

Slow Tourism

What is slow?

Slow food



Slow travel



Responsible travel



Cittaslow

Slow Tourism

- Reaction against high speed and the rapid pace of life or taking culture at in too much of a rush
- Searching out for authenticity, for real experiences
- Its about the quality of life, appreciating and enjoying life's more subtle pleasures
- Taking time to do to slow yourself down, without hectic scheduling, clock watching and constant hurry
- Allowing recharge the batteries
- relaxation



The background to “slow”

- The **slow food** movement started in Italy in the late 1980s to combat fast food culture and promote the enjoyment of good quality, regional food.
 - aims to promote food which tastes good, is produced in a way which respects the environment, human health and animal welfare. It aims to protect traditional food and drink, defend biodiversity and promote education about food.
- **Cittaslow** (or slow cities) is another Italian-led initiative which encourages towns and communities to improve the quality of life for people through wide-ranging actions to improve the environment, culture, heritage, service and hospitality.



The background to “slow”

the slow movement is about making real and meaningful connections – with people, culture, work, food, everything. It is about quality over quantity, taking a calm, receptive, intuitive and reflective approach: in contrast to the busy, aggressive, superficial, impatient and controlling elements of modern life.

- The Idler magazine- is an annual periodical that campaigns against the work ethic and promotes liberty, autonomy and responsibility and quotes Samuel Johnson (1709-1784) who wrote "[The happiest part of a man's life is what he passes lying in bed awake in the morning](#)"

Slow travel has been featured in many media in the last few years – usually in the form of individuals choosing to travel long distances, over a long time period without using aeroplanes – experiencing local cultures and low technology means of travelling around and increasing their self-knowledge along the way.

Slow Tourism

It's a reaction against:

- long days and lengthy working hours,
- busy schedules
- multi-tasking
- impatience
- taking your work away while on holiday

It is:

- healthy eating
- growing your own food
- local produce
- handicrafts, book groups, walking
- anti-stress activities – improving the work-life balance
- yoga festivals/farms

So why not slow holidays?

Slow Tourism- what is the rush?

Some people don't seem able to switch off even on holiday:

- Keeping in touch – mobile phones, email, smart phones, ipad etc.
- Travelling long distances for short breaks
- Rushed and hectic itineraries
- Check lists of things to do, to see, places to visit

- Fast food
- Advertising and technology
- Superficiality

Slow Tourism

Tourism which involves making real and meaningful connections with people, places, culture, food, heritage and the environment.

‘People’ includes:

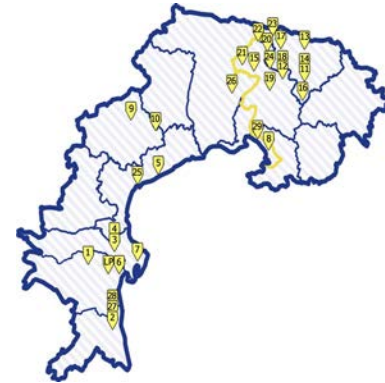
- Local community
- Your companions
- Yourself



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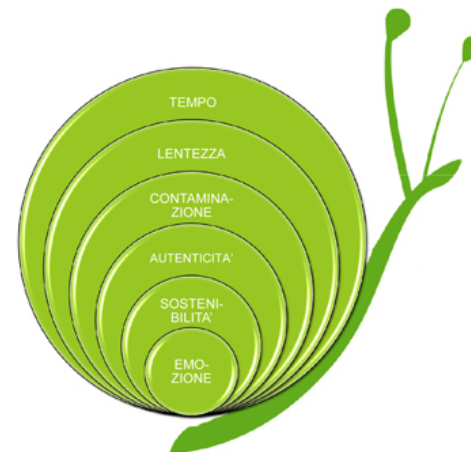
Slow Tourism Network : Italy & Slovenia

www.slow-tourism.net/



The tourist operator wanting to approach **slow philosophy** should focus attention to the **six dimensions composing slow tourism**:

- - TIME
- - SLOWNESS
- - CONTAMINATION
- - AUTHENTICITY
- - SUSTAINABILITY
- - EMOTION



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- - **TIME** - time availability of various services
- - **SLOWNESS** - Slow means reducing quantity and focusing on quality of experiences.
- - **CONTAMINATION**- relationships between the guest and the local people, between the guest and the tourism supply and between the guests themselves
-
- - **AUTHENTICITY**- pointing out to the guest that he couldn't be anywhere else but in that place
- - **SUSTAINABILITY**- sustainable approach, economically good, ethically and socially fair toward local people.
- - **EMOTION** - the capability to generate memorable moments

Can you do slow tourism?

- Try to reduce travel distance (at least by car/plane)
- Maximise time for trip
- Relax and refresh mind and body
- Exploring the local area in more depth
- Contact with local people, culture and heritage
- Food – local restaurants, markets, producers, local beer/wine
- Children – creative and unstructured play
- Minimum of technology and mechanisation
- Quality of experiences and authenticity
- Good for the environment – smaller carbon footprint and more sustainable



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Walking & Adventure Holidays in Scotland

Wilderness Scotland is an **award-winning** adventure travel and ecotourism company. We specialise in small group **walking holidays** and **adventure holidays** in the Highlands and Islands of Scotland.

In 2009, National Geographic Adventure ranked Wilderness Scotland as the **No.1 Adventure Travel Company in Europe**. We are the only Scottish company to hold AITO's 5-star **Responsible Tourism** award.

Our **small group trips** include **walking holidays in Scotland**, **sea kayaking holidays** and courses, **canoeing holidays**, **mountain biking holidays** and **sailing holidays**. Our wilderness holidays explore destinations such as **Knoydart**, **Glen Affric**, **Assynt** and the **Cairngorms National Park**, or islands such as the **Outer Hebrides**, **Skye**, **Orkney** or **Shetland**.

We offer **family holidays**, **self-guided walking**, **bespoke luxury breaks**, **tailor-made holidays** and **corporate events**, where we apply our knowledge and expertise to deliver a customised experience.

We also offer international adventure holidays through our sister company, **Wilderness Journeys**. We hope that you enjoy exploring our website and feel inspired to plan your next adventure with us.

Featured Trips

	Wilderness Walking - The Knoydart Peninsula		Wilderness Walking - Wester Ross and the Cairngorms
	Wilderness Walking - The Wilds of Assynt		Family Adventure - Ultimate Scottish Highlands
	The Scottish Sea Kayak Trail Central - The Jacobite Coast		List all small group trips >>



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- Activities
- Areas
- FAQs
- Grading Levels
- How to Book
- Typical Day
- Getting Here

HELP & ADVICE

GETTING HERE

Click on the links on the right of this page to read about how to travel from your part of the world to the UK. And to find out how to travel within the UK to reach the starting point of your trip, click the 'UK' link.

We have included information about sustainable travel methods such as trains and buses, as well as travel timings and distances, and links to various airlines. All of our trips begin and end within walking distance of a train station, allowing our clients to choose an environmentally-friendly travel option.

- UK
- EUROPE
- NORTH AMERICA
- AUSTRALIA/NZ

Wilderness Scotland
 Inverdrue House
 Aviemore
 Cairngorms National Park
 Scotland, PH13 1QH



Some slow tourism activities

- Nature tourism- wildlife, landscapes etc.
- Relaxation / yoga holidays
- Health tourism –spa and treatment resorts
- Food tourism - gastronomy tours or food safaris
- Holidays on water - canal boating, sailing, canoe trips
- Painting, handicrafts- creativity
- Conservation volunteering holidays
- Cycling/walking/riding pilgrimage and long distance routes
- Travel by train/ferry/bus – responsible travel

Advice to the slow tourist

- Take time to prepare for your holiday
- Allow time to do really learn about and enjoy your destination
- Select activities which slow the pace of your life or learn something new
- Explore the area in depth, avoid whistle-stop itineraries
- Seek out authentic and local eating places
- Leave the IT at home
- Above all **relax!**



Benefits of slow tourism

- Greater contentment and satisfaction
- Improved health
- Greater communication with hosts, community and fellow travellers
- More fulfilment
- Sustained environments and economies



Slow Tourism

Thank you