



Med Pearls

Research Study on Slow Tourism International trends and innovations Slow Tourism product creation manual



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What is Slow Tourism?

Slow Tourism sensitizes demand and supply of ethical values, allows to get possession of time again, relieves anxiety and stress caused by hectic paces, allows the guests to be back in tune with themselves and whatever surrounds them, creates a new form of awareness thanks to a deeper and involving experience and thus emphasizes sustainability, responsibility and eco-friendliness of all the stakeholders involved.

Dall'Aglia et al. (2011)

Main traits of Slow Tourism

- Changes in the concept of travel and the use of time during the trip
- Alternative of Mass Tourism
- Focuses on Local
- Focuses on culture
- Sustainable and environmental concerns
- Changes in the quality of the experience
- Authenticity
- Feasibility and new business development

Slow Tourism attributes according to Valls et al. (2019) literature review.

A Slow Tourism experience must always show consistency within four constitutive domains: transport, accommodation, gastronomy, and activities. Provided all of these are combined in the adequate proportion, the slow traveller will have opportunities to discover a destination with a completely new, and fully satisfactory perspective.



Facts & Figures

Slow Tourism began to be identified as an independent form of tourism in the early 2000s. It was born as the result of an evolution in the logic of "slow food" and "Cittàslow".

Slow Tourism is also part of the great family of "Sustainable Tourism", integrating a wide range of activities where personal awareness, intensity of activities and relationships with the environment and with others involved are present.

Slow Tourism stands out for the preference of tourists to enjoy a genuine experience and not much favorable to being permanently connected. However, technology in Slow Tourism can be used as a tool to improve access to information, enhance the experience or for promotional purposes.

The supply of Slow Tourism must come up with proposals allowing the use of non-polluting and unhurried means of transport, either to reach the destination or to move around.

The activities need to give the traveller the opportunity to deepen their relationship with the environment and local people. The accommodation should not be neither mass nor standardized and meals should be seasonal, aligned with local tradition and cultivated with sustainable criteria.

What is Sustainable Tourism?

Sustainable Tourism has traditionally been defined as a kind of tourism that “meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future”. Also, as an activity “envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system” .

Cernat, L. and Gordon, J. (2007): “Is the Concept of Sustainable Tourism Sustainable? – Developing the Sustainable Tourism Benchmarking Tool”, UNCTAD document.

It pursues the following aspects:

- Makes optimal use of environmental resources involved;
- respects the socio-cultural authenticity of host communities and,
- generates and delivers economic benefits to all the stakeholders involved (visitors, suppliers, host communities, etc.).

5 keys ideas to quantify Sustainable Tourism

- #1: The (stated) demand for Sustainable Tourism is increasing all around the world
- #2: The demand for Sustainable Tourism is not the same in all countries
- #3: The demand for Sustainable Tourism varies according to the age of travellers
- #4: The stated demand for Sustainable Tourism does not equal the real demand
- #5: Tourism will not be able to avoid increasing concerns about sustainability

What is Sustainable Tourism?

Main demand markets for Sustainable Tourism

In order to determine the seven countries with highest potential as Slow Tourism outbound markets towards the Mediterranean region - and more specifically towards the countries conforming the Med Pearls project- a twofold approach has been taken:

- 1) To belong to the list of top outbound tourism markets towards the Med Pearls countries: Must consider the impact in all destinations as a whole (Med Pearls destinations as a single destination).
- 2) To belong to the list of countries that care the most about the environment, and therefore, be more likely to have a sustainable approach also to their travel behavior.

France
Germany

Netherlands
Sweden
Switzerland

United Kingdom
United States

Position	Country
1	Germany
2	France
3	United Kingdom
4	USA
5	Netherlands
6	Russia
7	Austria
8	Switzerland
9	Belgium
10	Canada
11	China
12	Sweden

Table 2.1. Own elaboration: List of the top outbound tourism markets towards Med Pearls destinations – Base on data from UNWTO (2018) and INE (2018)

Position	Country
1	Denmark
2	Luxembourg
3	Switzerland
4	United Kingdom
5	France
6	Austria
7	Other Northern Countries: Finland, Sweden, and Norway
8	Germany
9	Netherlands
10	Japan

Table 2.2: List of the top countries in the Environmental Performance Index - Source: 2020 EPI Results, Yale University

Attributes of Slow Tourism

Slow

Defined as “time, idleness, laziness” as opposed to “time is money”. This philosophy leads to using slow vehicles, slow agendas and “slow assimilation of changing landscapes”.

Sustainability

The impact of the tourism activity on the local environment, economy, and society.

Authenticity

Capability to create and offer an experience that is characterized, non-artificial and strongly connected with culture and local traditions, as well as the opposite to “standardized/globalized products and services”.

Adventure

Adventure tourism as a trip that includes at least two of the following three elements: physical activity, natural environment, and cultural immersion. Trips incorporating all three elements will provide tourists with the fullest adventure experience.

Creative

Offering opportunities for personal creative development result in an increasing engagement to users and tourists by enabling visitors and their hosts to be creative together.

Emotion

Capability to generate memorable moments that make the guest leave as a different person, marked by a true involving and gratifying experience.

Otherness

The “sphere of relationships between individuals with different opinions, beliefs, knowledge and cultures” that create “fruitful opportunities of exchange between them”. Particularly the relationship between the guest and the local people, the tourism supply, and the guests themselves.

Slow Tourist Profile

	Slow Tourist	Mainstream Tourist
Inspiration	From travel books to Internet	Internet
Reservation	By phone or e-mail (for a more direct contact) but also Internet	Internet booking engines but also e-mail
Use of tour-operator	Only if not avoidable	Yes
Destination info & maps	From travel guides (paper) to smartphone	Smartphone or tablet
Taking pictures	Analogic camera, if possible – smartphone	Smartphone
Use of social networks to share trip or pictures	Growing trend	Yes, in every case
Personal attitude towards destination, people and environment	"Disconnection" from the everyday world and full "connection" to the destination	Permanent connection with the everyday world (smartphone) and little (or none) connection with destination.

Comparison between slow and mainstream tourist profiles. Source: own elaboration and excerpts from Moira, Mylonopoulos and Kondoudaki (2017)

Slow Tourist Profile

Slow Tourist	Mainstream Tourist	
Soft and essential. Probably buys local clothes at destination	Heavy (unnecessary apparel), bought and brought from origin	Apparel and clothes
Preference for alternative means of transport mainly train or bus. Also shared, environmentally friendly, and hurry-free...	Preference for low cost airlines and/or exclusive use vehicle	Means of transport to destination
Preference for public transport, shared, environmentally friendly, and hurry-free...	Those that allow quick movement (e.g. exclusive use vehicle)	Means of transport in destination
Local housing and/or small, friendly, and familiar business	Major hotel franchises	Accommodation
Local & traditional cuisine / eco-friendly food and beverages	Fast food, hotel food, international food	Food
Flexible agenda or none.	Everything is within a program	Agenda
Prefers direct contact with nature, and/or local population. No intermediaries	Fully intermediated. Minimum contact with local population.	Activities

CONTENTS

Guidelines & Classification

General requirements

Transport requirements

Food requirements

Activities requirements

Accommodation requirements

The technical factsheet presents the most important criteria and requirements to be met in order to create Slow Tourism packages and experiences that are highly attractive to incoming Travel Agencies and Tourists.

GUIDELINES

- Generates experiences that help preserve the identity of the destination.
- Provides services and products that are in line with local geography and season.
- Provides meaningful experiences.
- Offers a mix of integrated products.
- Develops alliances with other local touristic stakeholders.
- Develops a compelling narrative.
- Proactively communicates.
- Develops long-term relations with customers/users.

CLASSIFICATION

The technical factsheet is classified in different sections, which present the traits that would conform a perfect Slow Tourism package and contemplate different aspects of each one.

GENERAL

TRANSPORT

ACTIVITIES

FOOD

ACCOMMODATION

For a tour package to be considered Slow, it must meet a minimum of compulsory requirements. The more requirements the package meets, the more "Slow Tourism philosophy" will be.

GENERAL

For compulsory requirements the box is ticked.

- | | |
|--|---|
| <input checked="" type="checkbox"/> The package consists of a small group (a maximum of about 15 people) or individual travel experience tour. | <input type="checkbox"/> The experience takes place in areas with reduced tourism flows, covering: rural, coastal and/or mountainous areas; and also small towns or villages. |
| <input checked="" type="checkbox"/> The package can be guided (local guide) or self-guided (with permanent assistance). | <input type="checkbox"/> The package is promoted on websites and in sales channels with a sustainable perspective. |
| <input checked="" type="checkbox"/> The DMC / Incoming Travel Agency that offers the package has a sustainable and responsible tourism approach /promotion / philosophy. | <input type="checkbox"/> The DMC / Incoming Travel Agency is committed to developing a long-term relationship with their touristic stakeholders and suppliers. |
| <input checked="" type="checkbox"/> The DMC / Incoming Travel Agency develops alliances with other local touristic local stakeholders. | <input type="checkbox"/> The DMC / Incoming Travel Agency encourages staff development and life-long learning as part of sustainability management system. All staff receive training in social and environmental policies. |
| <input checked="" type="checkbox"/> The DMC / Incoming Travel Agency offering the package actively seeks to promote the image of the packages and destination through various media platforms and means of communication. | <input type="checkbox"/> The DMC / Incoming Travel Agency tour operator has implemented purchasing policies which favour sustainable and local goods and services including building materials, capital goods, food, beverages and consumables. |
| <input checked="" type="checkbox"/> The DMC / Incoming Travel Agency promotes social equality in the contracted products and services from local suppliers. | <input type="checkbox"/> The DMC / Incoming Travel Agency communicates their actions concerning sustainable management, social responsibility and ethics in labour relations. |
| <input checked="" type="checkbox"/> The package aims to minimize the impact on local resources and the environment. | <input type="checkbox"/> The DMC / Incoming Travel Agency uses new technologies in its promotion and communication actions (such as online brochures, online contact channels, etc.). |
| <input checked="" type="checkbox"/> The DMC / Incoming Travel Agency offering the package is preferably based in the same location where the experience takes place or otherwise close enough to ensure smooth operation on the ground and links with the local communities and value chain. | <input type="checkbox"/> The DMC / Incoming Travel Agency has a modern and updated website in different languages (at least in English). |
| <input checked="" type="checkbox"/> Fair working conditions have to apply to all stakeholders and employees involved in the package. | <input type="checkbox"/> The DMC / Incoming Travel Agency makes themselves available to provide information to customers through conventional means but also social networks. |

TRANSPORT

For compulsory requirements the box is ticked.

- | | |
|---|--|
| <input checked="" type="checkbox"/> The package includes and promotes the use of sustainable means of transport. | <input type="checkbox"/> The majority of transport suppliers put processes in place to minimise negative environmental impacts. |
| <input checked="" type="checkbox"/> The package includes at least one sustainable transportation such as bicycle or electric bike, Segway, walking, electric vehicles or any other environmentally friendly means of transport. | <input type="checkbox"/> The DMC / Incoming Travel Agency organizes group transfers during the experience taking into account the most efficient option. |
| <input checked="" type="checkbox"/> The package presents itineraries in less travelled routes. | <input type="checkbox"/> The DMC / Incoming Travel Agency offers luggage transfer for the participants undertaking a soft-mobility route. |
| <input type="checkbox"/> Sustainable means of transport are part of the experience and activities of the package. | <input type="checkbox"/> The DMC / Incoming Travel Agency has options for people with special accessibility requirements. |
| <input type="checkbox"/> The DMC / Incoming Travel Agency takes actions to reduce or compensate CO2 emissions. | <input type="checkbox"/> For self-guided tours, GPS or transport applications are provided. |
| <input type="checkbox"/> The DMC / Incoming Travel Agency provides information and facilitates the use of the local public transportation. | |

FOOD

For compulsory requirements the box is ticked.

- | | |
|--|---|
| <input checked="" type="checkbox"/> Information about origin, producers, typical dishes and quality of the food is provided. | <input type="checkbox"/> The package includes culinary tastings and/or visiting local producers. |
| <input checked="" type="checkbox"/> Culinary products provided during the tour are local and/or come from local producers. | <input type="checkbox"/> Service personnel and chefs are trained in the importance of communicating the origin and quality of the products used. |
| <input checked="" type="checkbox"/> The package promotes gastronomy as part of the culture and tradition of the destination. | <input type="checkbox"/> All suppliers involved are committed to minimizing a negative environmental impact and avoiding food waste. |
| <input type="checkbox"/> Products provided during the tour are seasonal, organic and fair-trade. | <input type="checkbox"/> Menus provided are appropriate to the type of activity (i.e. hiking or cycling route) and the time of day required for the activity (e.g. early breakfast for birdwatchers). |
| <input type="checkbox"/> Preferably restaurants or facilities related to gastronomy included in the package have recognitions and accreditations such as fair-trade and organic labels or Designation of Origin recognition. | <input type="checkbox"/> Refuse single-use plastic for reusable items (e.g. for picnic packages). |
| <input type="checkbox"/> The package includes an activity of harvesting and/or buying from a local market. | <input type="checkbox"/> Including a QR code in each menu or food in the menu list to check more information about the area of its origin, nutritional facts and any relevant information. |

ACTIVITIES

For compulsory requirements the box is ticked.

- | | |
|--|---|
| <input checked="" type="checkbox"/> The activities of the package aim to protect and promote natural and cultural heritage (tangible and intangible). | <input type="checkbox"/> The package avoids contrived and controversial cultural experiences that are not respectful with the local culture. |
| <input checked="" type="checkbox"/> The activities of the package allow for a better understanding of the local identity. | <input type="checkbox"/> The package includes a range of activity levels for all types of tourists. |
| <input checked="" type="checkbox"/> The package includes a mix of activities from several of these fields: nature, culture, wellness and wellbeing or gastronomy. | <input type="checkbox"/> Activities of the package are experiences that suit the season when they take place. |
| <input checked="" type="checkbox"/> Guides and activity providers are reputable local experts that treat the environment and local communities with respect. | <input type="checkbox"/> Itineraries and packages taking into consideration the needs of tourists with specific accessibility requirements are included in the offer of activities. |
| <input checked="" type="checkbox"/> Responsible Tourism behaviour and values are encouraged throughout the activities. | <input type="checkbox"/> Activities build local pride and confidence and foster respect between tourists and hosts. |
| <input type="checkbox"/> The activities of the package allow visitors to connect with the local history and traditions of the destination in many forms: local festivals and traditions, gastronomy, craftsmanship, etc. | <input type="checkbox"/> The DMC / Incoming Travel Agency shall explain to the clients which are the rules of protected areas or any information considered relevant in order to protect / respect the locals, the place and the environment. |
| <input type="checkbox"/> The activities of the package include a learning component. | <input type="checkbox"/> The DMC / Incoming Travel Agency avoids the use of single use plastic items and makes clients aware of not leaving waste in nature. |
| <input type="checkbox"/> The activities of the package involve the participation of local groups such as ethnic communities, representatives of NGOs, opinion leaders, local institutions, etc. | <input type="checkbox"/> Technology innovations are present through the use of Apps, Virtual Reality or other innovative solutions. |
| <input type="checkbox"/> The activities of the package allow time and space for participants for introspection and self-reflection. | |

ACCOMMODATION

For compulsory requirements the box is ticked.

- | | |
|---|---|
| <input checked="" type="checkbox"/> The properties are local and/or family-run businesses. | <input type="checkbox"/> Properties communicate their actions concerning sustainability and recognitions in that sense. |
| <input checked="" type="checkbox"/> The types of accommodations are farmhouses, country homes, cottages, camp sites, small hotels, etc. | <input type="checkbox"/> The property possesses recognitions or awards regarding sustainability and responsible behaviour. |
| <input checked="" type="checkbox"/> Properties work with local providers. | <input type="checkbox"/> The property has a defined policy of sustainability. |
| <input checked="" type="checkbox"/> Properties offer a close and personalized service, taking the time to welcome customers and inform them about the surroundings and the possibilities for activities in the area | <input type="checkbox"/> Properties offered in the package carry-out training sessions to their employees in terms of Sustainability and Slow Tourism. |
| <input checked="" type="checkbox"/> Properties are in contact with local producers, and buy and incorporate their local products into their daily menu planning. | <input type="checkbox"/> Properties apply policies that encourage hiring local staff, both permanent and temporary employees. |
| <input type="checkbox"/> Properties take actions about stimulating a change process, and encourage management and staff members to innovate. | <input type="checkbox"/> The property has energy-saving policies, which are implemented and monitored. |
| <input type="checkbox"/> The reduced number of rooms of the properties allows a close and customised treatment. | <input type="checkbox"/> The property has an active policy to reduce water consumption which is implemented and monitored. |
| <input type="checkbox"/> . Properties are surrounded by a natural/rural landscape. | <input type="checkbox"/> The property has developed and implemented a solid waste reduction and recycling policy, with quantitative goals to reduce non reusable or recyclable waste. |
| <input type="checkbox"/> Properties are accessible to customers with specific accessibility requirements | <input type="checkbox"/> The common areas have LED screens to provide information about the area, the weather forecast or any other useful information for the visitor. |
| <input type="checkbox"/> Properties are prepared and / or certified to host specialized customers with specific technical requirements: cyclists, hikers, birdwatchers. | |

CONTENTS

France

Germany

Netherlands

Sweden

Switzerland

United Kingdom

United States



In performing this study, it has been concluded that these seven countries have the highest potential as Slow Tourism outbound markets towards the Mediterranean region - and more specifically towards the countries conforming the Med Pearls project.

- A twofold approach has been taken:
 - 1) To belong to the list of top outbound tourism markets towards the Med Pearls countries: considering the impact in all destinations as a whole (Med Pearls destinations as a single destination).
 - 2) To belong to the list of countries that care the most about the environment, and therefore, more likely to have a sustainable approach also to their travel behaviour.

FRANCE

- France ranks globally in fifth place for tourism expenditure and ranks second in the list of tourism outbound markets towards the countries of the Med Pearls as a whole.
- Holidays focused on the discovery and the respect of nature, avoiding tourist activities which increase pollution and choosing soft mobility options, are becoming more and more popular.
- French people are also known to enjoy local food and drink specialities.

Arrivals of French tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	11.343.649*
Egypt	217.533
Greece	1.524.001
Jordan	48.399
Italy	7.640.667
Palestine	N/A

- **Population:** Almost 68 million
- **Median age:** 41,7 years old
- **International tourism expenditure:** 47.9 bn US\$
- **Preferred destinations to travel (2018):**
 - 1 Spain
 - 2 Italy
 - 3 United Kingdom
 - 4 Portugal
 - 5 Germany
 - 6 Morocco
 - 7 Greece
- **Seasonality:** In 2018, French people spent their summer holidays to travel in July (26%) and in August (33%). April and May are also popular times to travel due to the spring holidays.

* 4.166.047 French tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

FRANCE

Slow Tourist Profile

Since there are no publicly available studies about the French slow tourist profile in particular, two profiles which share some common aspects with the slow tourism profile are presented here for reference: the hiker traveller profile and the explorer traveller profile.

HIKER	EXPLORER
<ul style="list-style-type: none">French hikers like to discover landscapes and they seek the pleasure of walking.When they choose a destination, they mainly look for a balance between landscapes and climate.Types of holidays<ul style="list-style-type: none">Mountains 79%Seaside 31%Countryside 29%City-breaks 7%Activities<ul style="list-style-type: none">Slow activities 62%Cultural activities 52%Sports activities 39%	<ul style="list-style-type: none">French explorers are well-educated and often retired or approaching retirement.They want to enjoy the fruits of their labour by indulging in holidays filled with interesting activities and learning opportunities.They are eager to explore the city as much as the natural landscapes.Activities<ul style="list-style-type: none">Challenging and / or action filled activitiesHands on learning activitiesExperiencing city lifeIdeal Holidays<ul style="list-style-type: none">Taking their time to enjoy things properly – especially natural beautySeeing and understanding the authentic local culture – looking beyond the obvious tourists' sightsChatting to the locals – taxi drivers, waiters etc.Spending a bit more to make sure they get as much as they can out of the trip

GERMANY

- Germany ranks globally in third place for tourism expenditure and ranks first in the list of tourism outbound markets towards the countries of the Med Pearls as a whole.
- Most Germans value the importance of reducing their own carbon footprint when travelling. Despite loving sun and beach holidays, German holidaymakers love outdoor activities and spending holidays surrounded by nature.

Arrivals of German tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	11.414.481*
Egypt	1.707.382
Greece	4.381.448
Jordan	74.174
Italy	13.518.339
Palestine	2.646

- **Population:** 80 million
- **Median age:** 47,8 years old
- **International tourism expenditure:** 94.2bn US\$
- **Preferred destinations to travel (2019):**

- 1 Spain
- 2 Italy
- 3 Austria
- 4 Greece
- 5 France
- 6 Benelux
- 7 Croatia
- 8 Est of Europe
- 9 Nordic countries
- 10 Turkey

- **Seasonality:** The busiest period to travel is during Q3. Nearly half of German tourists choose to travel on summer holidays. Q2 is the second busiest period because of spring holidays.

* 1.413.212 German tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

GERMANY

Slow Tourist Profile

Since there are no publicly available studies about the German slow tourist profile in particular, two profiles which share some common aspects with the slow tourism profile are presented here for reference: the hiker traveller profile and the explorer traveller profile.

HIKER	EXPLORER
<ul style="list-style-type: none">German hikers like to discover landscapes, they seek the pleasure of walking and they also have a cultural interest.When they choose a destination, German hikers mainly look for a balance between landscapes and climate and pragmatic aspects such as price, accommodation, etc.Types of holidays<ul style="list-style-type: none">Mountains 60%Seaside 37%Countryside 34%City-breaks 18%Activities<ul style="list-style-type: none">Slow activities 75%Cultural activities 64%Sports activities 42%	<ul style="list-style-type: none">Explorers in Germany are well educated and well-travelled, they know what they want and base their decisions on their experiences.Their goal is to deepen their knowledge and learn as much as they can from their holiday.They enjoy visiting the famous iconic places, but are also very keen on experiencing nature.Activities<ul style="list-style-type: none">Trying local food and drink specialtiesExploring history and heritageVisiting famous / iconic placesIdeal Holidays<ul style="list-style-type: none">Filled with opportunities to deepen their knowledgeExploring the historical and iconic sitesFollowing the well-researched planTrying out the local food and drink offersVisiting parks and rural life

NETHERLANDS

- The Dutch are, generally speaking, interested in making contact with locals, learning about their culture and customs, practicing outdoor activities, and in tasting local food and drink. The Netherlands ranks fifth in the list of tourism outbound markets towards the countries of the Med Pearls as a whole.
- The Netherlands is one of the first countries to survey national efforts to achieve the 17 Sustainable Development Goals.

Arrivals of Dutch tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	3.848.545*
Egypt	189.679
Greece	1.014.998
Jordan	19.376
Italy	2.163.791
Palestine	N/A

- **Population:** 17 million
- **Median age:** 42,8 years old
- **International tourism expenditure:** 21.1bn US\$
- **Preferred destinations to travel (2017):**

- 1 Germany
- 2 France
- 3 Spain
- 4 Belgium
- 5 Italy
- 6 Austria
- 7 United Kingdom
- 8 Greece
- 9 Portugal
- 10 United States

- **Seasonality:** Netherlands is divided into three big areas to take holidays: six weeks during July and August). They also have autumn holidays and Christmas break. There is a school break from King's birthday (April 27th) to mid-May.

* 733.605 Dutch tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

NETHERLANDS

Slow Tourist Profile

Since there are no publicly available studies about the Dutch slow tourist profile in particular, two profiles which share some common aspects with the slow tourism profile are presented here for reference: the hiker traveller profile and the cyclist traveller profile.

HIKER

- Dutch hikers like to discover landscapes and they seek the pleasure of walking.
- When they choose a destination, they mainly look for a balance between landscapes, accommodation and climate.
- Types of holidays
 - Mountains 53%
 - Seaside 30%
 - Countryside 23%
 - City-breaks 22,50%
- Activities
 - Slow activities 76%
 - Cultural activities 65%
 - Sports activities 32%

CYCLER

- The Dutch cycling tourist is typically:
 - Between 30 and 49 years old
 - They mainly travel with another person
 - They belong to a higher social class
- Activities
 - Challenging and / or action filled activities
 - Cycling is the main activity when booking a cycling holiday.
 - In general, there is also some interest in hiking, cultural activities and food.

SWEDEN

- Swedes are frequent travellers and big spenders when they go on holidays. They look for warm climate countries and for cultural and unique travel experiences.
- Swedish holidaymakers are aware of climate change. How they travel and sustainability are key factors when going on holidays.

Arrivals of Swedish tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	2.042.965*
Egypt	70.861
Greece	508.794
Jordan	11.717
Italy	489.840
Palestine	N/A

- **Population:** 10 million
- **Median age:** 41,1 years old
- **International tourism expenditure:** 15.3bn US\$
- **Preferred destinations to travel (2019):**

- 1 Spain
- 2 Denmark
- 3 Norway
- 4 Germany
- 5 United Kingdom

- **Seasonality:** July is the most popular month to go on holidays. May and August are busy months as well. During spring and autumn, Swedes also like to go on holidays. They always look for warm destinations.

* 212.329 Swedish tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

SWEDEN

Slow Tourist Profile

Since there are no publicly available studies about the Swedish slow tourist profile in particular, in this section, it is described the explorer traveller profile that have aspects in common with the slow tourist one.

EXPLORER

- Swedish explorers are mainly singles, couples and empty nesters.
- They are flexible travellers looking to unwind at a relaxed pace which allows them to enjoy the natural landscape.
- They are also mature and open-minded with high interest in culture, arts and history. Comfortable in themselves, they are looking for stability and familiarity to unwind, although they are interested in trying local food.
- Activities
 - Experiencing coastal life, scenery and beaches
 - Trying local food and drink specialties
 - Experiencing rural life and scenery
- Ideal Holidays
 - Scenic natural landscapes
 - Coastal life and beaches
 - Travelling with one's partner
 - Slow-paced and comfortable
 - Sampling local food and drinks

SWITZERLAND

- The flexibility of their work calendar and their high income among other aspects, make Swiss travellers highly valued tourists for all destinations.
- The Swiss are well-experienced travellers who look for quality products in quality destinations. They are also committed to the environment and love outdoor activities.

Arrivals of Swiss tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	1.884.783*
Egypt	110.405
Greece	520.814
Jordan	8.096
Italy	3.215.894
Palestine	N/A

- **Population:** 8,4 million
- **Median age:** 42,7 years old
- **International tourism expenditure:** 16bn US\$

Preferred destinations to travel:

- 1 France
- 2 Italy
- 3 Germany
- 4 Spain
- 5 Austria
- 6 United Kingdom

- **Seasonality:** In 2017 66% of Swiss citizens planned to go on a holiday during the summer (above average for Europeans) with more than two in five planning to take two weeks, 25% one week and 18% three weeks.

Most of the trips are concentrated between May and October. High season is between June and August.

* 245.387 Swiss tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

SWITZERLAND

Slow Tourist Profile

Since there are no publicly available studies about the Swiss slow tourist profile in particular, this section refers to the data coming from a study performed by the Sotomo Institute of Opinion Studies.

- The Swiss associate nature with harmony and rest, but neither asceticism nor the renunciation of comfort.
- Hiking is seen as an activity to counterbalance the pressure exerted by an increasingly competitive and digitalized society.
- In Switzerland, hiking is definitely a popular sport, considered a relaxing activity in the same way as reading, listening to music or television.
- The two essential factors for a successful hike are pleasant weather and attractive natural landscapes.
- Activities in the nature
 - Hiking and trekking
 - Swimming
 - Diving

UNITED KINGDOM

- The UK outbound tourism market trends expect an increasing number of holidaymakers who will seek out authentic experiences. Similarly, the concern about the impact of holidays on local communities and the environment will also grow. Two of the main trends to look out for are Slow travel and a growing focus on the impact caused by tourism. Most of the British population value the importance of reducing their own carbon footprint.
- UK ranks third in the list of tourism outbound markets towards the countries of the Med Pearls as a whole.

Arrivals of British tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	18.502.722*
Egypt	435.722
Greece	2.942.763
Jordan	50.449
Italy	6.006.577
Palestine	N/A

- **Population:** 65 million
- **Median age:** 40,6 years old
- **Preferred destinations to travel (2019):**
 - 1 Spain
 - 2 France
 - 3 USA
 - 4 Italy
 - 5 Germany
 - 6 Greece
 - 7 Portugal
 - 8 Netherlands
 - 9 Turkey
- **Seasonality:** Summer holidays are the high season. However, the British travel during other periods according to the school holidays calendar: February half term, Easter holidays, summer half term, autumn break and Christmas.

* 2.106.301 British tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

UNITED KINGDOM

Slow Tourist Profile

Since there are no publicly available studies describing the UK slow tourist profile in detail, along the following lines there is a section with some characteristics of the British slow tourist profile, including habits and trends, complemented with key trends on Sustainable and Slow tourism in the United Kingdom for 2020.

- Sustainable / Slow Key trends in United Kingdom for 2020:

- The rise of Slow Travel

In the digital age when everything happens at pace, an emerging trend is seeing holidaymakers choosing to slow down the tempo and experience destinations on a deeper level – making more genuine connections with local people and cultures along the way.

- Increased focus on the environmental impacts of tourism

Consumers are increasingly aware of the environmental and social impact of their holidays. Following years of rising concern over specific issues such as animal welfare, plastic waste and climate change have progressed further into consumers' consciousness.

- Electric aviation

The future of aviation is shifting towards electric powered aircraft, as advancements in technology and increasing demands for more sustainable modes of travel have made the concept of commercial electric flights a very real prospect.

- Personalized treatment

Travel companies are developing new types of flexible and immersive touring products, catering to different preferences to ensure widespread appeal across different types of holidaymakers.

UNITED STATES

- The United States is a mature market with well-experienced travellers. They look for unique experiences. USA ranks globally in second place for tourism expenditure and fourth in the list of tourism outbound markets towards the countries of the Med Pearls as a whole.
- Adventure travellers and senior travellers are two important segments who travel aligned with the Sustainable / Slow Tourism philosophy. They are also known to enjoy local gastronomy and wine.

Arrivals of American tourists at the Med Pearls countries in 2018

Country	Number of travellers
Spain	2.949.710*
Egypt	287.796
Greece	1.097.445
Jordan	120.384
Italy	4.091.952
Palestine	54.880

- **Population:** 332 million
- **Median age:** 38,5 years old
- **International tourism expenditure:** 144.2bn US\$
- **Preferred destinations to travel (2018):**
 - 1 Mexico
 - 2 Canada
 - 3 France
 - 4 Italy
 - 5 United Kingdom
- **Seasonality:** American holidaymakers enjoy travelling overseas all year round. There are seasonal peaks during the spring break between April and May, in the summertime from June to July, and around the Christmas holidays in December. December typically sees the highest number of international departures as Americans make the most out of the Christmas break to visit friends or take holidays to winter-sun destinations. The seasonal travel peaks are more applicable to families that need to travel during the school vacation breaks.

* 1.374.482 American tourists visited Catalonia in 2018. Source: INE (Spanish National Institute of Statistics).

UNITED STATES

Slow Tourist Profile

Since there are no publicly available studies about the American slow tourist profile in particular, two profiles which share common aspects with the Slow Tourism profile are presented here for reference: the adventure traveller profile and the sightseer traveller profile.

ADVENTURER

- Actively seeks new travel experiences.
- Feels that travel should be about enriching, new experiences.
- Enjoys working on new ideas.
- Embraces the world by celebrating its nuances while travelling.
- Enjoys learning new things more than most people.
- Activities
 - Hiking
 - Visiting friends or family
 - Camping

SIGHTSEER

- Those retired have savings to spend but might be tied up, so they need time to plan.
- They are affluent.
- Activities
 - Visiting famous / iconic places
 - Exploring history and heritage
 - Trying local food and drink specialties
- Ideal Holidays
 - A cultural adventure where they can learn and grow – history, art, music, architecture
 - Plenty of socializing with the locals
 - Lots to see and do – physically and mentally
 - A little bit of unexpected experiences
 - Some indulgence & sophistication

CONTENTS

Ajloun Forest Reserve - Jordan

Bohinj - Slovenia

Fethiye - Turkey

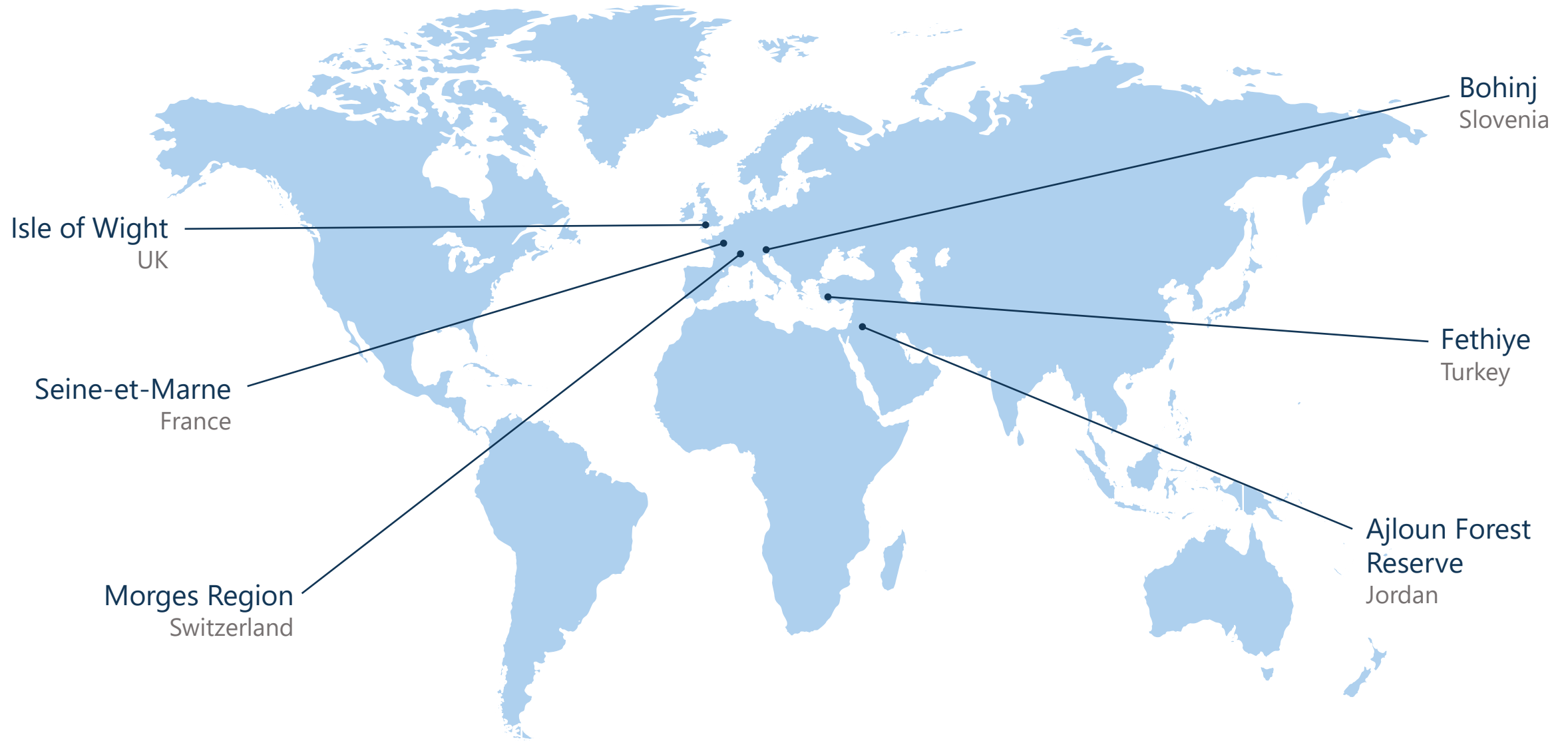
Isle of Wight – United Kingdom

Morges Region - Switzerland

Seine-et-Marne - France

CHAPTER 4

Destinations with a Slow Tourism offer



Ajloun Forest Reserve - Jordan

As one of the top 100 sustainable destinations of 2018, Ajloun Forest Reserve offers visitors a way to discover this forest in a Slow Tourism way thanks to activities that involve the local communities. In addition, the reserve works with a lodge integrated in the environment following sustainable criteria.

Population

11,047 in Ajloun town according to the 2019 census.
194,700 in Ajloun Governorate according to the 2019 census.

Distinctions and Strategies

- The Royal Society for the Conservation of Nature and Wild Jordan (RSCN)
- 2018 Sustainable Destinations TOP 100
- IUCN Green List
- Case Study: Innovation of New Tourism Trails and its Effect on the Ajloun Touristic Process

Other Information

The lodge accommodation in the Reserve is respectful to the environment since it uses solar panels on the roof to save energy in a sustainable way. Also, its architecture and style are integrated in the forest reserve.



The Ajloun Forest Reserve works with a lodge within the area. This accommodation is located in a large grassy clearing enclosed by carob, oak, pistachio, and strawberry trees. There are five cabins offering private facilities, small terraces open all year round and 10 four-person tented bungalows with nearby showers and toilets that are open from mid-March to the end of October.



There are two main restaurants at Ajloun Forest Reserve, both serve homemade traditional local meals. Guests at Ajloun Forest Reserve can enjoy home-cooked meals at local residents' homes and local hosts can also teach guests how to cook these meals.



In the Ajloun Forest Reserve, the most common means of transport is by car, where visitors can move around easily. According to Mr. Othman Altawalbeh, manager of the Ajloun Forest Reserve, they are trying to apply new sustainable options such as public buses or buggies. However, they are in a phase of thinking how to implement them, since the reserve is so large.



In Ajloun Forest Reserve there is a wide array of activities that seek to bring visitors in close contact with the environment and locations they visit via discovery and active learning, through its famous trails and activities with locals.



In general terms, the RSCN has published its calendar with general events such as Nature Discussions events, RSCN's lectures and celebrations of international days (Volunteering Day, Climate change Day, etc.).

Bohinj- Slovenia

Bohinj can be considered a Slow Tourism destination thanks to its strategy, which is based on applying commitment to sustainability in a cross-cutting way. This is demonstrated by their recognitions as well as their involvement with the Alpine Pearls project, which is a good practice of sustainable mobility in rural areas.

Population

5.222 according to the 2020 census.

Distinctions and Strategies

- Alpine Pearls member
- Slovenia Green Destination - Silver
- Julian Alps – UNESCO Biosphere Reserve
- European Destination of Excellence – Runner up
- Bohinj is leader in Responsible Tourism
- Top 10 regions Julian Alps, Slovenia by Lonely Planet Best Travel 2018
- *From Bohinj* certification

Other Information

As a member of selected Alpine Pearls destination, it is sustainably oriented and committed to preserving the environment, biodiversity and the traditional way of life.



Accommodation follows the trends of minimum impact on the natural environment. Visitors can opt to stay in a hotel or to choose another type of accommodation, such as tourist farms, campsites, mountain huts, etc. Some of the accommodation is also certificated by *From Bohinj* label.



The cuisine in Bohinj and its local ingredients are a must for a genuine experience of Bohinj. They invite tourists to visit the inns that have the *From Bohinj* certificate brand and taste the traditional food served in a contemporary way. A number of locally produced ingredients are added to traditional culinary products.



Green mobility is promoted through the Bohinj summer and winter mobility cards, which provides various benefits for users, such as giving them free public transport around Bohinj and free parking. Visitors can walk, ride a bike, ride a horse or go on a hop-on hop-off bus to get around Triglav National Park and the region.



Bohinj and its surroundings offer an extensive choice of experiences amidst landscapes: hiking, cycling and mountain biking, water sports, fishing, etc. After doing some of these, holidaymakers can relax and spend time on well-being activities. The brand *From Bohinj* also certifies tourism experiences that fit with a Slow Tourism perspective.



Some of the events with a Slow Tourism approach are: the International Wild Flower Festival, Evening under the Linden Tree, Ethno Weekend in Bohinj, International Cheese and Wine Festival and Cows all in Bohinj.

Fethiye - Turkey

Fethiye is a good example of a Slow Tourism destination because of its commitment to involve local communities in the tourism industry. The *Taste of Fethiye* project helps to prove the success of connecting local farming communities to hoteliers and wholesalers in the tourism sector, creating a win-win situation for consumers and producers.

Population

162,686 according to the 2019 census.

Distinctions and Strategies

- *Taste of Fethiye* label

Taste of Fethiye was a five-year project conducted by The Travel Foundation, which was officially handed over in 2016 to FETAV (Fethiye's tourism, promotion, environment and cultural NGO) and provides a replicable model for successfully connecting Fethiye's local farming communities to the hoteliers and wholesalers in its thriving tourism sector.

The project consisted of:

- Creating a local supply chain
- Branding and promotion
- Supporting local traditions, creating food experiences
- Extending benefits to the wider community
- Local economic benefits
- Local market linkages
- Environmental resources protection



In Fethiye there are properties considered green accommodations and eco-resorts by Travelife initiative, a program that measures the property's impact on the following aspects: environment, community, cultural-heritage and local economy. Several properties were part of the project *Taste of Fethiye*.



The cuisine in Fethiye is varied and rich, composed of fresh, local produce and seafood. An example of a culinary experience is visiting the Fish Market in Fethiye, where visitors can find not only food but also live the local life, by enjoying traditional music while walking, and even buying local products. Thanks to the project *Taste of Fethiye* local products from farms are adding value in the tourism industry.



To move around the area, the options that encourage visitors not to travel by private car are: minibus lines, bus lines and sea lines.



Slow Tourism activities that allow the visitor to explore and enjoy the area are horse riding, hiking, trekking and diving.



When it comes to Slow Tourism events which enable a better understanding of the traditions and cultural heritage of the area, every summer Fethiye hosts the "Classical Music Festival"

Isle of Wight - UK

The Isle of Wight has promoted itself as a Slow Destination since it has all the ingredients to be one. Its strategy is based on sustainable and Slow Tourism criteria from its accommodations, to the activities proposed and events celebrated. Finally, they count with a Slow Tourism guide and its claim involves the term slow: Slow Wight.

Population

141,538 according to the 2018 census

Distinctions and Strategies

- UNESCO Biosphere Reserve
- Visit Isle of Wight
- Sustainable Travel actions: Green Star Scheme, Southern Vectis key card scheme, Travel Ambassador, Familiarisation tips and Slow Travel Guide.

Other Information

Promotion focuses on showing the slow pace of life of the island, its environment and its preservation, as well as highlighting its gastronomy and local life.



The Isle of Wight offers an extensive choice of establishments that fit the Slow Tourism criteria: from charming traditional seaside hotels to quality B&B accommodation; from stunning self-catering properties to family-friendly facilities located in holiday parks and campsites. Many of the Slow Accommodation offerings also double up as farm stays.



Local produce reflects the island's unique and contrasting landscape and coastline. Visitors can find a diverse selection of locally produced ingredients and enjoy the authentic taste of the island. The destination has a guide for foodies. It is called "Taste of the Wight" and is the island's free local guide to food and drink.



The island promotes sustainable mobility. A range of options is available to help visitors cover every inch of the 23 x 13 miles of the Island.



These are some of the Slow Tourism activities that can be carried out in the Isle of Wight: Slow Adventure activities, bird watching, cycling, fishing, horse riding. Sailing and water sports and walking.



Several events and festivals take place in the Isle of Wight around the year. Some of these events are aligned with "Slow" criteria because of the topic or the way they are implemented: Isle of Wight Walking Festival, Jazz Weekend, Rhythm Tree, Walk the Wight, among others.

Morges Region - Switzerland

Morges Region is the first tourism area in Switzerland to promote itself as a Slow Destination, showing visitors a slow way to discover a place, thanks to their flagship activities, environment, culture, and more. In addition, they have carried out a program called "Slow Destination" in order to position Morges Region as a referent in Slow Tourism.

Population

82,632 according to the 2018 census.

Distinctions and Strategies

- UNESCO Palafittes
- Morges Région Tourism
- Villeverte Suisse Morges

Other Information

The city of Morges is the first in French-speaking Switzerland to clearly announce its position as a slow destination and focuses its promotion on four Slow varieties: slow food, slow sleep, slow travel and slow wine.

The region wants to become an authentic hub of Slow Tourism in Switzerland. It is indeed the first destination in the country with the slogan "Slow Destination Morges Région", to make Slow Tourism the common thread of its message.



Morges Region offers a wide range of quality accommodation. The hotels in the region are distinguished by their high level of hospitality. The region offers a wide range of hotels combining comfort and modernity. Most of the hotels are concentrated in the city centre near Lake Geneva, all offering a view of the Alps, following the Slow Tourism criteria: establishments are generally locally own and customized.



The region has an authentic gastronomical expertise that its many artisans invite visitors to discover: Local products of Mr. Dufaux, Le Petit Frigo, Mes Vignerons, The Creteigny Farm and Brewery of the coast.



The Morges Region encourages visitors to move around by sustainable mobility options such as bikes and buses, allowing them to avoid private cars.



Morges Region is full of interesting locations and provides a wide array of activities. Whether it be cultural, wine tasting or sporting events, the environment allows for great diversity thanks to the lake and the many vineyards and museums in the region.



Morges Region has various events and festivities to invite tourists to discover the cultural and gastronomic heritage of the territory in a Slow Tourism way. These include: Gourmets Saturdays, Tasting of new Vintages, Tulip festival, Autumn market, etc.

Seine-et-Marne - France

In 2019, Seine-et-Marne focused its tourism strategy on developing Slow Tourism, encouraging visitors to enjoy the area in a sustainable and low impact way. Taking into account the location of the region, near Île-de-France, this destination is a good example of applying a Slow Tourism perspective near urban areas.

Population

1,397,665 according to the 2019 census.

Distinctions and Strategies

- UNESCO Provins
- UNESCO Fontainebleau
- Seine & Marne Attractivité tourism board

Other Information

Its touristic brochure highlights some of the activities and places offered in Seine-et-Marne. This brochure recommends visitors to “take the time to observe, listen, savour the pleasures of the table or soak up nature”.



There is a wide choice of atypical establishments available for tourists and visitors who wish to step away from the “conventional” hotel settings, and experience new types of accommodations more focused on a Sustainable and Slow Tourism approach. These include for instance: tree-houses, sound-proof cocoons, luxury houseboats, tipis, caravans or bubble hotels.



One of the ways the department of Seine-et-Marne wishes to promote its Slow Tourism, is by inviting travellers and visitors to take a break and savour the local gastronomy, such as Brie from Coulommiers or traditional candies from Nemours.



The department of Seine-et-Marne was aiming to further develop Slow Tourism, by inviting and encouraging visitors to explore Seine-et-Marne by boat, bike and food while enjoying their stay. This, for instance, has been made possible through the previous development of a multitude of cycling routes, available from different train stations of Seine-et-Marne.



Seine-et-Marne offers multitude of original Slow Tourism experiences and activities, some of these include horse-riding in the countryside, letting oneself be carried by the current on a cruise or a canoe, cycling on the various routes and getting familiar with the authentic foods and local products. It also represents an opportunity to discover the history and cultural heritage of the villages of Seine-et-Marne, as well as the region’s most beautiful tourist sites.



Cultural and gastronomic events, festivals, exhibitions and workshops are a year-round occurrence in Seine-et-Marne. There are a few events that would fit under the Slow definition such as La Cave du Jazz, Les Tabarderies, Printemps de Paroles, etc.

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The four main ingredients of Slow Tourism packages

A mine of memories - Dolcevita

Séjour bien-être, yoga et rando dans les Abruzzes - Ecovoyageurs

Fall in (love with) Tuscany – Km Zero Tours

The Luberon Experience – The Luberon Experience

Food and wine tour in Croatia and Slovenia – Responsible Travel

Du Douro a l'Alentejo – Voyageurs du Monde

The four main ingredients of Slow Tourism packages



Flexible and paced. Allows travellers to enjoy the landscape with all five senses. In sync with the travellers' desire to experience every step of the journey.



Provide enough time for the traveller to establish a deeper relationship with the environment, the different locations and the people they meet along the journey. Make room for introspection, reflection and personal development.



Look for establishments where the traveller can stop time. Space and service should be carefully designed: architecture and décor to be integrated into the surroundings: full attention to detail; an integral experience to be enjoyed fully.



Offer local, traditional food that makes use of local produce. Make travellers appreciate the fact that food has been prepared with love and care, and thus requires time to savour and experience. Menus should appeal to all senses.

A MINE OF MEMORIES

This package is a good example of a Slow Tourism package because it allows travellers to immerse themselves in Sardinia and its culture while they are moving around by bike, a green means of transport.

- Guided bike tour along the southwestern Sardinia.
- Pedalling on routes off-the-beaten-path.
- Low traffic roads and scenic beauty.
- Charming family-run accommodations to experience local hospitality.
- Selected hotels and restaurants to taste typical dishes and local wines.
- Complete stay combining a wide array of activities: Active tourism, nature and gastronomy.
- Helpful, knowledgeable and enthusiastic leaders.

Tour Operator



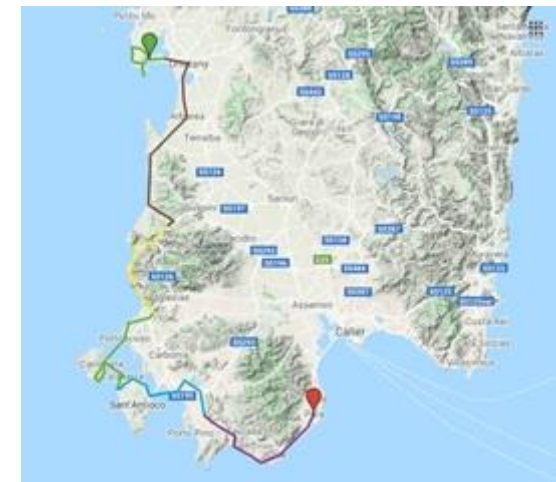
Country (of the company)

Italy

Destination

Sardinia, Italy

- **Type:** Guided trip by experienced cycling guides
- **Group size:** 18 people maximum
- **Duration:** 8 days
- **Accommodation:** Local three-star hotels
- **Activities:** cycling; sightseeing; cultural visits
- **Price:** from 1.190 €/pax



VARIATIONS*

▪ Original package (8 days – 7 nights)

One-week guided tour designed to discover Sardinia by bike. A road trip to plunge into southern Sardinia. A package that allows travellers not only to enjoy the landscape of the road, but also to be involved in the Italian culture by visiting cultural sites and staying at local accommodation properties.

▪ Variation 1: Half tour 1 (4 days – 3 nights)

A potential adaptation would be to shorten the duration to a half week and focusing on one part of the route.

▪ Variation 2: Half tour 2 (4 days – 3 nights)

A potential adaptation would be to shorten the duration to a half week and focusing on one part of the route.

▪ Variation 3: Tour of northern Sardinia (8 days – 7 nights)

A potential adaptation would be a route that would pass by villages and scenic routes of the northern part of Sardinia.

▪ Variation 4: Half tour of northern Sardinia 1 (4 days – 3 nights)

A potential adaptation would be a route that would pass by villages and scenic routes of the northern part of Sardinia.

▪ Variation 5: Half tour of northern Sardinia 2 (4 days – 3 nights)

A potential adaptation would be a route that would pass by villages and scenic routes of the northern part of Sardinia.

▪ Variation 6: Tour focused on biking and wellbeing (8 days – 7 nights)

A potential adaptation would be to add one day of relaxing activities such as spa circuits, yoga sessions, local shows and events, traditional art crafts, and more to the original tour.

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

ITALIE: SÉJOUR BIEN-ÊTRE, YOGA ET RANDO DANS LES ABRUZZES

This is a good option for a Slow Tourism package because it creates an experience to explore and discover a destination by combining activities related to introspection and personal development. This package consists in a tour of three days in which visitors will explore Abruzzo in southern Italy, and includes activities such as yoga sessions, meditation, cooking lessons, initiation to naturalist painting, hikes to discover churches, castles, palaces and landscapes of Abruzzo.

- A complete and varied stay combining nature, culture and well-being.
- Visiting medieval villages.
- Immersion in the heart of unspoiled nature.
- Cooking classes and tasting of local products.
- Accommodation in agritourism properties.

Tour Operator



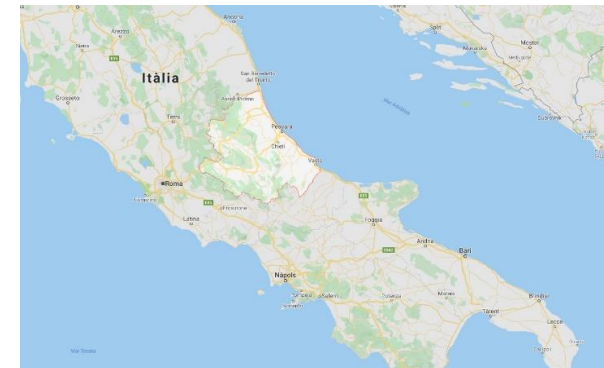
Country (of the company)

France

Destination

Abruzzo, Italy

- **Type:** Guided trip
- **Group size:** between 8 and 15 people maximum.
- **Duration:** 3 days
- **Accommodation:** Agritourism properties
- **Activities:** meditation and yoga training, gastronomy.
- **Price:** from 440 €/pax



VARIATIONS*

▪ **Original package (3 days – 2 nights)**

Three days two-nights tour designed to discover and get immersed in Italian culture and gastronomy as well as enjoy wellbeing activities. During these three days, the participants will enjoy healthy meals based on fruits and fresh products, as well as practice yoga and mindfulness activities.

▪ **Variation 1: One-week tour (7 days – 6 nights)**

Lengthening the duration of the package to one-week is an alternative which would allow travellers to enjoy this package at a more relaxed pace. The idea would be to do the same with more time, allowing participants to immerse themselves deeply into the experience.

▪ **Variation 2: One-week tour with cultural visits (7 days – 6 nights)**

This variation adds some cultural activities as well as lengthens the duration of the package. The idea would be to combine original activities with cultural visits, such as visiting old villages, museums, historical sites, etc. in order to allow participants to get immersed in the local community and history of the destination.

▪ **Variation 3: Veggie and vegan one-week tour (7 days – 6 nights)**

This option is a variation of typology that focuses on healthy and veggie gastronomy. This variation would allow participants who are passionate about culinary arts to get immersed in the gastronomy of this destination while enjoying health-related activities in a natural and slow atmosphere. Apart from the activities of the original package, it could include activities such as tasting, show cooking, visiting local farms, etc.

▪ **Variation 4: One-week cycling and hiking tour (7 days – 6 nights)**

This option is a variation of typology that adds cycling. This variation would allow participants to discover the area by bike, letting them do a guided tour or non-guided rides to different spots of the destination.

▪ **Variation 5: *Shinrin-yoku* and wellbeing activities week (7 days – 6 nights)**

This option is a variation of typology that would add the well-known slow activity of *Shinrin-yoku* (forest bathing), that consists on a recreational trip in the forest for relaxation and wellbeing.

▪ **Variation 6: Super Slow Tourism Tour (14 days – 13 nights)**

This variation contains several new activities that would make it the best option to discover the area. It includes the original one (mindfulness and healthy food) with others such as bicycles rides, cultural visits and culinary activities. In addition, in order to live a really slow experience with enough time to enjoy the activities and the environment, the package would last two weeks.

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

FALL IN (LOVE WITH) TUSCANY

This package has been selected because it includes Slow Tourism dimensions like: Sustainability (sustainable and organic food); Emotion (visitors will be immersed in the grape harvest process while admiring the vineyards and landscapes); Authenticity (enjoying time with local communities); Slowness (visitors will enjoy this tour in a slow way).

- Five-day travel immersion in Tuscany: Vineyard experience, contact with farmers, sustainable and slow cuisine, organic wine tasting, local healthy meals, discovery of cultural and historical heritage.
- Live the experience of the grape harvest.
- Share the daily life of local farmers.
- Taste home-grown food.
- Taste the wines that come from their own vineyards.
- Get immersed in Tuscany's culture.

Tour Operator



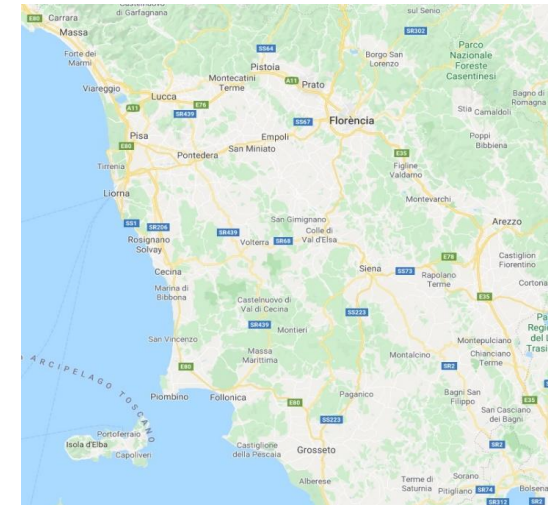
Country (of the company)

Italy

Destination

Tuscany, Italy

- **Type:** Private tour leader service
- **Group size:** -
- **Duration:** 5 days
- **Accommodation:** Farmhouse properties
- **Activities:** cooking classes, visit wine producers, wine tasting, truffle experience, visit local farmers and cultural tours.
- **Price:** from 1.150 €/pax



VARIATIONS*			
<div><div><div><div><div><div></div><div>Original package (7 days – 6 nights)</div></div><div><div>The original package includes seven days and six nights in a villa located in the Chianti Classico region. This package is full of activities for discovery and learning about the gastronomy and oenology of this Italian region. Visitors will so do activities such as grape harvest experience, historical sites and village visits and tastings, all accompanied by a local guide.</div></div></div></div></div></div>			
<div><div><div><div><div></div><div>Variation 1: Two-week Fall in (love with) Tuscany Experience (14 days – 13 nights)</div></div><div><div>An alternative to discover all the activities and experiences organized in the original package at a slower pace. The idea is would be to do the same with more time, allowing participants to immerse themselves deeply in the culture and environment.</div></div></div></div></div>	<div><div><div><div><div></div><div>Variation 2: Two weeks and two faces of Tuscany (14 days – 13 nights)</div></div><div><div>This option would allow visitors to discover two areas of the Chianti Region. It would be divided in two weeks. For the first week, the accommodation would be in one villa in Chianti. For the second week, they would stay in another villa near a different area of Tuscany. Through this, visitors could discover more places of Tuscany and its gastronomy.</div></div></div></div></div>	<div><div><div><div><div></div><div>Variation 3: Fall in (love with) Tuscany Experience, veggie tour (7 days – 6 nights)</div></div><div><div>This option could be an alternative for vegetarian visitors that want to enjoy and experience Tuscany and at the same time feel immersed and included in the group. This package would include all the activities adapted for vegetarian people. There would be also the possibility to extend the package to two weeks.</div></div></div></div></div>	<div><div><div><div><div></div><div>Variation 4: Sustainable mobility Fall in (love with) Tuscany (8 days – 7 nights)</div></div><div><div>This option is a variation of typology, that would allow participants to live the Fall (in love) with Tuscany Experience by using sustainable mobility such as electrical bicycles, horse riding, segways, etc.</div></div></div></div></div>

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

THE LUBERON EXPERIENCE

Luberon Experience offers a perfect Slow Tourism package for those who want to explore and discover a place in a sustainable and responsible manner, taking time to enjoy the way. The week-long Luberon Experience is a guided package that combines a well-structured programme with the right level of flexibility to offer visitors a wide array of activities to discover the Provence in France.

- A tailor-made programme accompanied by the organisers themselves
- Full-in destination immersion
- A diverse stay that combines culture, gastronomy and nature
- Small group of like-minded travellers
- Helpful, knowledgeable and enthusiastic leaders
- Flexibility
- Cultural, gourmet and historical journey
- Relaxation and peace of mind
- A taste of La Provence

Tour Operator

The Luberon Experience

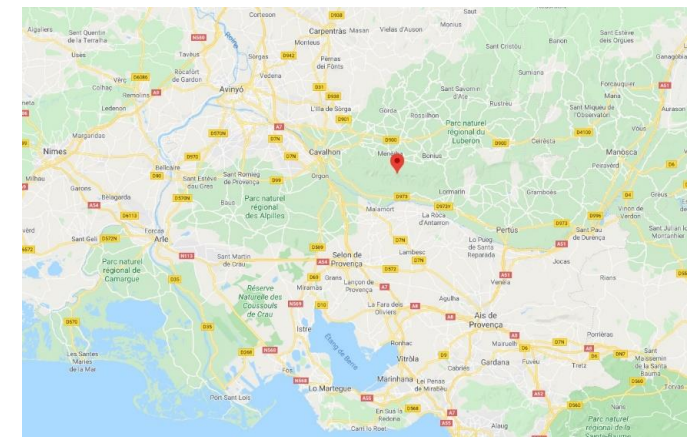
Country (of the company)

France

Destination

La Provence, France

- **Type:** Guided trip
- **Group size:** between 10 and 14 people
- **Duration:** 8 days
- **Accommodation:** Small properties
- **Activities:** cultural visits; market visit; walking tours; farm visit and tasting of farm products; low-intensity hiking; winery visit and wine tasting.
- **Price:** from 3.300 €/pax



VARIATIONS*				
<div><div>▪ Original package (8 days – 7 nights)</div><div>Eight well organised days with activities to discover the Luberon area, which includes cultural visits, market visits, walking tours, a farm visit and tasting of farm products, low-intensity hiking, a winery visit and wine tasting.</div></div>				
<div><div>▪ Variation 1: Luberon Experience in two weeks (14 days – 13 nights)</div><div>An alternative to discover with slower all the activities and experiences organised in the original package at a slower pace. The idea would be do the same with more time, allowing participants to immerse themselves deeply in the culture and environment.</div></div>	<div><div>▪ Variation 2: Wine and food experience in Luberon (8 days – 7 nights)</div><div>This option would be a variation of typology that focuses on wine and food experiences, in order to discovery, not only the area and its main highlights but also its culinary traditions and products. This package would include activities such as tasting, cooking shows, grape harvest, visiting by electric bicycles the vineyards, etc.</div></div>	<div><div>▪ Variation 3: Wine and food experience in Luberon (14 days – 13 nights)</div><div>This would be an extension of Variation 2, with a total of 14 days tour in order to allow the participant to deeply and slowly discover the area.</div></div>	<div><div>▪ Variation 4: Sustainable mobility Luberon Experience (8 days – 7 nights)</div><div>This option would be a variation of typology, that allows the participant to live the Luberon Experience by using sustainable mobility such as electrical bicycles, horse riding, segways, etc.</div></div>	<div><div>▪ Variation 5: Sustainable mobility Luberon Experience (14 days – 13 nights)</div><div>This would be an extension of Variation 4, with a total of 14 days tour in order to allow the participant to deeply and slowly discovers the area.</div></div>

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

FOOD AND WINE TOUR IN CROATIA AND SLOVENIA

Responsible Travel is a British travel company specialised in sustainable holidays offering a matching service that connects travellers with more than 400 specialised and small travel companies. Food and Wine tour in Croatia and Slovenia is for travellers who love to discover and get to know the local gastronomy of destinations. Apart from knowing cultures of two lesser-known European nations, in a small group they will have experiences such as chatting with local people and local experts, visiting organic farms and immersing themselves in the rural life and its secrets at a slow pace. Thus, this package has been selected because it suits the Slow Tourism ideology.

- Ten-day food and wine tour.
- Guided small group accompanied by local experts.
- Meeting with locals (producers, farmers, restaurant owners, etc.).
- Selected family-run restaurants to taste regional dishes and local wines.

Tour Operator



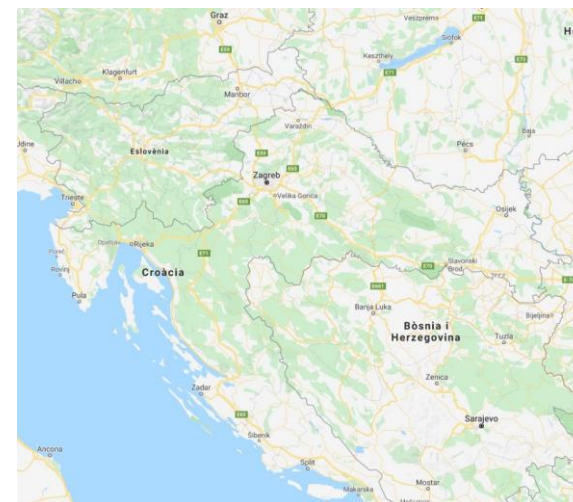
Country (of the company)

United Kingdom

Destination

Istria and Kvarner regions
(Croatia and Slovenia)

- **Type:** Guided trip by a tour leader and local guides
- **Group size:** 16 to 20 people maximum
- **Duration:** 10 days
- **Accommodation:** small family-owned hotels, pensions or B&B's
- **Activities:** Wine tasting, olive oil tasting, honey tasting, pumpkin oil & truffle tasting, cheese tasting, sightseeing, cultural visits, museums and archaeological sites.
- **Price:** from 3.300 €/pax



VARIATIONS*

▪ **Original package (11 days – 10 nights)**

The original package consists of a road trip in Slovenia and Croatia focused on gastronomy and oenology, where travellers will learn and experience different culinary and gastronomic activities in order to be immersed in these cultures.

▪ **Variation 1: Food and wine Experience - two weeks (14 days – 13 nights)**

An alternative to experiencing the original package at a slower pace. The idea would be to do the same program with more time, allowing the travellers to immerse deeply in the culture and environment of the destinations.

▪ **Variation 2: Food and wine Experience - on Mobile Home (11 days – 10 nights)**

An alternative of the original variation that would offer customers the possibility to do the road trip on a Mobile Home.

▪ **Variation 3: Food, wine and wellness Experience (11 days – 10 nights)**

This variation consists of adding wellness and mindfulness activities to the original package. The idea would be not only to be involved in local communities and their culture by discovering their gastronomy, but also to relax and disconnect as well as practice healthy habits.

▪ **Variation 4: Food, wine and culture Experience (11 days – 10 nights)**

This variation adds some cultural activities to the original package for travellers that are not only interested in gastronomy and oenology, but also in culture and heritage. This variation would include cultural visits to villages and historical sites as well as museums and other interesting places in the destinations.

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

DU DOURO A L'ALENTEJO

This package has been selected as an example of Slow Tourism proposal combining culture, hiking and enotourism. As a member of a French Responsible Tourism Association, the tour operator Voyageurs du Monde creates packages that suit the Slow Tourism philosophy from activities to accommodation.

During an eleven-day guided road trip in Portugal, visitors discover the rich heritage and sweetness of life in the Portuguese hinterland. This cultural, gourmet and historic journey, appeals to lovers of period architecture, castles with plural influences and medieval alleys full of charm. It also satisfies the desires of disconnection and tranquillity, thanks to many walks with views along the rivers and vineyards on the terraces.

- Eleven days of cultural, historical and gastronomical experiences.
- Discovery of vines, hiking, moments of disconnection and tranquillity.
- Road trip off-the-beaten track.
- Discovery of a very rich heritage and the gentle lifestyle in the hinterland.
- Cultural, gourmet and historical journey.
- Disconnection and peace of mind.
- A taste of an authentic Portugal, far from crowds.

Tour Operator



Country (of the company)

France

Destination

North and Central of Portugal

- **Type:** Guided trip by a French-speaking tour guide
- **Group size:** No group travel
- **Duration:** 11 days
- **Accommodation:** country house, property in a vineyard, and a *Pousada*.
- **Activities:** Cultural visits, wine tasting, boat / sailing boat trip
- **Price:** from 1.800 €/pax



VARIATIONS*

▪ **Original package (11 days – 10 nights)**

The package consists of an eleven-day guided road trip to discover the culture and lifestyle of Portugal. It combines different types of activities: cultural visits and gourmet experiences as well as activities that facilitate relaxation and disconnection during the tour.

▪ **Variation 1: Authentic Portugal - two weeks (14 days – 13 nights)**

An alternative to discovering Portugal at a slower pace, by going on a two-week road trip. The idea would be to do the same with more time, allowing participants to immerse themselves in the culture and environment, as well as spending more than one night at the same accommodation.

▪ **Variation 2: Discovering Portugal in one week (7 days – 6 nights)**

An alternative of the original variation that would offer customers the possibility to do the road trip during one week. They could choose their preferred area of the original package.

▪ **Variation 3: Discovering Portugal - on Mobile Home (11 days – 10 nights)**

An alternative of the original variation that would offer customers the possibility to do the road trip on a mobile home.

▪ **Variation 4: Discovering Portugal in one week- on Mobile Home (7 days – 6 nights)**

An alternative of the variation 3 that would offer customers the possibility to do the road trip during one week on a mobile home. They could choose their preferred area of the original package.

* These variations are proposals. Their aim is to inspire, prompt ideas, and to show how to adapt a Slow Tourism package

CONTENTS

MENA ICT FORUM 2020 – Jordan

Travel Forward – United Kingdom

Travel Technology Europe – United Kingdom

Web Summit - Portugal

MENA ICT FORUM 2020 - Jordan

Amman
www.menaictforum.com/

This event targeting specifically the Middle East and North Africa (MENA) region is the meeting place for visitors and companies that are looking for innovative technologies such as artificial intelligence, big data, analytics or cyber security solutions applicable to the tourist sector, also including Slow Tourism.

DESCRIPTION OF THE EVENT

MENA ICT Forum is the Middle East and North Africa (MENA) region's biennial information and communication technology (ICT) industry event. This forum, held in Jordan, focuses on using technology to provide a better quality of life, re-skill the youth, and prepare for a better future.

The forum aims to address how technology can help in solving pressing challenges that most nations face in today's age, including alarming unemployment rates, healthcare, rebuilding digital economies, and the role of FinTech in creating transparency and bridging the gap between societies in hopes for a better life for its citizens.

Travel Forward- UK

London
www.travelforward.wtm.com/

This event would be specially interesting for those companies that are looking for innovative and advanced technologies such as the latest market trends and research, customer experience, big data and analytics or Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and machine learning for travel tourism application and, consequently, for Slow Tourism.

DESCRIPTION OF THE EVENT

World Travel Market is a UK event for the global travel industry. Almost 46,000 senior travel industry professionals, government ministers and representatives of the international media, converge at ExCeL London each year to attend this travel exhibition.

Travel Forward is the leading travel technology show which is part of the World Travel Market (WTM). This event consists of a three-day program containing a combination of conferences, interactive exhibition and startup showcase.

Travel Technology Europe TTE- UK

London

www.ntm.traveltechnologyeurope.com/

The Travel Technology Europe Conference is an interactive and high-quality conference program whose aim is to share the most innovative digital solutions within the travel sector.

This event could be specially interesting for Slow Tourism companies to find and implement advanced technologies in their business.

DESCRIPTION OF THE EVENT

Travel Technology Europe, held annually in London, brings more than 6,000 travel technology professionals. Travel Technology Europe is an international platform for all travel and tourism agencies worldwide. Most of these tend to be about Hospitality, Travel, Holiday, Tourism, E-Commerce, Payment Systems, Information Technologies, Travel Technology, Reservation Systems, and Booking. This event shows products like reservation, distribution, content and web marketing technology to niche providers in business automation, translation and CRM software, hospitality, healthcare, leisure, and interactive smart hospitality.

Web Summit - Portugal

Lisbon

<https://travelforward.wtm.com/>

Web Summit offers a start-up programme where visitors have the chance to join a global community of start-ups relating to the tourism sector that are looking for brand awareness, funding, networking or learning. Thus, it is also an interesting event for start-ups and small companies working with an Slow Tourism approach.

DESCRIPTION OF THE EVENT

Web Summit brings together people and companies redefining the global tech industry. It has been described as the most important tech event in the world. Attendees meet with CEOs and founders of the world's biggest companies, the most promising new start-ups, influential investors, and leading journalists. This event welcomes people who are tackling the big challenges facing industry today. The summit stages cover topics ranging from deep tech and data science, to design and environmental sustainability.

CONTENTS

Ascape

Authenticitys

Evaneos

Nexto

Routemotion

WhaiWhai

ASCAPE

Ascape is a curated platform where professional virtual reality creators upload their 360° travel videos for users to consume via mobile app for both iOS and Android devices. This is a leading supplier of VR travel solutions. They work with both B2B and B2C clients.



- **Category:** Sharing Economy Platforms
- **Phase:** Conceptualization of a tourist product, Promotion and Communication
- **Website:** www.ascape.com



SLOW TOURISM APPLICABILITY

Ascape offers to the Slow Tourism travellers the opportunity to explore a place through virtual reality, a trend in the Tourism Industry. A way to feel the Slow Tourism approach of a destination in an innovative way, using the technology to explore and make an idea of how wonderful living an experience would be once at the destination. An alternative to promote a destination or an experience that captures the essence of a Slow Travel.

AUTHENTICITYS

Authenticitys is an online platform that connects visitors with local, unforgettable experiences that make the city we are in, better. They design and host experiences with their community of entrepreneurs to curate an incredible time that will leave a positive impact in the city tourists visit.



- **Category:** Sharing Economy Platforms
- **Phase:** Conceptualization of a tourist product, Promotion and Communication
- **Website:** www.authenticitys.com/



SLOW TOURISM APPLICABILITY

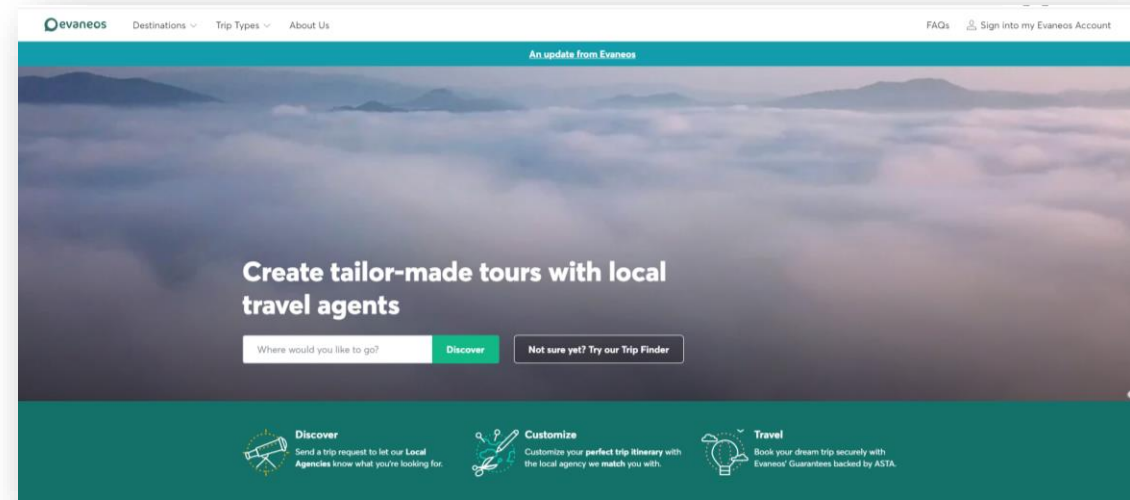
This is a perfect online platform to promote and commercialize Slow Tourism activities and experiences, since they share the same philosophy and approach of how tourism can be a good motor for a social and environmental sustainability while travelling.

EVANEOS

Evaneos is an award-winning platform that allows travellers to create 100% tailor-made tours directly with a local travel agent based in the destination. The platform has a community of 1,000,000 members, 2,000 partner agencies in 160 destinations, and over 500,000 people that have travelled with this company since 2009.



- **Category:** Customised travel journeys and online platform and sales
- **Phase:** Management of a tourist product, Promotion and Communication
- **Website:** www.evaneos.com



SLOW TOURISM APPLICABILITY

From a Slow Tourism perspective, this website can be the perfect platform where travellers can start looking at slow activities and experiences made and designed by local tour operators or small businesses.

NEXTO

Nexto is a platform for on-location visitor engagement, sightseeing gamification and education. It enables travel attractions and destination marketing agencies to easily build location-based stories, games and AR experiences delivered to users on their mobile devices



- **Category:** Mobile Technology
- **Phase:** Conceptualization of a tourist product.
- **Website:** www.nexto.io/



SLOW TOURISM APPLICABILITY

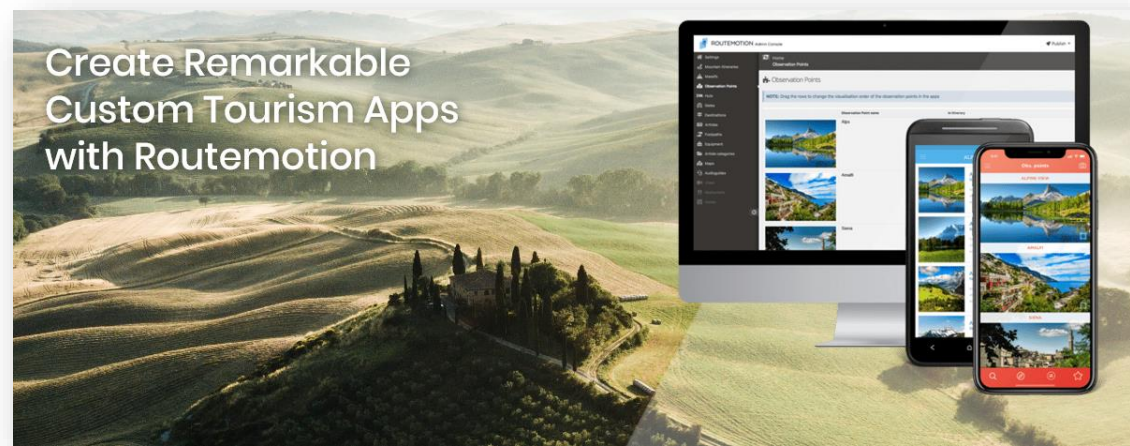
Nexto is a good, innovative and technological solution to apply to Slow Tourism terms, not only for promotional purposes but also to allow users to get immersed and experience the destinations thanks to augmented reality (AR) features. It is a self-guiding app that also helps visitors to get to know the destination.

ROTEMOTION

Routemotion is a SaaS (Software as a Service) solution that allows the development of custom mobile Apps supporting many types of contents and features. This service allows marketing representatives to create apps that promote tourism throughout their region. Routemotion is designed to be used by cities, villages, museums, parks, and any other entity that wants to attract travellers and enhance their experience.



- **Category:** Mobile Technology
- **Phase:** Communication & Promotion
- **Website:** www.routemotion.com/



SLOW TOURISM APPLICABILITY

Routemotion is an ICT solution which facilitates the task of designing personalised Apps to destinations and other tourist actors. For instance, it is possible to design an App offering information related to local restaurants, sustainable options for travelling, slow packages experience with detailed information, etc. In terms of Slow Tourism, this tool could be a good way for DMOs and travel agencies to create Apps addressed to tourists looking for Slow Tourism experiences. Also, it can be used for travellers to find all the offer related to Slow Tourism of a specific destination in a single place.

WHAIWHAI

WhaiWhai guidebooks are unconventional guides for tourists and travellers who are looking for an experience that is out-of-the-ordinary. In the WhaiWhai guidebook series, readers will experience an interactive treasure hunt through different cities, unlocking their mysteries and discovering their most charming corners.



- **Category:** Guide Books and Gaming
- **Phase:** Conceptualization of a tourist product, Promotion and Communication
- **Website:** www.whaiwhai.com



SLOW TOURISM APPLICABILITY

In terms of Slow Tourism, learning takes on a new meaning and relevance, WhaiWhai guides help to improve the tourists' experiences allowing them not only to discover places but having fun and being aware of the environment at the same time.



Med Pearls

This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of the Med Pearls project partnership and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.

Research Study developed by

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