

PREFACE

The book *Slow and Fast Tourism: Travelers, Local Communities, Territories, Experiences* is the result of a synergy of scientists gathered around a current topic in the field of sociology of tourism in a time of unstoppable globalization-technological changes. At the micro and macro levels, life is heating up due to the speed that has gripped the sphere of transport and communication, affecting the mobility of people, goods and services. The change of the quality, dynamics and functioning of the life of the individual, community and global society are also changing the sphere of tourism, leading it in the direction of standardization and rationalization. As a reaction to such trends that produced the hegemony of speed, i.e. fast life, fast food, fast travel, the movements of Slow food and Cittaslow appeared, which helped create a new form of tourism - Slow tourism. The philosophy of slow tourism is certainly the opposite of the philosophy of fast tourism, standardized products and destinations. In the slow tourism, emphasis is on experiencing the uniqueness of local places, their cultures and products, on the diversity of lesser-known authentic places, on the authenticity of the experiences that those places produce. Slow tourism is focused on the development and sustainability of local tourism economies and special attention in this form of travel is given to preservation of the environment, i.e. sustainable development, which includes ecotourism and green tourism, as well as cultural and food tourism.

Precisely these characteristics of modern tourist trends concerning slow tourism were some of the topics of the IX Conference of the Mediterranean Association for the Sociology of Tourism (AssMed) held at the Faculty of Tourism and Hotel Management in Kotor in October 2019, whose works are covered in this book. AssMed is an association formed in 1987 after the first Mediterranean Conference in Bologna called *Tourism and Cultural Communication, for an Active Role of Local Communities: New Services and New Professions*. Given the indicated trends in the transition from industrial to post-industrial society, during the conference in Bologna, the danger of neglecting local communities in mass tourism was pointed out. It was assessed that local phenomena need to be considered in relation to wider trends in the Mediterranean region. Comparing the development of cities in the Mediterranean region interested in tourism, their connection with broader trends of social life, the globalization of economy, culture, and the tourist market are some of the basic goals of AssMed towards which all subsequent conferences were directed.¹²

The IX AssMed Conference in Kotor was attended by about 60 speakers from 10 countries. The plenary part of the conference was contributed to by the paper of Marie Françoise Lanfant, honorary director of the CNRS in Paris, as well as the presentation of professor Andriela Vitić Četković from the Faculty of Tourism and Hotel Management in Kotor. The works of these authors introduce the readers of this book to the issue of Slow tourism. We are concluding the manuscript by the address of the last plenary speaker at the Kotor Conference, Philippe Clairay, dedicated to one of the founders of AssMed - professor Marc Boyer.

The book *Slow and Fast Tourism: Travelers, Local Communities, Territories, Experiences*, consists of 28 peer-reviewed papers written in English, Italian and French and it is divided into the following 6 thematic units:

I Pedestrianism and Attractiveness of Urban Tourist Spaces in Mediterranean Cities

II Meeting and Socialization. Experiences and Perspectives of Social Tourism in the Mediterranean Countries / Root Tourism

III Literary Tourism as a Tool in the Development of a Sustainable Destination

IV Networking in Mediterranean Tourism: Participatory Government Practices for the Development and Enhancement of Local Tourism

V Slow Food and Tourism

VI Tourism for Tomorrow: Travel Trends Across Generations

The first chapter in the book is called *Pedestrianism and Attractiveness of Urban Tourist Spaces in Mediterranean Cities*. Its six papers, which are predominantly research studies, deal with the phenomenon of pedestrianism, which in urban places represents quality *per se*. This unit begins with the paper of Gilda Catalano *Walkscapping: lecture, pratique, appropriation des espaces urbains* whose central theme is the street. The phenomenon of the street is analyzed through a topographic description of the walk, but it is also seen as a precondition for the experience of exploration by one who has the experience of wandering. The author particularly emphasizes the experiential dimension of urban streets, where walking appears as a producer of landscape and architecture. The city streets bear traces of many events that give them meaning and significance, and in social terms they represent a space in which one enters the public sphere from the private.

The paper of Fabio Corbisiero and Salvatore Monaco *Stairs of Tourism: The Case of the “scalinelle” of Naples*, on the other hand deals with urban climbing as one of the latest trends in European urban space, especially in Italy. Relying on the results of their research, the authors pay special attention to the research of 13

vertical tourism in Naples, a city with over 200 steps, with the aim of determining the tourist potential of these steps and factors that could negatively affect it.

Pedestrianism as a form of slow tourism has also been explored in northern Italy in the work of Luca Daconto and Simone Caiello *Attrattività urbana e inclusività. Le percezioni degli anziani sulla pedonalità delle aree turistiche a Milano*. Pedestrian mobility and passability is an important element in maintaining the quality of life of the population over the age of 65 as well as their choice of tourist destination. The research examined the perception of pedestrian traffic in the tourist areas of Milan with the aim of assessing the accessibility and attractiveness of tourist areas in this population.

Matera 2019, Slow Tourism and Urban Games is authored by Sergio Fadini and Valeria Lamanna. Organized in Matera, through collective story, fiction and improvisation, these games show how walking can be used in an attractive way as a form of slow tourism for the promotion and cultural renewal of the decades-old historic center of this city. The study of this great urban game is aimed at understanding the tourist potential of such events.

Antonietta Mazzette and Sara Spanu in their paper *Phases of Tourism Development and Regulatory Policies: The Case of Sardinia* interpret tourism as an indispensable social fact whose sustainability appears to be mandatory in order to preserve the intrinsic quality, i.e. uniqueness of a place in its territorial, social and cultural aspects. In their paper they presented a new approach to the tourism

governance in Sardinia that promotes protection and sustainability, by establishing regulations whose aim is to preserve the experience of a place.

Pedestrian mobility and access to urban spaces, often inaccessible to the most vulnerable categories, is the subject of the paper of Letizia Carrera and Matteo Colleoni in *Mobilità pedonale e valorizzazione territoriale delle città*. Hiking is primarily observed by the authors through the experiential dimension where slowness becomes the basic key to experiencing the place visited. Associations created in the regions of Southern Italy that offer slow walking routes are a positive example of the orientation towards a sustainable and experienced tourist model as a direction in which to invest.

The second chapter of the book called *Meeting and Socialization. Experiences and Perspectives of Social Tourism in the Mediterranean Countries/ Root Tourism* deals with the phenomenon of socialization from the aspect of special forms of tourism such as root, residential, sustainable and social tourism with the analysis of slow mobility.

The chapter begins with Antonella Perri's paper entitled *The Social Perception of the Roots of Tourism as a Key Sector for Local Development*, in which the author deals with a form of spontaneous tourism, so-called root tourism, which means tourist stay in their places of origin, that is, where they were born or lived before emigrating to another place or country. The aim of this theoretical-research work is to investigate the social perception of root tourism by the main social actors, hosts and the local community on which this type of tourism otherwise has significant socio-economic effects.

The work entitled *Residential Tourism and Vacation Entitlement* by Tullio Romita, deals with another form of tourism whose significance has not been sufficiently scientifically studied and its effects in national policies and programs are limited. This form of tourism is called social tourism. The research part of this paper focuses on the examination of residential tourism, which is characterized by self-organization of stay, usually in private homes, based on personal preferences and the capacity of the chosen location. Its results show that residential tourism facilitates and encourages the creation of social and friendly relations between tourists and the local population.

The value of authentic experience is the subject of paper *La città slow: modello di socialità e relazionalità per il turismo sociale e sostenibile* by Giovanni Tocci. Tocci analyses postmodern tourism that revives the value of an authentic experience focused on discovering culture, history and local tradition and emphasizes the importance of an individual's health and quality of life. In this direction, the author discusses the importance of sustainable tourism and environmental protection on the one hand and social tourism aimed at deepening sociability, personal growth and respect for the culture of the host on the other. These two concepts overlap in the idea of a slow city and tourism.

Sociability and slow mobility is the theme of the paper *Socievolezza e civismo nell'esperienza dei luoghi: un valore aggiunto per turisti e residenti* by Romina Deriu and Camillo Tidore. Sociability as one of the elements of public space is interpreted as a playful form of interaction that must not oppose individuality and individual ethics. Slow mobility, observed through cycling and walking in the city of Alghero, shows that it contributes to the well-being of citizens, increases the quality of their lives, but also restarts the care of streets, squares, parks, beaches.

The last work of this chapter is called *Criteria for Housing Stock Appraisal in Minor Historical Centers for the Recovery and Enhancement of Root's Tourism*. Its authors Manuela de Ruggiero,

Antonella Perri, Tullio Romita and Francesca Salvo point to the problem of depopulation and its negative effects on the economy, culture and society as a whole. Emphasis is placed on minor historic centers and small villages that are very difficult to maintain and economically revitalize due to depopulation. One of the proposed solutions is to develop root tourism that could recover both the housing stock of these places and the enhancement of their historical identity.

The works published within the third chapter of *Literary Tourism as a Tool in the Development of a Sustainable Destination*, written mainly in French, speak about the fact that a tourist destination can be positioned through the a literary part piece. Literary tourism is a type of cultural tourism that involves a visit to a site related to the writer's life or place described in his part work(s). Literary routes are an alternative to the usual standard tours, which are mostly visited by mass tourists and attract the most frequent supporters of sustainable tourism. If the acquaintance with the destination through the writer's view perspective takes place in a more relaxed way, without haste, we can talk about slow literary tourism.

Jean-Jacques Tatin-Gourier, in the paper *Aux origines du tourisme lent, le sensualisme du XVIIIe siècle et les réorientations du regard du voyageur*, points out that the path to slow tourism in French travel literature opens in the 18th century, when the basic motive for travel becomes the desire to feel and experience the world with all one's senses. The works of Jasna Tatar Andjelić named *Découverte touristico-littéraire du Monténégro historique dans les pas de Juliette*

Adam and co-authors Ivona Jovanović and Andriela Vitić Ćetković with title «*L'intérminable chemin du ciel*» de Pierre Loti et la valorisation touristique de la vieille route Monténégrine were also inspired by French writers, but this time by those who visited Montenegro at the end of the 19th century and left valuable testimonies in their writings. While Tatar Andjelić, following the example of the writer Juliette Adam (1836-1936), recommends a promenade to the central part of Montenegro to today's cultural visitors, Jovanović and Vitić Ćetković believe that the descriptions from the novel about the trip to Montenegro by the most famous French travel writer Pierre Loti (1850-1923) can be used for the purpose of tourist valorization of the Old Montenegrin Road, a unique hiking trail of exceptional attractiveness that still connects Kotor with Cetinje.

Jasna Potočnik Topler's paper named *Prežihov Voranc as a Tool for Attracting Tourists* also deals with the tourist valorization of a certain territory, which can be made more attractive for tourists. Namely, although in Slovenia in Preški Vrh in the region of Koroška (Carinthia) there is a memorial museum dedicated to the Slovenian writer Prežihov Voranc (1893-1950), his exciting life story that forced him to hide from the authorities while traveling in Europe due to illicit political activities, could through storytelling techniques, attract a much wider circle of visitors than those of Slovenian nationality. Finally, the last work within this thematic unit, by Delio Colangelo and Angela Pepe, *Il paesaggio culturale di Matera Basilicata 2019 attraverso la letteratura del passato: un progetto di rete dei parchi letterari lucani tra cultura e turismo* written in Italian, deals with the project of integrated networking of literary parks created on the occasion of the proclamation of Matera (Basilicata region) as the European City of Culture in 2019 and the fact that these cultural offerings are a special attraction for lovers of literary tourism.

Networking in Mediterranean Tourism: Participatory Government Practices for the Development and Enhancement of Local Tourism is the fourth chapter of the book whose papers analyze the specifics of tourism development and the experience of some Mediterranean cities.

Attrattività delle città costiere del Mediterraneo: il turismo internazionale is the title of paper of Carlo Colloca and Licia Lipari. By historical-sociological analysis of coastal tourism in the southern Mediterranean from the 18th century until today, the authors show the transformation of tourist practice in this area. They especially emphasize the importance of socio-cultural and territorial components in the tourist offer of several cities in Southern Italy, which are threatened by marginalization on the international scene due to the fragmented tourist policy.

The research of Immaculada Puertas Cañaverl and José Luis Paniza Prados *Gli eventi turistici sportivi: Il caso delle Universiadi invernali di Granada* explores the perception of the citizens of Granada about the possible consequences of this sport event in various areas of social, economic and cultural life. An important goal of this event, about which the citizens of Granada are not sufficiently informed, is the popularization of Granada as a cultural destination, change of the quality of life of the inhabitants in both economic and socio-cultural terms.

Contratti di Rete for the Tourism Development of a Mountain Area. The Experience of Sila Plateau in a Southern Region of Italy by Mario Coscarello and Silvia Sivini explore a specific instrument for generating and strengthening cooperation among tourism companies in Italy called Contratti di Rete (CR). Such networks strengthen social relations, mutual trust and exchange of information, ie social capital, enable overcoming the fragmentation of the tourism sector and increase innovative capacities and competitiveness in the market of networked companies.

Giovanni Tocci in his work *Percorsi di sviluppo e valorizzazione turistica: l'esperienza di alcuni contesti locali marginali* focuses his attention on small places in Italy that face the threat of marginalization and homologation. The key to escape such danger lies in developing the necessary attractiveness based on the authenticity and originality of local tradition and culture, as well as in networking territories by developing cooperation and organizing joint projects. Each territory has its own typical collective identity, which creates the conditions for activating the model of sustainable development.

Slow food and Tourism is a chapter whose authors deal with gastronomic tourism as a form of tourism in which tourists have shown increasing interest in recent decades.

The paper *The Future of Gastronomic Tourism: The Rise of Foodscape and the Enhancement of Olive Oil* by Gabriele Manella and Paola de Salvo points to the growing importance of gastronomic tourism, ie the fact that the food variety in a particular area becomes one of the more significant motives of tourist travel. Local food is the bearer of tradition and memory, a strong element of identity and local culture, but also the concept of the "food landscape". The food landscape creates a unique link between food, landscape and culture by stimulating tourists not only to consume but also to actively participate in productive activities.

Enrico Ercole in his work *Rural Tourism, Enogastronomic Tourism, Experiential Tourism and Local Development. Case Study in Piedmont, Italy* aims to highlight the importance of the experiential dimension of tourism, the so-called experiential tourism in rural areas of Italy, which are often treated

as second-order destinations, especially analyzing the case of the Piedmont area. The experiential approach to authentic rural areas implies an authentic gastronomic experience, which includes sensory pleasure related to food and drink, but also a component of inclusion that makes tourists direct participants.

Sara Vocovnik and Jasna Potočnik Topler, the authors of the article *Beer Tourism in the Wine Region: The Case of Ruše in Slovenia*, point to the emergence of a new market segment in Slovenia, as a country that is becoming more attractive for tourism, and that is gastronomic tourism, with special reference to beer tourism. Beer tourism does not mean simply drinking beer and visiting beer festivals, but is seen as a strong promoter of local tourism. The aim of this paper is to determine the level of potential of this new tourist product on the example of the Lobik brewery.

The last chapter of the book called *Tourism for Tomorrow: Travel Trends Across Generations* points out the importance of specific cultural and historical events of importance for the development of tourism in certain areas, as well as the potentials of some places for the development of slow tourism.

IT.A.CÀ: una rete di frontiera per la valorizzazione turistica locale is the paper of the authors Fabio Corbisiero and Salvatore Monaco, which points to a special way of promoting tourism through the IT.A.CÀ festival. This is a festival of responsible tourism where tourism is seen as a travel practice and a moment of encounter. Welcoming migrants and travelers is considered as a key way to enrich the community. Held in Naples, the festival made visible areas and events from the city center that were not known to both tourists and locals.

The paper *Slow Tourism in Montenegrin Rural Areas* by Nataša Krivokapić deals with recognizing the potential of slow tourism in rural areas of Montenegro and creating conditions for its development. The analysis of the documents of the national strategies shows that slow tourism is deeply embedded in their plans and actions, which is quite expected considering that this country has the status of an ecological state. Such a status gives Montenegro a competitive advantage in defining its tourism services related to slow tourism.

The paper *I “luoghi della memoria” e le potenzialità turistico-culturali dei siti storici dei campi di concentramento di Rab, Molat e Mamula* by Carlo Spartaco Capogreco deals with a special form of cultural tourism that focuses on specific destinations called “places of remembrance”. Places of memory reveal geographical places associated with traumatic memories from World War II. The author analyzes the islands of Rab, Molat and Mamula, where the concentration camps were located, as places that represent a point of connection between history, memory and repressive events.

The focus of the paper *Esperienze di viaggio nel Parco nazionale del Vesuvio* by Ilaria Marotta are the national parks, which are a relative novelty of modern tourism. National parks are an example of a protected natural area whose focus is on sustainable tourism. Mount Vesuvius National Park is the subject of research by this author whose goal is to determine the socio-economic characterization of the park, the profile of tourists, the types of tourist experience during the visit, in order to identify strengths and weaknesses of park management.

Finally, all of these papers indexed as *slow* seemed to herald the arrival of the COVID 19 disease, just a few months after the conference in Kotor. Namely, a pandemic of global proportions, with a devastating effect on tourism, may represent a kind of opportunity to transform its current model in

favor of a more sustainable concept with a preference for a slower pace of travel and a nobler attitude towards human being and his/her living space.

Nataša Krivokapić

The President of Mediterranean Association for the Sociology of Tourism

Ivona Jovanović

Professor at the Faculty of Tourism and Hotel Management-Kotor