful tempo together with being ecofriendly activities. (Quality villas 2010.)

4.1.3 Mt. Baker Lodging (United States of America)

Mt. Baker (2011) offers a selection of accommodation possibilities for instance cottages, houses and vacation rentals. The accommodation is provided in natural settings of Mt. Baker, Maple Falls where nature and ski resorts are highlighted. Over 90 properties are offered by Mt. Baker Lodging and in the area there are lots of hobby possibilities for example hiking, climbing, mountain biking and hunting. Next the Mt. Baker Lodging will be analyzed according to slow tourism, mostly focusing on the activities.

Mt. Baker Lodging (2011) offers several kinds of accommodation but in the name of slow tourism, cottages and vacation rentals for about a week are part of the analysis. The company offers couple days rentals as well in condos, but in this section longer time in an actual house is been investigated together with the possible activities. Cottages in the peaceful forest and nature are a good example of slow tourism accommodation if the tourists can also interact with local people close to the property. The area provides the settings to slow down the pace and enjoy. Of course it matters as well, how the tourists can reach the locations of Mt. Baker Lodging. The guess would be by car, but it would be adequate to know if there is any bus transportation for instance, to be included well in slow travel.

The example tourist group of four is examined next in Mt. Baker Lodging. First time during the slow tourism accommodation research there was an opportunity to choose the exact timetable so a week in February 2012 was chosen because of the winter time and more activity possibilities. In 12.-18.2.2012. a family could stay in Property Number Five which would had a starting price as \$924.00 which is in euros 658 (Iltalehti 2011). Property Five would be a relevant example of slow tourism accommodation because it is in the quiet place and close to activities. It has a kitchen with oven so that people can cook by themselves and enjoy time together. (Mt. Baker Lodging 2011.)

The slow activities which could be participated in with own time would be hiking and swimming. Of course since the area is known of the winter activities it is possible to go to downhill skiing as well. But when looking at the supply of hunting and fishing, in my opinion those cannot be seen as slow tourism because they are not sustainable activities. Those are almost an opposite of protecting the environment which is a goal in slow tourism (Gardner 2009, 11-12). During the trip to Mt. Baker Lodging in Property Five an example family should be able to see locals as well and at least engage in local events such as Northwest Washington Fair which includes music and food. (Mt. Baker Lodging 2011.)

As a conclusion to accommodation sector in slow tourism, there are vacation rentals all over the world. World Vacation Rentals (2010) defines that they have over 76 000 vacation rentals in various destinations in the world. According to their website, it is clear that Europe has the most of the vacation rentals in the world. The Mediterranean Sea provides good location for several countries with vacation rentals for instance Spain, Italy, France but it is very popular to rent a house or cottage in Germany, Denmark, Sweden and Austria too. After Europe, there are rental homes in America as well, especially in North America including Canada and United States. Vacation rentals are not only Europe's and America's trend; Asia, Australia and Africa are also increasing the number of holiday homes.

By the increase of holiday apartments, slow tourism can have a change to grow. People can enjoy more and be in contact with locals if they are staying and living in a second home at least for one week. (Dickinson & Lumsdon 2010, 188-192.) The questions are how they travel to the location where the holiday house is and what activities they participate in during the trip? These issues will be discussed next by giving examples of slow trips and activities.

4.2 Slow trip activities and tour operators

In the section of “Trip Planning Services and Trip Activities” in Slowtrav.com (2000-2011), there are same type of lists than in the accommodation section. Numbers indicate how many slow tourism related businesses and consultants; trip advisors, tour operators, tour guides and other service providers there are in slow tourism over the world. Total number is almost 200, and the leader country is again Italy with 166 companies or associations. Next is France with 12 and third is Spain with four organizations. New countries on the list, when referring to Slow vacation rentals, are Germany and Austria with three slow tourism related companies. There exist also organizations that operate in several destinations in Europe or in the whole world so they are not included to specific countries. (Slow Travel 2000-2011.)

4.2.1 Slow Travel Tours (Europe)

Slow Travel Tours were found from the book of “Slow Travel and Tourism” by Dickinson and Lumsdon (2010). That is the first example of tour operators having slow tourism programs and activities. Slow Travel Tours is a group of couple of tour operators who have formed a common website and co-operation for slow tourism in France, Italy and other European countries. (Slow Travel Tours 2011.)

According to Slow Travel Tours (2011) the trips offered are planned in a way that they give time to the customer to engage in local culture with its history and do not rush in enjoying the landscapes and people. This gives more meaning to the trip and creates quality experiences for slow tourism customers. The trips are in small groups and there is a variety of them offered in Europe, not usually in top destinations. The trips will be discovered now and analyzed with slow tourism features.

The Luberon Experience (France)

The Luberon Experience (2006-2010) by Kathy and Charley Wood is conducted in Provence of France in a village called Bonnieux. The program is implemented slowly and the experiences are highlighted in the websites of Luberon Experience. The trip lasts for one

week which allows the travelers to become part of the local life on the countryside. The accommodation is provided in a guesthouse hosted by locals and the aim is to enjoy local lifestyle, food, drink and shop ingredients for cooking during the trip. A cooking class is also provided in the Luberon Experience trip and customers can get to know local friends of the service providers. The goal in this type of tour is to provide a stress free holiday with enjoying time for travelers with same kind of interests.

As an analysis of the Luberon Experience by slow tourism, it could be said that it is a great example of slow tourism product. It was discovered that the location can be reached by a train and a plane so in the name of slow tourism, let's assume that a train is been taken to reach the place. The program is influenced by the Slow very much because there is lots of free time for customers and everything is done in slow pace without rushing from one place to another (Loftus 2008). Luberon Experience (2006-2010) provides clients an opportunity to interact with locals and be part of the local life which is the main aspect of slow tourism. The activities include food and wine with visits to markets so that customers can learn how to cook by using local ingredients. Customers are encouraged to visit local cafes and restaurants to get authentic experiences. Information is widely given about the small population and its culture in Bonnieux and natural environment is peaceful.

Regarding the program there is a move from getting to know the area of Bonnieux first and then during the last days it is possible, not compulsory, to make visits to closer towns. This is typical to slow tourism that the close surroundings are discovered deeply in the beginning and then moved on further (Gardner 2009). Programs are not too full like in most group tours, there are couple activities conducted in each day slowly and a slow traveler can stay also in the accommodation place and enjoy the life by exploring solo. There are possibilities to go hiking and renting a bike in the destination area which area sustainable, slow activities. The cost of this type of tour without transportation to the location, for four-member family in the summer 2012 is per person \$2,800 in a double room. This includes all of the activities and almost all meals. (Luberon Experience 2006-2010.) The amount converted from dollars to euros is about 1977 according to Iltalehti (2011).

Caves and Castles (France)

Next tour offered in Slow Travel Tours (2011) is Caves and Castles by Steve and Judie Burman. This is also conducted in France, in Dordogne specifically. A tour lasts also one week, which is logical in the name of slow tourism. According to Caves & Castles (2011) the main theme of the tour is archeology and it is based on medieval castles and discovering ancient caves with rich history. Accommodation is based on a farm house but in the area there are also hotels to choose from. The location can be reached by a car or a person can fly or take a train near wherefrom the transfer is been organized to Lascaux.

The programs of Caves & Castles (2011) are formed for five days and it includes accommodation and all the visits together with meals. The price for a group of four people is four times 1160€. There are at least two activities in a day in the Guided Archaeology Tours so the pace is not so slow. But there is still time for clients to enjoy local life in Dordogne and live in countryside. History and culture are emphasized in this type of slow tourism product. Caves & Castles do not promote much about the slow tourism and travel but the activities are seen sustainable and slow discovering.

The transportation is not the greatest example of slow if the persons fly to the place. Train is more slow way of travelling and it can be taken from Paris. But as understood there will be a pick up car from the railway station or airport. It is thought that a coach or a bus would be suitable here to all the customers so that it does not cause so much emission. In the conclusion of analysis of slow in this service the accommodation should be the farm house instead of hotel because it enables to live in the destination, not just visiting. (Heinonen 2008.)

The third slow tour in France is a boat trip and will be analyzed in the slow transportation section. As addition to France, Slow Travel Tours (2011) has products in Italy. Italy can be seen as a home to slow tourism so attention should be given to following services; Adventures in Italy, Art Sojourn, Italian Excursion and Saperi e Saperi. Adventures in Italy are run by Kristi and Bill Steiner who produce learning experiences with the base of local culture. (Slow Travel Tours 2011.)

Adventures in Italy (Italy)

Adventures in Italy (2011) focuses on not travelling to top destinations like Rome or Venice in Italy but the trips are conducted in the countryside of Italy, Orvieto region in other words. That is typical to slow tourism (Footprint choices 2011). Italian food, wine, language are under discover in Adventures in Italy tours. Authenticity is a driving force to participate in the tours and there are two kinds of programs offered. First one is identified with the exploration of Orvieto with its history and the other tours are workshops where a person engages in arts and uses creativity. All the trips are composed of cooking classes, visits to vineyards and olive gardens, shopping at markets for food ingredients and the learning about Italian culture. It is discovered that Orvieto can be reached by train from Rome. (Adventures in Italy 2011.)

Regarding slow tourism and travel, Discover Orvieto trip is been analyzed since it lasts for one week. All senses are used in the exploration of the Italian culture and that sounds slow tourism in a way that it is discovering deeply to understand the issues and history of the particular place. Experiences are highlighted in Adventures in Italy and that is another example of slow tourism. A slow travel is indicated as a use of train to Orvieto. (Footprint choices 2011.) Discover Orvieto tour goes beyond the surface and creates meaning for travelling with slow pace. Relaxation is also taken care of, since there is almost always only one discovery activity per each day. (Nelmarkka 2011.) The price is \$2475 per person in double rooms. The accommodation is in a bed and breakfast type of place which is historical. (Adventures in Italy 2011.) In euros the trip costs for the family 1748 per person and the transportation to the place is not included (Iltalehti 2011).

Arts Sojourn (Italy)

Second Italian Slow Travel Tour (2009-2011) is Arts Sojourn by Matthew Daub. The theme of the tour is art without speed. The tour is always done in small groups to create relaxed atmosphere and so that the travelers can enjoy more. According to Arts Sojourn (2001-2011) website the company has been in the market since 1999. Art tours are provided for those who have artistic skills, or do not, the adventure is the main key for the experiences gained in Arts Sojourn. The directors of Arts Sojourn have a cultural experience from Italy

for almost two decades so they want to share the information to their clients. First it must be mentioned that it is not possible that Arts Sojourn has always been part of slow tourism because the history of slow tourism takes back only couple years.

Art Sojourn is focused on “experiencing the moment” and the paintings are done for the pleasure without requirements. In 2013 there will be three trips; in Italian Riviera, Tuscany and “Surf and Turf” tour combining both. Under further investigation the trip on 2012 called Umbria was chosen. There are several towns visited in this tour for instance Gubbio and The Corsa dei Ceri Piccola. There will be a local event hosted on the same time of the tour, so in the name of slow tourism this is a bonus to see the local people’s traditions. (Footprint choices 2011.)

But a minus is that the accommodation of Art Sojourn is provided in Umbria in a four star hotel. Hotel Bosone is an old building and has its own history so it fits to the concept of the travel but it is not a great example of slow tourism accommodation. The idea of slow tourism suffers when there is no possibility to cook and live in the destination as locals. (Gardner 2009). Assisi town is also visited and in Spoleto slow tourists have plenty of time of self-exploration. The accommodation in Spoleto is also a hotel and rather new one as well, so not really presenting slow tourism accommodation. (Arts Sojourn 2001-2011.)

The Arts Sojourn to Umbria lasts for 13 nights so it is a longer trip so plenty of time to discovering of the area. (Arts Sojourn 2001-2011). The price per person is \$2795.00 so in euros 1974 (Iltalehti 2011). The paintings workshops are done in the program slowly and experienced are shared with others. Area can be reached from Rome airport or train. The plane should not be used in slow travel so this Arts Sojourn tour is not the best example of slow tourism service because the hotel accommodation and possible transportation by plane (Footprint choices 2011).

Italian Excursion (Italy)

Italian Excursion offers tours by Cheryl Alexander. It seems that the tours are almost the same than Adventures in Italy it has, so it is not worth to examine the tours widely by slow tourism since the common features are found. The same type of slow tourism service can be

identified; one week in a countryside of Tuscany or Umbria with the Italian culture in mind. One thing is different in the comparison of Adventures in Italy and Italian Excursion, Italian Excursion offers more activities such as hiking and yoga which are seen slow activities. (Slow Travel Tours 2011.) The cost varies among the couple different trips in \$2850-\$3350 per person (Italian Excursion 2004-2010). According to Iltalehti (2011) it is 2012€-2365€ for one person.

Sapori e Saperi (Italy)

Sapori e Saperi is the last Italian tour of Slow Travel Tours (2011). Sapori e Saperi refers to flavors and knowledge in Tuscany so it is identical to Adventures in Italy and Italian Excursion. Heather Jarman is a member in Slow Food organization and the leader in these tours so the trips are affected by local gastronomy, vineyards and cooking as like the other examples mentioned. So Sapori e Saperi can be a good example of slow tourism product and it is not further investigated because of the similarities with Adventures in Italy and Italian Excursion. According to the official website of Sapori e Saperi (2011) for Family Summer Adventure, meaning four members, the price is €1250 per person. Transportation to the place is on the cost of the client and is again chosen from train or plane. It cannot be seen slow tourism and travel if the customer engages in slow activities, lives in a holiday cottage but uses airlines and cars to travel (Footprint choices 2011).

Music & Market Tours (Europe)

With France and Italy as main destinations for slow tourism trips, there are two other small group tours in Europe which will be analyzed according to slow tourism and travel. Music & Market Tours (2011) are offered by Anne and Kirk Woodyard and these tours combine culture, especially music and gastronomy with a high respect to locals. This company is not particular to one destination; they have several options in Europe for clients to choose from. The owners want to fulfill the needs of slow travelers who want to participate in local music events and enjoy the local life at the same time. The destinations are for instance Barcelona, Bath, Prague, Amsterdam together with France and Italy.

The lengths of the tours vary according to destination but they are always offered when there is a musical event on the particular place. In all of the eight locations of Music & Markets Tours (2011) the accommodation is provided as a hotel. In slow tourism this is usually avoided but if the hotel is sustainable and peaceful it can be accepted. A hotel should be close to all the important places and locals which can be reached without a car (Krenn 2011). Since there are many of the tours, under further investigation Amsterdam with Grachtenfestival (Canal Festival) was chosen because there have not been slow tourism examples from the Netherlands yet.

Canals and music are the major attractions for this slow tourism trip. Trip lasts for almost a week, 5 days in other words. This can be seen part of slow tourism since there is still time to enjoy and get to know to the culture. Limits of slow tourism and travel are not clear so it is not always easy to classify what are the slow tourism packages (Honoré 2005, 27). Music & Markets Tours (2011) in Amsterdam offers local places in the program in land and water for instance the boat trip on canals and day trip to villages where are real windmills. It is stated that most of the time the tourists walk to places such as markets and local restaurants. The boats used are sustainable method of travelling and in that way they have a role in slow travel (Slow Travel Europe 2009-2011).

The program for five days seems a bit full in the light of slow tourism. Of course there is time on every day to enjoy the city by customers themselves. Amsterdam itself is quite big city to be included in slow tourism where big cities are avoided with top attractions. But the local culture is highlighted in this trip with music and trip to villages. Food is appreciated as well, so that said it seems that Music & Markets Tours in Amsterdam would be quite suitable option to slow tourism product. The transport to Amsterdam is again the choice of the client; a train or an airplane. In the case of slow tourism, train should be chosen in my opinion. (Loftus 2008.) A family would have to pay for this trip \$2799 so in euros approximately 1977 per person (Music & Markets Tours 2011).

European Experiences (Europe)

The second tour in Europe within slow tourism is called European Experiences. These are holidays located in the countryside and are themed by culture and relaxation. Kathy and

Charley Wood are again behind these tours which last one week. (Slow Travel Tours 2011.) According to European Experiences website (2009-2011) the tours are a chance to get to know local people which are the main elements in slow tourism. Discovered Luberon Experience is one of the tours in European Experiences. There are other two tours as well; Chianti tour in Italy and Salzkammergut trip in Austria.

The trips to Tuscany in June and to Austria in July follow the same guidelines than the described Luberon Experience trip. England will be a new destination in 2013. As the Luberon Experience is already discussed in Slow Travel Tours, the information given about European Experiences Chianti and Austria will be short. Chianti tour focuses on experiences as well and the location is known for wine yards and olive gardens. The culture and food have a major role in this type of tour since there are cooking course and relaxation as activities. So it follows a slow tourism principles as defined in Luberon Experience; taking time to explore, visiting local cafes and restaurants, exploring close area first and then moving on to close towns. (European Experiences 2009-2011.)

Trip in Austria, close to Salzburg, is in the middle of mountains and lakes. There are several transportation methods used in the program; ferries, mountain train and funiculars. (European Experiences 2009-2011.) When looking at these from the slow travel point of view these are all accepted since the ferries and trains are identical slow tourism transportation methods (Dickinson & Lumsdon 2010, 97, 159). Traditional food is also respected in these tours and the customers are encouraged to explore the area by themselves as addition to couple trips in the program. The prices for Chianti and Salzkammergut are the same as in Luberon Experience, 1977€ per person. (European Experiences 2009-2011.)

As a conclusion to tour operators and other service providers in slow tourism, it may be hard to find companies promoting themselves and their products as “Slow”. But by using the slowtrav.com (2001-2011) a person can find businesses marked as partners of the website. In the up row there is a list of countries as links which have the most related slow tourism services and these are: Italy, France, UK & Ireland, Switzerland, Spain and North America. There has been introduction to couple Italian tour operators in Slow Travel Tours but Italian slowtrav.com partners offer much more specific activities and tours from which the customer can choose from. France was also discovered already in the accommodation and

tours sector of slow tourism but there are few other companies operating in culinary tours and arts such as Destination Europe.

Slowtrav.com (2000-2011) also offers reports and stories of people who have done slow tourism trips to be shared for others as well. Tips are provided together with travel information about different countries having slow tourism accommodation, activities and tours. An example of slow tourism in Spain, there can be found as a tour operator called Con Calma Viajes, as a translation with calm tours (Dickinson & Lumsdon 2010, 66). From the same book, "Slow tourism and Travel" there is also a link for slow tourism in America; slowcanada.net if a person is interested to find more information besides slow accommodation found from slowtrav.com (2000-2011). In the United Kingdom a person wanting to engage in slow tourism and travel, a boat trip could be taken from English Canal Opportunities. At last, there is Switzerland mentioned in the top countries of slow tourism, so a person can find Ciao Bella Tours Company from slowtrav.com who arranges trips with a pressure on locality and experiences.

Slow tourism service providers seem to operate mostly in Europe and America. But what about Scandinavia and more specifically Finland? A Swedish website was found during the research; gosowtravel.se (2009) was identified as a package tour provider from Sweden. The packages include accommodation in countryside of Italy usually with cooking activities, but also a car with GPS. Concern should be made to the usage of car in slow tourism, so Go Slow Travel would be a good example from Nordic countries except for the car involved. Next chapter after slow tourism transportation shares examples of Finland's slow tourism markets.

4.3 Slow travel transportation

Slow Travel Tours offers also a boat trip to be seen as a slow travel. Third slow tour in France is called Saint Louis Hotel Barge which is a boat trip lasting for one week. Alasdair and Barbara Wyllie offer this type of slow trip to 4-6 persons at the time so it is opposite to mass cruises. The trip is conducted in Garonne valley and it includes activities and food with beverages. (Slow Travel Tours 2011.)

4.3.1 Saint Louis Hotel Barge (France)

According to Alasdair & Barbara Wyllie in Saint Louis Hotel Barge (2011) website, this trip combines luxury and experiences. As told, slow tourism wants to enrich experiences. The ship does not go fast; it travels in slow speed so that customers can enjoy the views. The area where the cruise is done is formed of lakes, villages and country sides of South-West France. The menu of the boat is provided to clients all the time and it respects local gastronomy and French wines. As told before, cruise ships are not usually part of slow tourism and travel because they do not visit the local places (Dickinson & Lumsdon 2010, 97, 159). But Saint Louis Hotel Barge (2011) is different and suitable for slow tourism since it visits local towns and places of interest continuously.

Since it is a luxury boat and seems sustainable, the price for the example family would be 14,900€, that for the person 3725€. This amount does not include the costs for transport to France but they have service to pick the customers up from airplane or train station. This transportation should not be a car, a bus or a coach should be preferred. Slow travellers would take a train and during the one week holiday in Saint Louis Hotel Barge (2011) conduct following activities regarded as Slow; exploration, wine tasting, art and culture. Main theme is to enjoy on the boat and relax.

As a conclusion to slow tourism transportation, the most popular methods are trains and ferries. “Slower, the better” would be the motto for slow travel since these transport methods cost fewer pollution and that way are more sustainable. Europe and the whole world has a good system for rail tracks so there is a possibility to use different trains in different countries in the way of slow tourism. (Rail Europe 2011.)

4.4 Slow tourism in and from Finland

Finland cannot be discovered from slowtrav.com listings neither from the book “Slow Tourism and Travel”. So in this chapter news were discovered about slow tourism in Finland and through the research of Google. As referred earlier the informal leader in slow, Carl

Honoré was visiting Finland on 13.10.2011 and he stated that Finland would have a great possibility to practice slow tourism and Slow in life by stopping for a moment and relax in the nature for example (Nelimarkka 2011).

According to Honoré, Finland would have a great opportunity to offer slow tourism services because of the thousands of lakes. With a traditional sauna added, relaxation trip with time at the lake side would be guaranteed. About a year ago in 2010, different tourism companies in Finland were introduced with information to provide packages for theme “Peaceful Finland”, according to Teemu Moilanen from Haaga-Helia University. The actions to create slower type of packages have been low-speed but 43% of the companies have pronounced to be willing to fulfill the aims of slowing pace and highlighting peacefulness in Finland holiday packages. The future of couple years will show how the implementations of many Finnish tourism companies will look like in the name of slow tourism. (Nelimarkka 2011.)

According to MEK’s (2010, 132-135) country brand report on Finland in 2010, “Peaceful Finland” or “Silence, please” themes give an opportunity for tourists to enjoy Slow way of life without performances and tasks on any season of the year. Quietness and stress free zone can enable experiences to tourism consumers in a relaxed atmosphere of Finland. I think the branding of Finland as a quiet and peaceful destination enhances the recognition of slow tourism and is an advantage for this tourism type to grow. Everyman’s rights are also a basis to implement slow tourism in nature of Finland because they consist of free entrance to the wildlife with access to resources in there, for instance berries and mushrooms.

According to Airola (2011) Kristiinankaupunki is the first Slow City in Finland. In my opinion, Finland could increase the awareness of Slow and slow tourism by more Citta Slows. There would be plenty of historical towns who maintain locality to be nominated as Slow Cities in Finland. According to Heinonen (2008, 23) In Finland it is quite easy to escape to the nature from the busy life of cities. There are plenty of cottages in the middle of the forest to be rented or lived by Finnish people. Cottages can be a good example of slow tourism since they are in the peaceful place and relaxation is the main motivator.

According to MEK's (2010, 121-127, 275) country brand report, there have been many efficient sustainable actions in Finland to maintain the cleanness of lakes and nature. It is important to keep the protecting nature programs vital in Finland because the quiet and pure environment gives many opportunities for tourism, especially slow tourism. There have been improvements in infrastructure and parks so that there are more possibilities to travel close locations in the natural surroundings. This is very typical way to practice slow tourism; to relax in the nature and forget the stress when enjoying the views peacefully. As addition to nature, the culture of Finland should be more highlighted in the name of slow tourism.

4.4.1 SaimaaHoliday

As reference to YLE News (2011) slow tourism has influenced Southern Savo in Finland. SaimaaHoliday has started the operations regarding slow travelling last summer 2011 by highlighting quietness. The inspiration is taken for the Middle Europe and ecofriendly actions have been taken in SaimaaHoliday, according to director Jukka Laitinen.

SaimaaHoliday forms of eight tourism companies. The service of SaimaaHoliday has been improved by bringing rowing back to activities because it is a slow activity and sustainable. Another new slow tourism type of activity is becoming to the market and it is a small cruise which runs slowly and without noise in the lakes. (YLE 2011.) According to official website of SaimaaHoliday (2011) the destination is located near a natural park and the combination of services and products make experiences available for people. There are three regions in SaimaaHoliday: Oravi, Rantasalmi and Savonlinna.

SaimaaHoliday (2011) is a destination for foreign and domestic tourists. In Järvisydän, in other words Rantasalmi, there are villas and cottages as accommodation as addition to hotel rooms. In the name of slow tourism a cottage could be rent by the example family starting on price 620€ per week (Heinonen 2008, 23). In the area there are also couple restaurants which are all themed with locality and offer a variety of Finnish foods and beverages. Slow tourism connects to local food with traditions as well (Dickinson & Lumsdon 2010, 2). In the supply of Järvisydän there are package trips offered covering few activities in slow pace

and meals during one week holiday. This is a good example of slow tourism package since there is one week's time and there is no rush in the timetable (Loftus 2008).

The other activities found from Rantasalmi are; hiking in national park, skating, snow shoeing, paddling and rowing together with cruises mentioned and horseback riding (SaimaaHoliday 2011). All of these are slow type of activities since they are ecofriendly. Fishing is also offered in SaimaaHoliday but as stated before it is not protecting nature and its animals by hunting them. (Footprint choices 2011.) Finnish sauna is also offered in the area and that is a typical issue to be introduced about Finnish culture and locality (Nelimarkka 2011). For example snow shoeing with the low speed in mind costs 24€ plus 5€ for renting the equipment. Järvisydän also offers other equipment for individuals like slow tourists wanting to explore the area by themselves. In the light of slow tourism, bicycle renting with a helmet costs 15€ and a row boat 39€ for one day. (SaimaaHoliday 2011.)

For me it seems that SaimaaHoliday is a very good example of slow tourism holiday in Finland. The area can be reached by car, plane or boat. So as a repetition the boat or public bus taken from Savonlinna would be suitable to slow travel. (Heinonen 2008.) In slow tourism the two natural parts of the SaimaaHoliday area, Rantasalmi and Oravi are analyzed since the third place; Savonlinna city is quite big to be included. In Oravi there are same type of accommodation offered; cottages and villas and a hotel but they are bigger so not good example for our four member family. Oravi is closer to the national parks where one can walk or canoe with own pace. The other activities are same as in Rantasalmi. (SaimaaHoliday 2011.)

Accommodation in SaimaaHoliday is provided from weekend packages to week basis (SaimaaHoliday 2011). When looking at Slow in this tourism product, a weekend is not enough for discovering the area with its culture so to be regarded as slow tourism a family should take one week holiday in SaimaaHoliday (Footprint choices 2011). This was an inbound tourism example of tourism co-operation in Finland which will be credited as slow tourism because of the relaxed time on the countryside, villa or cottage type of accommodation and peaceful activities.

4.4.2 Taivaantanssija

A Finnish tour operator was found via Google and it was noticed that they offer a slow travel trip to Tibet. The trip is done with the slow pace and different exotic places are discovered with the train as transportation method. According to official website of Taivaantanssija (2006-2010) the slow travel trip was programmed to autumn 2011.

The program is available for the Tibet trip in autumn 2010 and it is covered with activities but also blank areas for slow travellers to explore the area by themselves. The trip in area of Tibet lasts for two weeks but there is an opportunity to take a train to Tibet which lasts for one week in one way and same back. Other option is to fly to Tibet but as regarding the program there are other flights as well. Slow travel trip to Tibet offers experiences with local life and culture. (Taivaantanssija 2006-2010.)

The program itself fits to the slow tourism picture since there is about one activity per day. There are small towns or villages visited which offer small shops full of handicrafts. The element of local culture is very important in slow tourism and this applies in Taivaantanssija Tibet tour (Footprint choices 2011). Hiking is one of the activities in addition to visits to monasteries and common meals. A ferry and a jeep are used in transport in the location. Ferries are part of slow travel but jeeps as being cars are often not accepted in slow tourism and travel. And as mentioned an airplane is also used between the trains so that is a negative side of Slow Travel in Tibet. Airplanes are avoided as much as possible and lower carbon print methods of transport are used. (Loftus 2008.) There is no mention about the accommodation in Slow Travel Tibet tour. (Taivaantanssija 2006-2010.)

As a conclusion Taivaantanssija is not an adequate example of slow tourism because of the airplanes and jeeps used. Taivaantanssija was an example of outbound tour operator promoting to have slow travel trip. In general about Finland's slow tourism, the slowness and locality would have a chance to become country's tourism brands, according to Mika Tonder's blog. He is a tourism planner and educator for several tourism companies in Finland. He has also been charge of research and development in tourism industry and refers to Oiva Project in Häme area which was done to understand slow tourism and think about how it

appeals to Finland. Slowness is natural for Finnish people but it remains to see how Finland could be branded by slow tourism. (Tonder 2011.)

Other outbound tour operators in Finland are big companies Finnmatkat, Aurinkomatkat and Tjareborg. By discovering Finnmatkat's websites (2011) different kind of theme trips were found to be implemented in the way of slow tourism, except for the flights to destination abroad. For example Mindfulness trip lasts for one week and it is based on meditation and yoga. The relaxation and living in the moment are key factors of this product and it is run in Canary Islands starting with 700 euros per person from Finland. There are other slow themed trips as well; wellness and golf in many destinations and hiking trips in Austria.

In "Tema" section of Finnmatkat (2011), meaning themed tours, there was found a tour called "Hidasta nautiskelua Piemontessa", as a translation: slow enjoying in Piemonte, Italy. Unfortunately this trip is not in the program anymore so there is no information available. But in this "Tema" section of Finnmatkat there are several tours that have something common with slow tourism. Hiking tours are described as walking with no rush and getting to know the area and local people in Italy, Spain or Greece. Cycling is one of the slow travel methods and there are cycling tours offered in Tuscany like many examples given before about slow tourism. The activity of cycling in this tour is not done with fast speed but in a non-competitive environment where the lunch breaks are enjoyed with local foods and specialties. Third theme which awakes attention is the theme of food and wine in Italy, France and Scotland. In this way a Slow Food connection to slow tourism can be seen and locality of ingredients is the highlight of the trip. (Gardner 2009.)

Aurinkomatkat (2011), another outbound tour operator in Finland, offers a selection of themed holidays as addition to beach holidays. "AurinkoVillas" are vacation with the accommodation in a villa just like in slow tourism. This gives more freedom to client to explore the area by themselves but as looking the destinations; Greece, Portugal and Turkey the villas are located in top destinations such as Alanya in Turkey and Albufeira in Portugal. These trips also include flights, like Finnmatkat has, so they are not adequate examples of slow tourism. One example could be given as Lefkas which is a small island in Greece. One week in a villa including flights from Finland would cost about 1030€ per person in July 2012. Active holidays of Aurinkomatkat offer themed tours based on hiking, skiing, golf and

others. So here hiking and golf would be seen slow type of activities. There are lots of tours and cruises in the supply of Aurinkomatkat but they don't apply to slow tourism because of the continuous change of the place in tours and in cruises there is no destination at all. (Nelimarkka 2011.)

The third big outbound company of Finland is called Tjäreborg (2011.) They have a theme and activity holidays based on cycling and hiking as well as dancing, sports and Siam Safaris in Thailand. The last trip mentioned offers to see culture and nature behind the scenes. Experiences are driving force in this two weeks holiday but the accommodation is based on a resort hotel and tourists fly to Thailand first. The price is starting from 1795€ per person in double room. But it cannot be seen as actual slow tourism even though the idea is connected to slow tourism and travel (Dickinson & Lumsdon 2010, 3). It can be said that if there are elements such as tours, activities with locals and other slow elements the price of the tours rise immediately.

As the criticism which the three above mentioned tour operators have faced regarding slow tourism, are the flights to destination and possible hotel accommodation. They have good ideas how to implement slow tourism based on the theme of the trip but other transportation method should be taken to enable Finnish people to practice slow tourism abroad. Trains are seen slow travel so if a person wants to take a slow tourism trip, he or she can find information about trains abroad and in homeland of VR websites (2011). A train is more sustainable way to travel and with more time the travel gets more meaning. InterRail card can be taken to surf between different countries but there are also tickets for one specific country. This would be more slow tourism, also with the travel to the destination.

As a conclusion to slow tourism in and from Finland, there could be a huge potential to develop the themed tours offered by major tour operators to abroad. An image was received that slow tourism is not a clear concept and flights were connected to this type of tourism from Finland. Regarding domestic tourism of Finland there are major resources such as nature and peacefulness which could be drivers of slow tourism. The tourism markets are not identified with words Slow yet but in the future slow tourism in Finland can have a bigger role especially with the branding themes of peaceful Finland and future researches on slow tourism.

5 CONCLUSIONS

This is the final chapter of the thesis on slow tourism now and in the future. This chapter is composed of my own conclusions based on the research on slow tourism. The research questions; what is slow tourism now and in the future, and what kind of customers there are in slow tourism will be answered according to existing theories and results found during the empirical research.

Slow tourism has emerged as a new trend less than ten years ago in Italy. In general, Slow Movement is a global phenomenon in the world right now and has existed about two decades collecting new members and spreading the word of doing things slowly to create more meaning and to value experiences. The hectic life of people has had an effect to creation of Slow because in today's world things are done as fast as possible and there is not plenty of time for enjoying and relaxation. Slow Food might be the most known section in Slow Movement by respecting locality and food culture. Slow tourism has risen to tourism markets from the need of slow down during travelling, valuing locals and reducing emissions on travelling by taking a train or a ferry and traveling closer.

Slow tourism can be looked at as an encounter to mass tourism, since it avoids top destinations in big cities with top attractions. Slow tourism does not aim to grow mainstream tourism but it is discovered to be an alternative form of tourism. Slow tourism answers to needs of new type of tourism where people want to have authentic experiences and travel in a responsible way. New types of tourists want to learn and be active during their trips which are formed on individual needs and creation of more market segments. Slow tourism is a niche market still, but there is potential for this small type of tourism segment to grow. Independent tourists and explorers can search for quality services and experiences in the slow tourism.

Slow tourism covers the idea of living in the destination, not just visiting it. The slow trip has features of no stress neither full timetables, time is valuable and given in travelling. It was discovered that at the moment, accommodation in slow tourism is based on rental apartments, cottages and villas which are in other words second homes or houses. Local

events, activities and language were found to be essentials in getting to know the local culture. Slow tourism started in Italy and has influenced in other parts of Europe and North America. Over 100 Citta Slows, in other words Slow Cities, have had an impact of delivering a message of Slow and created awareness of slow tourism.

In slow tourism the journey to the destination is as important as the actual location or even more. The speed transportation such as airplanes are avoided in slow tourism and it was also found out that cars are not accepted in the ways for getting one place to another in slow travel. The most popular transport were found to be trains and ferries with addition to walking and cycling in the destination to explore more with low speed. “Slower almost always means greener” was identified in the sustainable transportation methods. Slow tourism was discovered to increase the sustainability and ecofriendly actions which are one of the trends in the tourism markets.

Slow tourism can be criticized for the fact that it is more expensive than the basic tourism packages. Ecological and slow transportation costs more and same is the issue with accommodation, vacation rentals in particular. During the observation on internet with couple websites offering slow tourism services, examples were found which have varying amount of elements of slow tourism. There was not any slow tourism package that would be under 1000€ per person and most of the time the price did not include the costs of transportation to the destination. It was said in the tourism trends that people have more money than in couple decades back, but can they still afford expensive slow tourism? Quite a lot of money has to be paid to conduct a slow tourism tour provided by a tour operator, so the recommendation would be to build the Slow themed trip by the individual to save money and to be able to practice slow tourism more easily.

Slow tourism corresponds to the current and future trends in tourism and consumer behavior. It is a combination of nature, culture and health activities which all gain rewarding experiences to the customer. Eco friendliness has been looked at as a major trend in tourism and this also applies in slow travel because of the sustainable transportation and fewer emissions which is a goal in future tourism markets. Slow tourism is a unique market which is based on individual services from mass tourism. Slow tourists are linked to tourists of tomorrow in a way that they are explores and eager to discover and learn new issues from the local culture.

Vacation rentals and holiday homes, where tourists can live, were found to be a new trend in tourism but also the main feature of slow tourism.

There have been two small-scale researches in the field of slow tourism in 2009 and during that time the term has been unclear to respondents. In my opinion slow tourism is still so new that even tour operators and other service providers have difficulties to define what slow tourism is and what kind of products it should have. Slowtrav.com was found to be the number one source for information about slow tourism packages, activities and accommodation. By Italy ruling the slow tourism, Spain, France, UK and Switzerland were found places for slow tourism tours as well. Slow Travel Tours could be said to be the leader co-operation offering products linked to slow tourism and travel. Looking at the prices of tours they are rather expensive to conduct for people with average incomes. I think this is because there are so few products on slow tourism yet in the market so the service providers can ask more from small groups.

Vacation rentals were found all over the world but mostly in Europe. Italy and France were discovered in the research to have most of the vacation rentals. The popularity of renting an apartment seems to be increasing and this is an advantage for slow tourism. Because there are more supply in these accommodation markets the prices come down and are available for more tourists. Vacation rentals are an alternative for basic hotel in a holiday so that clients can experience more and live in the area. For explorers it is quite easy to find vacation rentals in the internet around the world and book them by themselves. Vacation rentals were found to be more expensive than hotels but when many people travel a price per house can be split and savings can be made. This also supports the social attractions in slow tourism which means enjoying the company of relatives and friends with time together with meeting new people from local culture.

Other aspect of slow tourism is the transportation which should be sustainable therefore no planes or cars are accepted. In the observational research on slow packages, there was found a contradictory between the slow type of accommodation and the way how to travel there. Many sites shared information how to access the site by cars or airplanes which both are denied often in slow travel. But trains were discovered as forms of transportation to vacation rentals or slow tourism tours for most of the places. As a conclusion to transportation of

slow tourism, it may be a bit difficult to travel without planes or cars since there is a wide selection of them and easy access. Since slow tourism favors public transport, there should be good network of buses available in the destination to be able to practice slow tourism. Ferries could also be added to places near water to supply slow speed transportation and trips. Slow tourism responds to the need of alternative transports referred in tourism trends in the future.

Slow tourists are explorers who want to examine the area by themselves with time. These are allocentric people who seek for experiences and usually avoid package trips. Slow tourism is about making decisions by tourists how they travel and how long. Often slow tourists stay in one place for at least one week to be able to discover the culture and locals with own pace. Local culture was found to be one of the major motivators on slow tourism since it creates meaning for travel and authentic experiences are gained when interacting with locals. During the research it was found out that, now slow tourists are eager to live in the destinations like locals do in a way that they go to places which locals like, not in a way of guidebooks based on top attractions. Typical activities for slow tourism were found to be: going to the markets for searching ingredients to cook with, cycling and walking in the area with discovering.

Since slow tourism is a new type of tourism it is hard to define how much supporters it has. Also the lines of slow tourism and travel are not clear, so it makes the popularity difficult to measure. There were similarities found with several segments of tourism for instance sustainable tourism, nature and eco-tourism and especially cultural tourism. It was said that 10 000 persons are connected in slowtrav.com websites but the number is not explicit because it includes travellers and companies as well. If there would be a community website for only slow tourists it would be easier to measure the power of slow tourism. As a comparison to Slow Food having over 100 000 members worldwide, slow tourism is far from popular.

But since the Slow Food has so many members, it is not absurd that slow tourism could increase to nearly same amount, by multiplying the market by ten times. This requires more time for this tourism type to develop and to be researched. In my opinion slow tourism would need a some kind of leader company or person to be learnt from example how to conduct slow tourism trips and products. The role would not be easy to conduct since with

the new trend as slow tourism, the boundaries in the elements are not clear. In the tourism markets there might be several people practicing slow tourism without knowing the term right now. The aim of the thesis was to create awareness of slow tourism so in the future it can have more recognition and active participants.

Regarding the customers of slow tourism, there are two categories; soft and hard slow travelers. Hard slow tourists are the ones which implement slow tourism principles accurately starting from locality to sustainability. Soft slow tourists can slip on other travels and think about themselves more than the environment and use planes for instance. Slow tourists have been found in the research to be usually middle-aged because they can afford the slow trips. Developed countries have an advantage in this when practicing slow tourism.

As slow tourism was discovered to influence in the Mediterranean countries and the America at the moment, Finland would have a great potential to build up the market of slow tourism also. With not spoilt nature and quietness, Finland could produce many slow tourism packages. It was found out that Finnish tradition of escaping to the cottages in the forest to relax is part of slow tourism but usually people go there by car. For example if a public bus would be used or a boat, that would increase the domestic slow tourism in Finland.

Following years will show if the tourism companies in Finland have included peaceful activities to their programs and taken care of sustainable actions meanwhile. But for now Finland has a minimal number of tourism providers who would promote themselves as Slow or implementing at least some features of slow tourism. SaimaaHoliday was found in the observation to be a good example of Finnish slow tourism. I think Finland could apply more Slow City statuses to increase the awareness of slow tourism and many tourism companies could have a possibility to market themselves as Slow. In Finland the term “hidas matkailu” or “Slow matkailu” are not known well and the results found in the internet with this term are only few. “Slow” instead is recognized by some therefore this could be used in the marketing of slow tourism products and services.

Slow tourism products from Finland should be edited in a way that airplanes should be replaced by trains or ferries. Finland has a good network of trains provided by VR and tickets to trains abroad can also be purchased from Finland. Railing with trains requires encourage

but that is what slow tourism is all about. Giving more time and meaning to journey should be highlighted in slow tourism but there should be a huge change in consumer behavior from consuming quick flights to slower trains which might also be more expensive.

A combination of local culture, a journey to the destination and sustainability, all enjoyed with time sounds attractive type of tourism. That is why slow tourism is growing, if believe in Carl Honoré and Janet Dickinson, experts on the field. The term slow tourism is not known in most of the places in the world yet, but if it gains more publicity there is potential for more slow tourism products and customers. During the last couple years, there has been news about slow tourism and travel in the internet and published magazines, introduced in the theoretical part of the thesis, which have created curiosity towards slow tourism among consumers. In my opinion it is relevant that media keeps the interest towards slow tourism and travel in the future as well because it would help to fight against climate change and the culture of conducting tasks fast. Maybe in the future there could be television included to promoting slow tourism where slow trips would be introduced with tips of activities, transportation and accommodation.

If prices of slow tourism packages abroad would decrease, slow tourism would grow more. But there is an option to make the trip independently and save money without intermediaries. For example if an individual wants to do a slow tourism trip, he or she can rent a vacation home from the internet and travel there by train. Activities done during slow travelling would be for example hiking, cycling and discovering with time. The local culture can be enjoyed without huge expenses and it depends on the person what she or he wants to do with her or his own pace.

So as a conclusion to slow tourism there should be high product development in transportation and lowering down the prices of slow tourism packages to gain more slow tourists. But again, if the new trend is not aiming for mass tourism form, why this niche market should be developed? In the end, research on slow tourism is necessary in the following years because then there might be more information available about the popularity and a bigger supply of slow tourism products and services. Now it is a small market for wealthy people who show concern for the environment and are really interested about the local cultures, and this combination should be consumed slowly.

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LIST OF APPENDICES

A LIST OF EXAMPLE SLOW TOURISM COMPANIES

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1. La Bella Toscana ITALY (<http://www.labellatoscana.net>)
2. Quality Villas FRANCE (<http://www.qualityvillas.com>)
3. Mt. Baker Lodging THE UNITED STATES OF AMERICA
(<http://www.mtbakerlodging.com/>)
4. Slow Travel Tours EUROPE (<http://slowtraveltours.com/>)
 - The Luberon Experience
 - Caves & Castles
 - Saint Louis Hotel Barge
 - Adventures in Italy
 - Art Sojourn
 - Italian Excursion
 - Saperi e Saperi
 - Music & Market Tours
 - European Experiences
5. SaimaaHoliday FINLAND (<http://www.saimaaholiday.net/>)
6. Taivaantanssija FINLAND (<http://taivaantanssija.com/>)

