

Slow Tourism a New Phenomenon

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Abstract

A new trend that emerged in Italy, Slow Tourism, is now traversing the globe. The phenomenon of slow tourism is gaining interest, and from the viewpoint of a goal-driven consumption process, this study offers new insights into the phenomenon. For years, the predominant type of tourism was mass tourism. While the word "mass tourism" is commonly used by researchers, there is no definition for it that is widely agreed upon. Many authors prefer to refer to writers rather than to describe mass tourism in their own terms. Interestingly, not many writings refer to the notion of mass tourism; it is common for writers to use the term "mass tourism" in current texts without describing it. This article seeks to describe and explain the various definitions and aspects of "mass tourism" and "slow tourism" by undertaking a literature review and concluding, ultimately, that "Slow travel" tends to be slow tourism.

Keywords: Mass Tourism, Slow travel, Slow Tourism, Alternative Tourism.

Introduction

Tourism is an activity which is used to do by travelers when they move from one place to another. It is an activity which loved by all the people. It is a movement from your daily hustle-bustle. Tourism is a key aspect of modern culture, affecting every part of the globe and every person in the world. A society without vacations and opportunities to travel to new locations for new experiences is impossible to envision inside Western communities. The increase in tourism travel has been substantial over the past five decades. In 2019, According to data from the World Travel and Tourism Council (WTTC), Travel and Tourism directly created Approx. 330 million jobs and 10.3% contribution to global economy GDP. Travel and Tourism provide 3.5% G.D.P Growth in 2019 compared with other sectors.

Today tourism is about self-exploration and discovery. The main objective of travel may have shifted in emphasis, but today's tourism has not changed, since tourism is no longer about collecting new areas or original artwork, but about gathering experiences and sights. This paper provides a basis for the idea of slow travel as a model of tourism, where travel can be an integral part of the tourism experience and not just a means of reaching a destination. People seek an antidote to a faster pace of life through slow travel; prefer the train, coach, cycle, and foot travel rather than air and car, and search for tourist experiences that focus on landscape, culture, and interaction with other tourists and the host population.

Slow Tourism

One of the new trends in contemporary tourism is slow tourism.. This trend emerged from the Wider trend of the so-called "Slow Movement," Slow tourism is a conceptual framework that involves people traveling to place stay for longer period of time, travel less, experience the beauty of places take time to explore local history, and culture and support the environment. The key subjects of concern for the slow movement are the stresses of the contemporary socio-economic climate, stress, lack of time, the pace of the flow of daily life, and the lack of communication and real touch in human relationships. Slow travel is defined as a qualitative emphasis on the journey traveled, to begin with where the main focus and explanation is on the tourist's consumption-oriented enjoyments and experiences. Slow tourism may coincide with certain types or categories of travel may be more profoundly motivated by individual motivations, subjective choice of modes of travel, and other personal reasons, such as preference and lifestyle, all guided either by explicitly or loosely set objectives for focal travel. Lipman and Murphy (2012) Recognize sustainable consumption as a key ingredient of slow tourism by "slower transport and goods, decreased mobility and less travel".

Krippendorf could be said to have grasped the notion of slow tourism quite early on as he described the slow journey in every detail. He advises us in *The Holiday Makers*, "Throw the clock out. Get rid of the time pressure, deadlines, itineraries... Learn to observe rather than just look and see all at a fast speed... Smash the contact barriers... Using the holidays, and use the Trips to meet explore and learn with other people" (Krippendorf 1987, 131). Since the person is unable to fulfill all his or her family's social, economic, and professional responsibilities nowadays, he or she sometimes feels depressed. Slow movement answers to the need to react to important existential questions; the need to reconnect with individuals, families, societies, and friends; they need to chat, to rediscover locations, food, and drink; and, ultimately, the need to live a meaningful life. In the sense of slow tourism, immersion in the natural environment and thus to a traveler taking a holiday, revitalizing body and mind may be goals. The idea of slow tourism is relatively new and defies an exact definition to date. Its origins can be traced back to some more institutionalized social movements that began in Italy in the 1980s and 1990s, such as slow food and slow cities (CittaSlow). (Fullagar, Markwell, and Wilson 2012; Hall 2012) Slow tourism also means avoiding "fast leisure" and "fast tourism" such as package tours and vacations, to ease the emotions of a holiday. In the midst of the pressure for identity fulfillment, the lack of time (Moore 2012). Slow tourism by definition, has emerged as a modern trend that contrasts with the previously predominant trend of mass tourism or fast tourism.

Slow Travel

Slow travel is a holistic approach, in that it is central to the outward trip, destination, and return; they establish one experience of travel. There is no division for most experts between slow travel as a journey and slow tourism as a way to experience the destination, they're one and they're the same (Lumsdon and McGrath 2011, 274). Slow travel is about deliberate decisions being made, Rather than velocity, it is about deceleration. Rather than a tense interlude between home and destination, the trip becomes a moment to relax. Instead of converting it into a product of abundance, slow travel re-engineers time Just scarcity. And slow travel also reshapes our relationship with places, encouraging and empowering us to connect with the cultures we travel through

more closely. In comparison to those who hurry through and travel on quickly, slow travelers can find out more about the natural and constructed history, local food, customs, and some of their destination's unique qualities. They are likely to have a more real experience, to take time to browse the local store, absorb the scenery, watch people, buy something from a craftsman, speak to local people, stay at a traditional restaurant over a meal, and take a guided tour of an archaeological site. Slow travel is expected to bring additional environmental benefits because it avoids 'fast travel' through air carriers or cars in its purest, ideal form due to both the detachment they generate from the 'journey as destination' focus and the high global greenhouse gas emissions they emit (Dickinson et al. 2011).

Timelessness is a characteristic of tourism, but an attribute mostly associated with destination stays rather than travel. For slow travelers, spending more time contributes to the travel experience that directly conflicts with the travel cost system premises. The new world of slow travel is an eclectic trend, now used in various websites, travel media, and scholarly posts. The slow travel group on the web primarily celebrates the richness of their travel experience. One of the first users of the word 'slow travel' was Pauline Kenny, who created the Slow Travel website (www.slowtrav.com) in 2000. Slow travel is related to a different approach to understanding the natural world, communicating with the real relation to the place, which means establishing good communication and engaging in the everyday life of a place's inhabitants by becoming more closely connected to the local community and its uniqueness.

Slow Tourism as alternative tourism

The idea of 'alternative tourism' arose from the ideology that the growth of uncontrolled tourism would result in unnecessary high economic, environmental and socio-cultural costs. The lack of a conceptual definition of mass tourism creates methodological problems, especially when it comes to alternative types of tourism. Slow tourism, like its modern tourism predecessor, is both a promotional and tactile model that builds on Poon's (1994) advocacy for an alternative to mass tourism that is regenerative by fulfilling the maturing requirements of a growing cohort of new tourists in the early 1990s. In a similar way, slow tourism is the antithesis of the product standardisation of mass tourism, which focuses on increasing the number of tourists passing through the system with little regard to either the nature of the experience of the tourists or the benefits that the tourist visits accrue to the locations. Mass tourism, since its emergence in the 1960s, has been a quantitative concept. Concentrates the effect of mass coastal tourism and that of alternative coastal tourism will be measured. Mass tourism as a commodity that can adapt to the increasing demands of modern visitors by providing a wider range of additional items (Bramwell, 2004). The transition from mass tourism to alternative tourism, as defined by the over-familiarity of the tourist with the 'mass destination' concept (Holden, 2008)

Ecotourism has become a popular form of alternative tourism that is relatively undisturbed by human activities dependent on natural areas. Alternative slow modes, such as walking, riding, animal traction, or the possibility of public transit alternatives, including local buses and trains, are preferred. A solution to mass tourism is the alternative way of traveling. Alternative tourism means a more self-governing, small-scale, and non-mass way of arranging trips or holidays. This involves greater independence and involvement of tourists or customers with local communities and they are unique social and cultural characteristics; meaningful interaction between tourists and locals; and considerable awareness of the host destinations' local society, history, and environment.

Conclusion

Slow travel advocates have proposed that slow travel and slow tourism are one and the same. Slow tourism is a reaction to these negative aspects of mass tourism, providing the idea of tourism with real substance and content. Findings indicate that slow tourism is a form of tourism of special interest that can occur in both rural and urban environments. Slow travel might very well be an enticing alternative form of tourism undertaken in advanced capitalist countries with national integration and integration. This research gives a fresh viewpoint on ontological status; Slowness, and slow tourism, in a broad tourism sense. The aim of the paper is to examine the various conceptions of slow travel to date and try to create awareness between the people by telling benefits of slow travel" or Slow tourism. It is also suggested as an alternative form of tourism, it can be sustainable tourism, agro-tourism, Nature tourism, Cultural tourism, etc.

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