

Time to transform the way we travel?: A conceptual framework for slow tourism and travel research

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ABSTRACT

Slow food movement gave rise to subsequent movements including Cittáslow and slow tourism. This emphasises a steady state mindful approach to travel and consumption patterns. With consideration for pressing issues like overtourism, mass tourism and the onslaught of the COVID-19 pandemic, it is pertinent to discuss viable alternatives to a fast-paced life and travel that we consider normal. One such alternative is slow tourism that accentuates sustainable tourism practices as well as tourism at a reduced pace. It endorses mindfulness in travelling and discovering destinations in a responsible manner. Furthermore, slow travel aims to promote tourists' consumption-oriented enjoyment of experience through slow-paced and low carbon emission travel patterns. An in-depth scientometric review coupled with a critical qualitative review highlights the state-of-the-art of slow tourism and travel research, offers an integrative multilevel and multistage framework, and proposes future research avenues drawing on the gaps within the slow tourism and travel research.

1. Introduction

'Slow tourism' and 'slow travel' increasingly attract scholarly and societal attention over recent decades. Slow tourism accentuates the slow pace of action and environmental and socio-cultural sustainability through a thoroughly enriched authentic experience and involvement in locations or destinations (Conway & Timms, 2012; Fullagar, Markwell, & Wilson, E. (Eds.), 2012; Noor, Nair, & Mura, 2015; Oh, Assaf, & Baloglu, 2016). Whereas, slow travel can be broadly defined as low carbon travel practices resulting in longer stays, less travel, enriched experience, emphasis of the journey itself, and a deeper connection with a place thus stressing more sustainable, responsible consumption practices (Barr, 2018; Conway & Timms, 2012; Dickinson, Lumsdon, & Robbins, 2011; Dickinson, Robbins, & Lumsdon, 2010; Lumsdon & McGrath, 2011).

Likewise, there are inevitable overlaps between the two concepts in their emphasis of sustainability, authentic experience, and personal attachment to a destination through 'slow' measured approaches to trips. Slow tourism and slow travel, therefore, have been interchangeably used. This study does not attempt to separate them from the outset but highlights the underlying subtle difference for our better understanding and future use as follows. Slow tourism is ultimately about an

enriched tourism experience, which is also attainable through high carbon emission travel (Conway & Timms, 2012; Oh et al., 2016), whereas slow travel is set on low carbon emission travel processes aiming at minimising environmental impacts during travelling whilst at the same time attaining a reflective absorption of the locale (Barr, 2018; Dickinson & Lumsdon, 2010).

The Last Tourist: Travel Has Lost Its Way (2021), a recent poignant documentary film about the international tourism phenomenon, is a siren call for us to dramatically rethink the way we travel. The onslaught of the COVID-19 pandemic and increasingly pressing issues including climate change and tourism degrowth (Everingham & Chassagne, 2020; Higgins-Desbiolles, 2021) collectively suggest that it is topical and timely to objectively review and critically discuss more viable alternatives to the fast pace of our life and travel. One such alternative is slow tourism that overlaps with slow travel as defined earlier, positioned in the discourse of slow movement and sustainable tourism.

A most notable previous seminal work is a traditional narrative review of the slow travel phenomenon, its antecedents and definitions, adopting a grounded theory approach to derive a conceptual model by Lumsdon and McGrath (2011). More recently, Mavric, Ogretmenoglu, and Akova (2021) provided a rather descriptive bibliometric analysis of slow tourism based on 38 studies. While the field of slow tourism and

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travel is emerging, scholars in this field of enquiry do not yet have access to a review that is overarching, analytical, and forward looking.

This systematic literature review of slow tourism and slow travel adopted a two-way analysis in providing a brief outline of the main research streams and supporting the analysis of the literature by an integrative critical model of the scholarship. More importantly, a series of discrete case studies of the slow phenomena in tourism, including travel, hospitality and events has not yet been understood from an overarching perspective, and thus, the theoretical and/or conceptual understanding of slow tourism and travel from a sustainable tourism angle is not fully established.

In this regard, this research aims to offer a sound conceptual framework of slow tourism and travel through a holistic systematic review of the topic that clarifies streams of research, identifies critical gaps, and integrates the scopes, dimensions and individual and social attributes in a framework that will help in driving research forward. Thus, this study contributes to the current literature by delineating slow tourism and slow travel research into a combined research domain with rich and expanding topics of discussions that are ever more pertinent in today's environment.

Considering the inevitable multidisciplinary nature of the topic which ventures into tourism, hospitality, transport, marketing, management, culture, and other related social science fields such as sociology and geography and the consequent variety of perspectives, it is of paramount importance to derive one holistic systematic review. Furthermore, literature reviews synthesise research findings on a meta-level thus identifying areas that require further research. Such a systematic approach to a literature review involves an objectified, systematised process of research selection and analysis. This study, thus, provides a thorough systematic literature review of the topic to establish an overarching perspective of slow tourism and slow travel research using scientometric methods, which are known for providing the most insightful interdisciplinary and/or multidisciplinary overviews of research phenomena (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021; Klarin & Suseno, 2021). Beyond this scientometric in-depth review of slow tourism and slow travel, this study further synthesises research into a multilevel, multistage integrative model of slow tourism and travel to overcome potential drawbacks of systematic reviews using solely scientometric methods (Klarin, 2019; Sasseti, Marzi, Cavaliere, & Ciappei, 2018).

2. Methods

This research includes two stages of the systematic review. It begins with scientometric analysis, which offers an overview of the research streams within slow tourism and slow travel, top trending areas and citation themes. This first step informs us of how the topic has evolved and where we exactly are using quantitative methods. The second stage of the study proffers an integrative model of slow tourism and travel research, critically reviewing and conceptualising the identified literature with additional in-depth discussions on potential future research directions taking the form of a qualitative integrative review (Sandelowski, 2008).

2.1. Scientometric analysis

Using the template offered by Petticrew and Roberts (2006), firstly, the study sets out a research question: *what is the state of slow tourism and slow travel literature scholarship?*. Secondly, it was decided to adopt the most comprehensive search strategy to answer the posed research question, thus using all publication types, as warranted by a large-sample thematic study of a substantial body of scholarship (Justeson & Katz, 1995; Klarin, Inkizhinov, Nazarov, & Gorenkaia, 2021; van Eck & Waltman, 2014). The study, thus, utilised Scopus and Clarivate's Web of Science (WoS) databases as these are considered the second and third largest scientific knowledge database after Google Scholar, which has

significant issues that preclude using it in conducting large-scale literature reviews including questionable nature of sources, presence of duplicates, stray and incomplete nature of citations, and inability to extract data among other issues (Harzing & Alakangas, 2016; Martín-Martín, Thelwall, Orduna-Malea, & Delgado López-Cózar, 2021).

In the search phase, all publications that contain the combination of *slow tourism** or *slow travel** as of 28/08/2021 were extracted from the entire Scopus database. After reading through each topic area of 216 results in Scopus, 72 publications referring to slow(er) travel speeds/time(s)/rate(s) of various studied animals, fish, objects, or phenomena from less relevant disciplines including biology, mathematics, engineering, physics, and medicine, were excluded from the dataset. This left us with a dataset of 144 publications. Considering the need to gain the most comprehensive overarching view of the scholarship, the Scopus results were compared to that of WoS in which 35 unique results that were unavailable in the Scopus dataset were added to the dataset for analysis.

Furthermore, the key slow movement concepts (excluding *slow tourism* and *slow travel*, as these were already extracted from the entire Scopus and WoS databases) were searched throughout the top 20 tourism and hospitality journals according to Google Scholar ranking as well as the international tourism and hospitality journals listed in the Australian Business Deans Council (ABDC) Journal Quality that endorses journal ranking and the assessment of research quality in tourism and hospitality by the Australian National government body for the exclusive coverage of tourism and hospitality research beyond top-tier journals (Ellis, Park, Kim, & Yeoman, 2018).

It is noted, however, that non-English journals and those in less relevant subject areas (for example, Information Technology & Tourism) were excluded. These additional search criteria were set as: *slow + food, tourism, travel, philosophy, city, housing, design, cinema, management, art, counseling, counseling, education, fashion, gaming, gardening, goods, marketing, medicine, money, parenting, photography, religion, scholarship, movement*, theory, media, ethic*, living, reading, conservation, writing, politics, book movement, care, life, transportation, activities, thought*, science, scholarship, sex, cities, academia, professor, radio, sport, media*, as well as *citta slow, cittaslow, city slow, Cittáslow*. The final list of terms above was obtained from questionnaires sent to a list of academics who published two or more papers with the highest combined citations in the area of slow movements (see Appendix A).

The slow movements search in the tourism and hospitality journals provided 37 additions, in which 19 of the 37 publications were duplicates of 179 publications that we extracted in the first two steps. Through this final process, 18 additional articles were included in the initial dataset as these offer new papers on the issue of slowness in the tourism and hospitality field up to the present date. The total number of publications related to slow tourism and travel amounted to 197 publications. Fig. 1 demonstrates the study selection criteria.

This study utilised VOSviewer software capable of mapping large maps into distance-based clusters based on a co-occurrence matrix where items that have high similarities are located close to each other (for more details see van Eck & Waltman, 2014). A set of items that are closely related to each other are assigned to color-coded clusters; each item can only occur in one cluster. The clustering technique is discussed in detail by Waltman, van Eck, and Noyons (2010). This study combines bibliometric author, publication, source, institution, keyword, and country-based analyses together with content-based analysis that is possible through the extraction and linkage of commonly occurring noun phrases to provide an overarching analysis of the slow tourism and slow travel literature.

2.2. A critical review

Considering that scientometric analysis relies on algorithms, it thereby prevents bias, is reproducible, and transparent, which is a necessity in providing thorough and robust design of a systematic

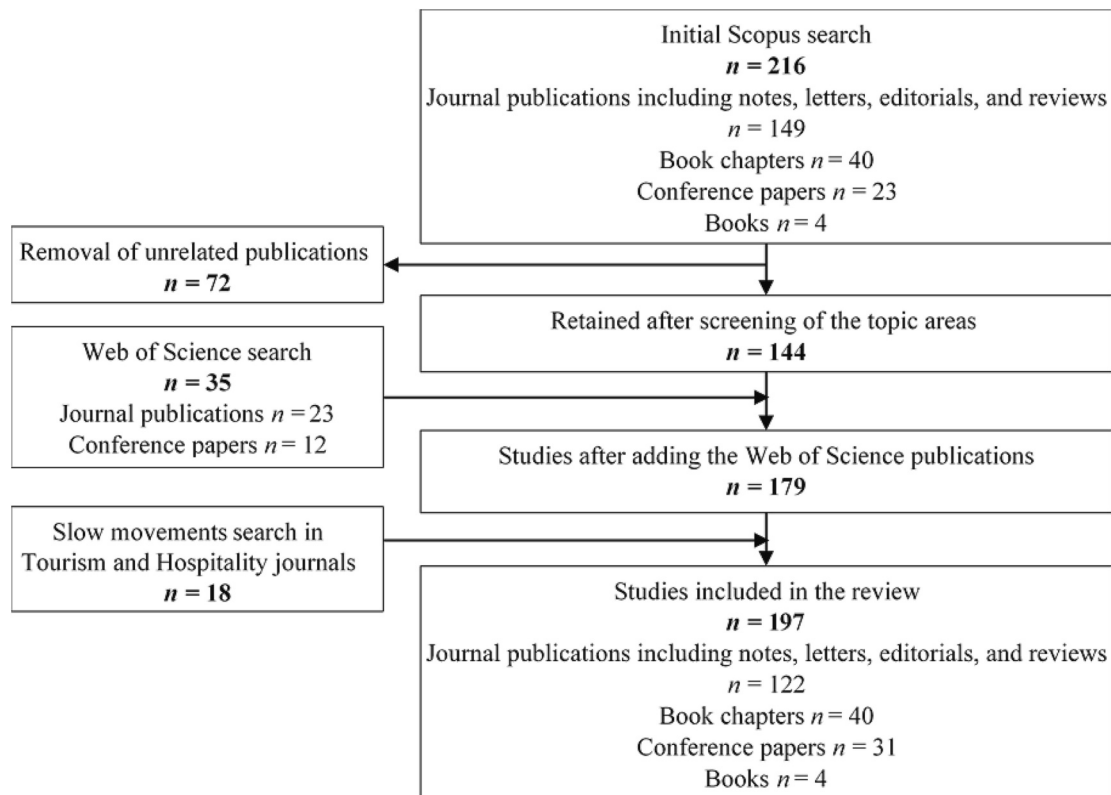


Fig. 1. Results of the search and study selection criteria.

literature review. Meanwhile, it is often challenged for its descriptive nature, possible oversight of the contextual understanding, and thus a critical review of the literature sourced from the first stage was conducted. The authors read each paper in full and extracted information. The collected data was recorded and grouped by attributes, themes, and dimensions (Ellis et al., 2018; Sandelowski, 2008). This qualitative analysis process developed a framework by incorporating the tourist behaviour and tourism system model.

Taking a broad yet rigorous approach in this study provides unique advantages to conducting a further integrative and holistic literature review of antecedents or factors that lead to processes and further outcomes of slow tourism and travel. Without the combination of the two complementing reviews that provide an overview of the literature under investigation, it is difficult to gauge the entirety. This comprehensive outlook afforded through the scientometric study of the scholarship as well as an in-depth integrative critical review, is offered in the second part of the findings and discussion as the integrative framework of slow tourism and slow travel.

3. Slow tourism and travel research

In the scientometric study, the software distinctly produced four clusters of existing slow tourism and travel research – (1) *green cluster* contains discussions related to *slow travel and sustainable development*, (2) *red cluster* highlights the *slow tourism and social aspects*, (3) *grey cluster* indicates *slowness and Cittáslow*, and (4) *blue cluster* denotes *tourists' perspectives on slow tourism and travel*. Each cluster is analysed and discussed according to the themes that are presented within the respective cluster, this will provide an overarching understanding of the field to gauge the basic dynamics of existing research on slowness in tourism and travel. The results of such thematic analysis are represented visually in Fig. 2.

In the map, the frequency of occurrences is represented by the size of the noun phrase, where larger circles represent higher number of papers

using the term. The terms in the map are automatically allocated into a cluster by software algorithms whereby terms that frequently appear together are allocated to the same cluster as per semantic co-occurrence (Korom, 2019; Waltman et al., 2010). Each term can only appear in one cluster. The map shows many interconnected terms. This simply means that the terms with lines are also mentioned together with the terms they are connected to, while the strongest links are represented by networked lines.

For example, the term *slow city* is mentioned mostly with the terms in the grey cluster and is hence located in the grey cluster, but nevertheless often appears in publications represented by terms in other clusters such as *tourist, behaviour, experience, China*, and others from the other three clusters. This does not mean, however, that slow city research is necessarily about *tourists' perspectives on slow tourism or slow travel and sustainable development* cluster discussions.

We further provide Fig. 3 that demonstrates (a) the growth of research over time with the number of papers in each cluster and (b) the total number of publications in each cluster. The figure demonstrates a steady growth in three of the four clusters over the years with a calculated average increase of 35% in the slow tourism and slow travel scholarship year-on-year since 2009. To gain a better understanding of the scale of emergence of this relatively young phenomenon, we can compare the average growth rate to other research. As such, Petersen, Pan, Pammolli, & Fortunato (2019) demonstrate that growth in overall scientific research is approximately 4% annually. The growth of research that mentions the terms 'tourism OR travel' in Scopus, has an annualised average growth rate of approximately 9% year-on-year for the same period (since 2009). We, thus, can conclude that slow tourism and travel research grows faster (average yearly increase of 35%) than tourism research in general (9% yearly average) as well as the average growth of scientific research (4%) annually.

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Two additional tables highlight scientometric (citation information), thematic, and semantic results extracted from the scientometric review

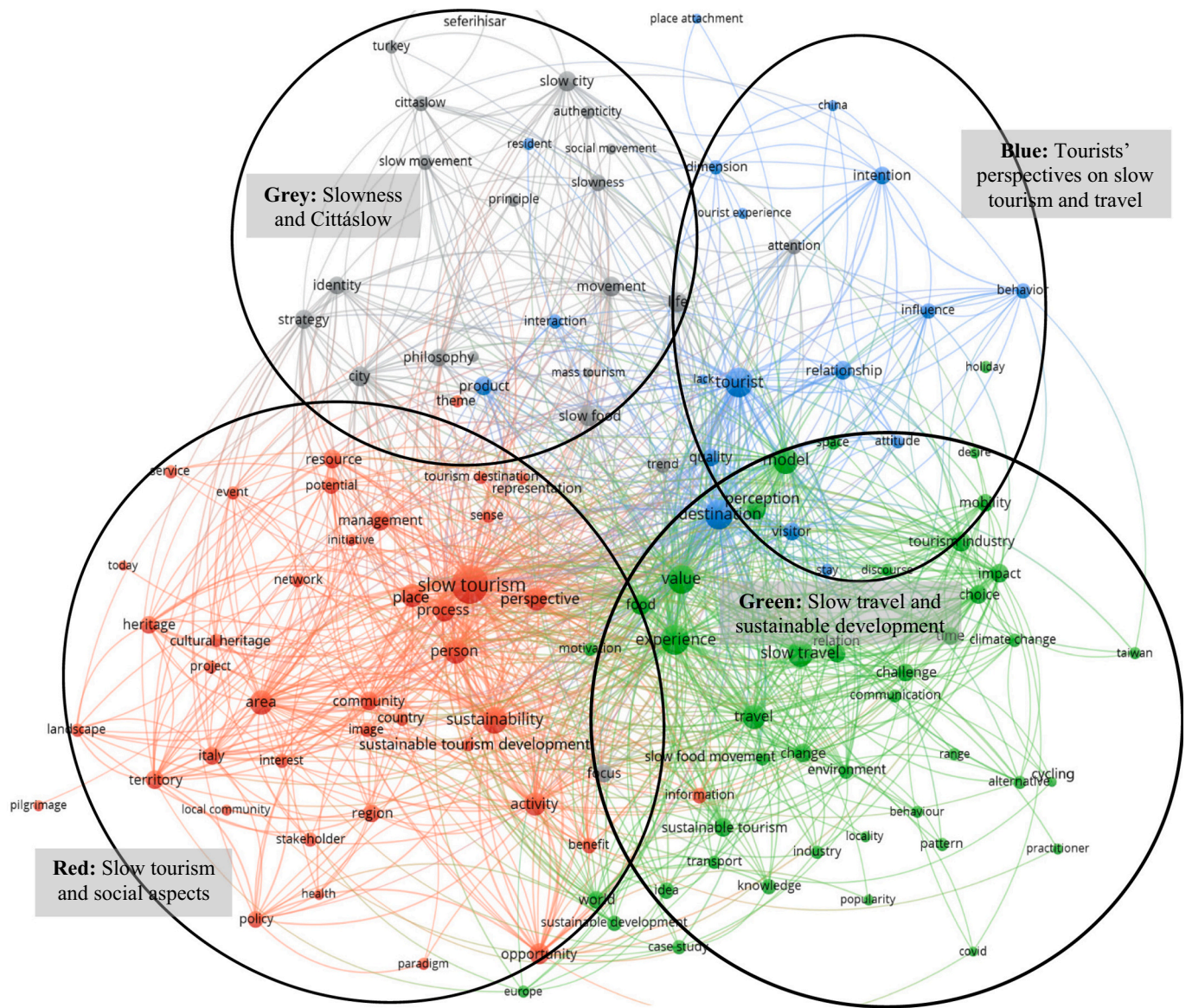


Fig. 2. Slow tourism and travel scholarship.

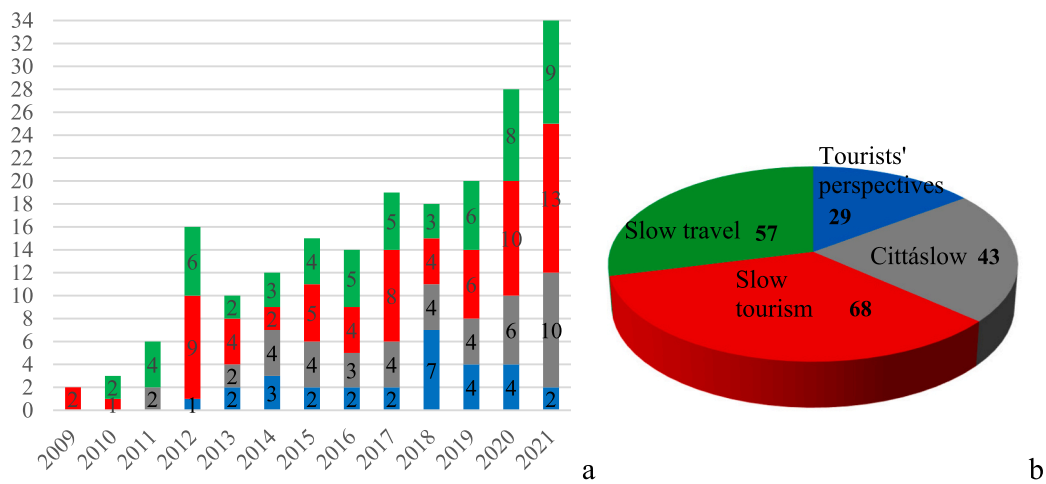


Fig. 3. (a) Slow tourism growth over time, and (b) Total number of publications by cluster.

Table 1
Top trending^a, top impact terms^b, and indicative disciplines by cluster.

Cluster	Top trending terms ^a	Top impact terms ^b	Indicative disciplines	Indicative journals
Green Slow travel and sustainable development	COVID	Experience	Tourism and travel Business and management Environmental science Transport research	Journal of Sustainable Tourism Current Issues in Tourism Annals of Tourism Research Tourism Geographies Tourism Recreation Research
	Popularity	Value		
	Sustainable tourism	Slow travel		
	Environment	Travel		
	Perception	Food		
	Space	Tourism industry		
	Relation	Perception		
	Change	Change		
	Communication	Choice		
	Tourism industry	Sustainable tourism		
Red Slow tourism and social aspects	Policy	Slow tourism	Tourism and hospitality Marketing Business and management Cultural studies	Journal of Sustainable Tourism Journal of Destination Marketing and Management Tourism Recreation Research Sustainability Tourism Management
	Territory	Sustainability		
	Health	Person		
	Landscape	Area		
	Local community	Perspective		
	Process	Place		
	Opportunity	Activity		
	Benefit	Process		
	Representation	Opportunity		
	Cultural heritage	Management		
Grey Slowness and Cittáslow	Strategy	Slow food	Tourism and hospitality Regional and urban studies Philosophy Management Architecture	Current Issues in Tourism Tourism Planning & Development Journal of Sustainable Tourism Tourism Management Sustainability
	Slow city	Life		
	Principle	Movement		
	City	Slow city		
	Authenticity	City		
	Trend	Strategy		
	Identity	Identity		
	Slowness	Philosophy		
	Cittáslow	Slowness		
	Life	Trend		
Blue Tourists' perspectives on slow tourism and travel	Place attachment	Destination	Tourism and hospitality Marketing Business and management Psychology	Journal of Sustainable Tourism Current Issues in Tourism Tourism Management Journal of Vacation Marketing Journal of Travel Research
	Interaction	Tourist		
	Visitor	Relationship		
	Product	Product		
	Attitude	Quality		
	Relationship	Visitor		
	Resident	Intention		
	Intention	Behaviour		
	Behaviour	Influence		
	Tourist experience	Dimension		

^a Top trending terms column represents terms that appear in the most recent publications displayed in descending order.

^b Top impact terms column represents terms that appear in the most highly cited publications displayed in descending order.

of the topic. **Table 1** demonstrates (i) top trending themes that appear in the most recent articles, (ii) themes that are prevalent in the documents that receive the highest normalised citation counts, (iii) indicative disciplinary domains, and (iv) indicative journals that have published in each cluster. **Table 2** reveals the top fifteen authors or groups of authors who have published at least two documents on slow tourism and slow travel in terms of the number of citations as of December, 2021; with authors merged together when they have published at least two documents together. Identification of top authors in each field is useful in bringing attention to the top scholars in each research stream, which is of value to those new to the field of study or those interested in it generally (Nazarov & Klarin, 2020).

3.1. Green cluster – Slow travel and sustainable development

The most common theme within this cluster is the comparison of slow travel and tourism to other patterns or practices of travel and tourism, including sustainable tourism, low-carbon travel, and steady-state tourism. For example, an important contribution to this cluster by Dickinson and Lumsdon (2010) establishes slow travel as a concern for locality, ecology, and quality of life. Further work in the slow travel discourse emphasises low-carbon and thus short trips as alternatives to high carbon foot print modes of travel including air and car (Dickinson et al., 2010, Dickinson et al., 2011; Fullagar et al., 2012) and offer antecedents of slow travel including the value of time, locality and

activities, mode of transport and experience, and environmental consciousness of tourists as consumers (Lumsdon & McGrath, 2011). This is related to ontological discoveries of pace and speed and its meaning in the modern society, where staycations and slow travel are alternatives to the modernity that seeks freedom and progress through speed (Molz, 2009).

There is a growing attention to environmental impacts of travel, and thus the discourse of mobility is relevant in the current tourism literature, where European tourists in particular, are increasingly paying more attention to the carbon footprint of their travel practices (Kienesberger et al., 2020; Larsen & Guiver, 2013; Riikonen, Pesonen, & Heinonen, 2021). With its origins in Europe, the concept of Slow Food, and the consequent slow movements including slow tourism and travel find resonance in the traditional ways of our life globally and internationally (see, for example, Everingham & Chassagne, 2020).

It is also interesting to see contradictory opinions on what modes of our mobility constitute slow travel. Whilst established research argues that slow travel constitutes relatively low carbon footprint modes including cycling, coach, train, and walking thus advising against car and air travels (Barr, 2018; Conway & Timms, 2012; Dickinson et al., 2010; Dickinson et al., 2011), others consider car travel as a mode of slow travel and tourism as well (Intel International Group Ltd, 2009; Wilson & Hannam, 2017). Due to this dichotomy and ambiguity caused by the interchangeable use of slow tourism and slow travel (Lumsdon & McGrath, 2011), Conway and Timms (2012) differentiate slow tourism

Table 2
Top 15 authors or groups of authors by citations in slow tourism and travel.

Author(s)	Representative clusters*	No. of documents	Citations	Avg. pub. Year
Dickinson J., Lumsdon L. & Robbins D.	Slow travel	6	500+	2010.5
Hall C.M.	Slow tourism	2	200+	2007.5
McGrath P.	Slow travel	2	100+	2014
Conway D. & Timms B.F.	Slow travel and slow tourism	5	100+	2012.4
Kozak M.	Slowness and Cittáslow	3	70+	2016.3
Meng B. & Choi K.	Tourists' perspectives	2	90+	2016
Fullagar S.	Slow travel	2	80+	2012
Erica W.	Slow travel and slow tourism	2	70+	2012
Varley P.	Slow tourism	2	60+	2016.5
Lee K.-H., Scott N. & Packer J.	Tourists' perspectives	3	50+	2014.7
Jung T. & Ineson E.M.	Slowness and tourists' perspectives	2	50+	2014.5
Kim J.S. & Lee C.-K	Slowness and Cittáslow	3	50+	2019
Hatipoglu B.	Slowness and Cittáslow	2	20+	2017.5
Kato K. & Prozano R.	Slow tourism	3	20+	2018
Caffyn A.	Slow tourism	2	20+	2012

* The allocation to a cluster is based on the authors' work being most often published with themes that are present in the corresponding 'representative cluster(s)'.

from slow travel. While both emphasise quality of life in a location from the perspectives of both locals and tourists, they differ in that slow travel tends to be opposed to mobilities that are high in carbon footprint and thus are restrictive to developed countries; whilst slow tourism aims at absorption of social involvement with the locals and culture whilst being silent in regard to travelling to the destinations.

3.2. Red cluster – Slow tourism and social aspects

This cluster emphasises slow tourism instead and is invariably tied to destinations and what they offer for tourists including culture, heritage, pilgrimage, landscapes, and even adventure. For example, [Varley and Sempke \(2015\)](#) offer 'slow adventure' of Nordic outdoor activities that stem from the Scandinavian 'friluftsliv' where environmentally responsible, valuable, location-specific experiences are part of Nordic tourism, complemented by equestrian tourism ([Sigurðardóttir, 2018](#)). This somewhat resonates with mountainous tourism in the Alpine regions that is often associated with and is part of slow tourism ([Dezio, 2021](#); [Matos, 2004](#)).

On the topic of walking tourism, pilgrimages whether on the geographical or cultural expanses of Europe such as Camino de Santiago in Spain ([Bellia, Scavone, & Ingrassia, 2021](#); [Lois González, 2013](#)), Japan ([Kato & Prozano, 2017](#)), Australia ([Dunn, 2015](#)), or in general ([Howard, 2012](#)) represent part of the heritage of slow tourism, often propagated through a complete immersion in the locality. [Timms and Conway \(2012\)](#) intricately demonstrate how slowness fits into Daly's 'soft growth' model of development where slow tourism represents and contributes to a more sustainable and culturally sensitive approach to travel through respect for locals and local cultures.

In this context, there is an inevitable intersection of research between slow food, slow travel, slow hospitality, and slow culture in the slow tourism discourse. [Moskwa, Higgins-Desbiolles, and Gifford \(2015\)](#) depict this fusion with an in-depth study of a sustainable café in South Australia, which aims to transform the stakeholders' approach to more sustainable food cultures and ways of everyday life. A fusion of slow food with tourism and hospitality is further discussed in a study of a Malaysian village by [Adeyinka-Ojo and Khoo-Lattimore \(2013\)](#) showcasing an annual slow food and culture festival that draws tourists to the region and eventually celebrates the blending of food, tourism, hospitality, and culture.

Finally, a variety of slow tourism marketing and promotional approaches is offered in the current literature. Individualisation of tourism is growing and attracting interest due to its inimitability and authentic experiences, where slow and creative tourism can appease these demands ([Pawlusiński & Kubal, 2018](#)). Virtual reality is progressively being adopted to involve consumers in slow tourism practices prior or

even during travels to engage closely with tourism locations ([Lin, Huang, & Ho, 2020](#)). [Losada and Mota \(2019\)](#) demonstrate that promotional video campaigns can be an effective tool in attracting tourist to a slow tourism destination; however, if not done correctly, it will hamper the original appeal of the location.

3.3. Grey cluster – Slowness and Cittáslow

From the outset, slow food, Cittáslow and slow tourism were closely intertwined to offer unique experiences of slow destinations in locale to those attuned to culture and the slowness philosophy ([Park & Kim, 2016](#)). Although it observes some challenges offered towards slow tourism and especially in the context of Cittáslow during the initial attention paid to slow movements ([Heitmann, Robinson, & Povey, 2011](#)), both these movements and the slow philosophy have grown significantly in the past decade and continue to expand both in research and in practice ([Klarin, Park, & Kim, 2022](#)).

An interesting discourse in the Cittáslow movement and its ties to tourism through eco-gastronomic heritage, shows that Cittáslow towns follow a different logic in their destination promotion and (re)development, thus the impacts on tourism are rather indirect as the main actors are local residents rather than tourists, where an anti-commercialisation discourse is also presented and discussed ([Nilsson, Svård, Widarsson, & Wirell, 2011](#)). Interestingly, [Hatipoglu \(2015\)](#) demonstrates that the residents of these places are more receptive of these initiatives and are more actively involved in development of Cittáslow projects, where tourism is at its initial stages. Based on the six pillars of Cittáslow membership ([Heitmann et al., 2011](#)), [Ekinci \(2014\)](#), on a study of Turkish slow cities and/or towns, summarises the link between Cittáslow and tourism through the development of tranquil cities and/or towns that embody a strong sense of place, that offer historical heritage, natural beauty, socio-cultural idiosyncrasies, touristic features, and that thrive on sustainability.

A dominant discourse of slowness and Cittáslow stems from the slow food movement that emphasises slowness, local identity, and authenticity from a local community perspective. Thus, slow food festivals and the propagation of the slowness movement with their relationship to tourism and tourists are also the domains of this cluster. [Frost and Laing \(2013\)](#), for example, studied five slow food events in Italy, Australia, and New Zealand to demonstrate how slow food festivals offer authentic 'local' experiences, offer intricate imagery and metaphor, and use well-known personalities as champions to promote slowness and themed festivals. Those that travelled for slow food exhibit a set of different motivations to conventional tourists; slow food tourists travel for culture and locality and are less interested in comfort and ease of travel, which is reflected in the destination choices ([Lee, Packer, & Scott, 2015](#)).

Finally, there are also discourses on the development of the Cittáslow movement globally with its implications for sustainable tourism from the policymaking perspective and opportunities for regional (re)development aimed at a wider scope of stakeholders (Coca-Stefaniak, 2020; Munjal, Sharma, & Menon, 2016; Presenza, Abbate, & Micera, 2015). For example, Tranter and Tolley (2020) provide in-depth research into slow cities including the discourse of how slowness permeates some cities as policymakers realise that reduction in speeds increases livability including reducing speeds in cities, removing highways from cities, and introducing Ciclovía, a Spanish term means 'cycleway', whereby city streets are closed for cars over weekends. Besides a handful of studies, this area of research has received little attention and warrants greater investigation in future studies.

3.4. Blue cluster – Tourists' perspectives on slow tourism and travel

This cluster understands tourists' behaviours and perceptions of destination attractiveness in the context of slow tourism and travel. It is often the case that previous studies in this cluster, tend to rely on the empirical findings of the scholarship through a typical quantitative approach and analysis. Soler, Gemar, and Correia (2018) demonstrated that in Spain in the inland areas of the Province of Malaga, slow tourism can facilitate longer stays providing meaningful, satisfying experiences to tourists, as slow tourism is expected to foster tourists' attachment to specific places, by allowing them more time to explore and experience local cultures at a slower pace (Yurtseven & Kaya, 2011). The geographical area's main attractions in their study are the climate and cultural and natural heritage sites which still rely on conventional mass tourism.

Meng and Choi (2016b) found that when surveying slow tourists' intentions to visit a destination, the perception of authenticity, knowledge, and information search behaviour are the three critical constructs that extend the existing goal-directed behaviour model. Furthermore, Meng and Choi (2016a) extended the theory of planned behaviour in the context of slow tourism by adding authentic perception and environmental concerns to better predict behavioural intentions of slow tourists. They confirmed that attitude, subjective norms, perceived behaviour control and authentic perception showed significance in slow tourism participation, suggesting that slow tourists are more concerned with authenticity rather than environmentalism, in relation to their intention to visit (Meng & Choi, 2016a).

Lin (2017) demonstrates that the mode of slow travel and the experience of tourists dictated their intentions to travel, whilst environmental consciousness was found to be less significant than the former two. A study of tourists' experience of a slow food festival found that programmes, food and other amenities, as well as entertainment have a positive correlation with experience and satisfaction, whilst only quality of food and other amenities resulted in revisit intentions (Jung, Ineson, Kim, & Yap, 2015). In the last of our examples, Oh et al. (2016) discussed relaxation; self-reflection; escape; novelty-seeking; engagement; discovery; slow travel; satisfaction; and future as well as referral intention as motivators of slow tourism. The study also showed that whilst both fast and slow travel modes contribute to attaining self-enrichment and revitalisation as slow tourism goals, as predicted, slow travel contributes much more to attaining these goals.

4. A conceptualisation of slow tourism and travel

The outline and interpretation of the research clusters above demonstrates the lack of a well-defined cumulative research flow. The contributions are piecemeal and fragmented, remaining generally descriptive rather than explanatory and conceptual and/or theoretical. For instance, there is lack of research into meso (organizational) or macro (institutional) levels and how they influence the adoption or facilitation of slow tourism and travel. Furthermore, the research streams outlined above have largely emerged in isolated silos. This is

demonstrated through the algorithmic clustering patterns and the lack of cross citations between the clusters. These research clusters neither interact nor build on one another to achieve a consolidated research field. Inevitably however, an intersection of research and practice exists between them, as is to be expected in the discourse of slow tourism and travel research.

On the basis of the overarching review of the main research streams within slow tourism and travel literature, this study is now in the position to establish slowness in tourism and travel as a clear, delineated, independent construct, as well as a causal or sequential network in which this phenomenon is situated. This is the first attempt at integrating disjointed research streams and resolving the conceptual ambiguity within the scholarship into one conceptual model that aims to proffer the causal or sequential structure of slow tourism and travel research.

Slow tourism and travel research has primarily focused on the factors, dimensions, and outcomes and/or consequences of incorporating the slowness philosophy in tourism and travel activities, mobilities, and experiences. Extant literature, however, examines these components separately, without a more comprehensive and nuanced understanding of the dynamic and complex interactions between them from a multiple stakeholder perspective at multilevel. Based on an in-depth qualitative analysis and interpretation of the scholarship through the critical literature review during the second stage of the current study, it offers a more synthesised, integrative conceptualisation of slow tourism and travel research, with the intention of broadly deconstructing the complexities and dynamics of slow tourism and travel research and offering meaningful future research avenues which explore existing critical gaps.

4.1. Factors influencing slow tourism and travel

Travel motivations and travel modes have been at the centre of previous studies on slow tourism and travel (Dickinson et al., 2011). This integrative conceptualisation seeks to capture a wide range of micro-level and macro-level factors that impact on tourists' travel motivations and their choices and practices of travel modes (see Fig. 4). This is in line with the proposition of Bandura (2002) that individuals' decisions and behaviours are often driven, if not determined, by the interdependence of cognitive systems and social environments.

As presented in Fig. 4, micro-level factors include, but are not limited to, individual attitudes, personal values, demographic variables, habitual behaviours, reference groups and an individual's previous experiences, whereas macro-level factors mainly consist of political factors (e.g., governmental policies and political regulations), cultural factors (e.g., cultural norms and values), social factors and/or phenomena (e.g., social media, travel bloggers, magazines, and movies), and technological factors (e.g., transport infrastructure and booking systems).

4.1.1. Micro-level factors

Heeding Dickinson and Lumsdon (2010) call to identify travellers' attitudes towards modes of transport in the context of slow tourism and travel, it is important to understand the micro-level factors, also described as internal factors (Becken, 2007), that can influence tourists' inner travel motivations and modal choices. The past and current literature on slow tourism and travel has covered both attitudinal and behavioural variables at various micro levels, such as self-reflection values (Oh et al., 2016), environmental consciousness (Lumsdon & McGrath, 2011), time sensitivity (Sun & Lin, 2018), and habitual behaviours (Dickinson & Lumsdon, 2010). The key theoretical or conceptual frameworks of these studies are mainly based on a variety of psychological theories, including discursive psychology theory (Dickinson et al., 2011), planned behaviour theory (Meng & Choi, 2016a), and motivational theory (Özdemir & Çelebi, 2018), although theoretical implications were not fully discussed.

In terms of personal values, individuals with a high level of pro-environmental beliefs are inclined to raise environmental concerns

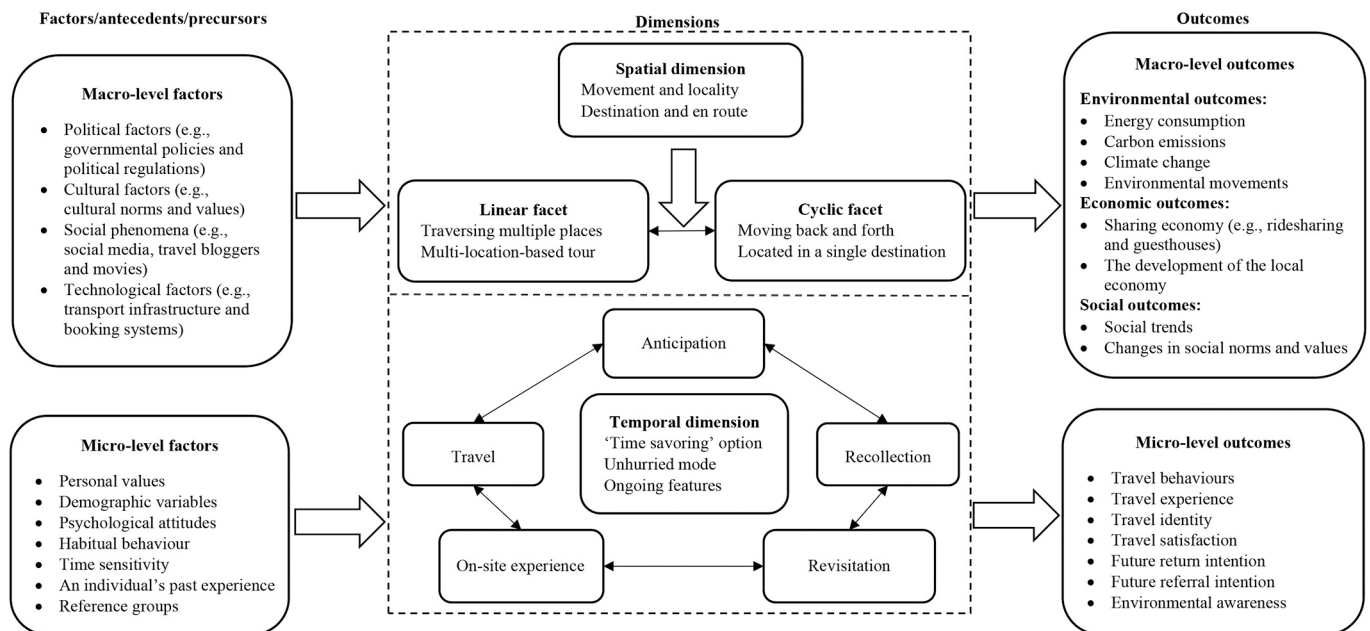


Fig. 4. An integrative conceptualisation of slow tourism and travel.

and thus have a psychological attachment to environmentally-friendly transport while travelling (for example, cycling and walking, [Wilson & Hannam, 2017](#)). In fact, as discussed earlier, slow tourism and travel may not necessarily be a rational decision even for some environmentally oriented individuals, as it requires a prolonged duration and often a higher price.

Thus, it is noteworthy that temporal factors, such as an individual's previous experiences and a loss of value, could influence their future choice of travel modes. Specifically, a person with greater experience in fast or conventional travel might perceive a loss of value in fast travel, because (s)he has already adopted it many times and so may want to try something new or different. In this regard, this person may potentially choose slow tourism and travel, which remains relatively novel to him or her. Despite this, prior literature paid limited attention to these temporal factors, highlighting a research gap that should be filled in future research.

Furthermore, individuals' motivations of slow tourism and travel and their choices of travel modes can also be influenced by the actions of their reference groups ([Ho, Liao, Huang, & Chen, 2015](#)). Indeed, human development or action is not only centred on a specific single effort. Rather, the dynamic and complex social interactions with various social groups such as friends, relatives, and colleagues, influence how individuals acquire and maintain their behaviours ([Bandura, 2002](#)). In the context of slow tourism and travel, when individuals observe their reference groups actively engaging in slowness movements regarding their travel practices including destination choice, they may exhibit a likelihood to follow these actions for socially related benefits (that is, to develop a sense of togetherness, and maintain strong relationships) ([Ho et al., 2015](#)). This echoes [Spaargaren & van Vliet, 2000](#) research on the role of reference groups in predicting general tourism practices.

In addition, an individual's family factors (e.g., family traditions) may shape their slow tourism and travel modes ([Han, Kim, Lee, & Kim, 2019](#)). For example, an individual who comes from a family where car possession and obtaining a driver's license is not a priority may be more inclined to rely on slow tourism and travel. Previous studies, however, did not cover this concept in much detail. Moreover, individuals' preferences for familiarity or novelty (that is, organised mass tourists, explorers, and drifters) ([Lepp & Gibson, 2003](#)) can also be a factor. Compared with organised mass tourists (or conformists), explorers and/or drifters may prefer slow tourism and travel as they enjoy seeking

novelty.

As such, future studies are required to seek for more appropriate, comprehensive and satisfactory theoretical frameworks to examine and explain the various motives and barriers to slow tourism and travel consumptions and practices, which moves away the most adopted theoretical frameworks mentioned earlier. An alternative can be 'signalling theory', which explains the communication of information from one individual, also known as an information sender, to another individual, also known as an information receiver ([Connelly, Certo, Ireland, & Reutzel, 2011](#)). In the slow tourism and travel context, the slow tourism and travel practice that one individual chooses could deliver unique signals about his or her personal characteristics and behavioural traits, such as caring about environmental issues.

4.1.2. Macro-level factors

Slow tourism and travel literature has hitherto been concerned with micro-level factors at the expense of tourists' concerns about other macro-level factors influencing their travel motivations and choices of travel modes. Yet, [Dickinson and Lumsdon \(2010\)](#) eloquently argued that the role of societal environments and/or structures in framing slow tourism and travel remains under-researched, and which largely remains the case, albeit with some exceptions (see, for example, [Conway & Timms, 2012](#); [Varley & Semple, 2015](#)).

Slow tourism and travel practices are indeed embedded in the broader situational contexts and constructed through social interactions and collective experiences ([Wilson & Hannam, 2017](#)). This does not imply that tourists have no personal agency to decide their travel strategies, but their capability to do so can be structured and influenced by particular social rules and norms they normally adhere to ([Dickinson & Lumsdon, 2010](#)). Thus, slow tourism and travel practices can be reinforced or reproduced by the intersection of tourists as individual agents and environmental or social stimuli as macro-level factors. This section explains the mechanisms through which an array of macro-level factors (also referred to external factors, [Becken, 2007](#)) impact the motivations and practices of slow travellers and tourists.

When well-developed slow transport infrastructures are available at the origin and destination and, most importantly, between them, tourists will be able to make use of sufficient transport resources to enjoy slow tourism and travel. This is the case in some developed countries (for example Western European countries and Japan) where cycling facilities

and comprehensive public transportation networks can be more easily accessed by tourists. By contrast, slow tourism and travel practices are less popular in the USA at least in part, for American travel infrastructures are mainly based on cars and airlines (Conway & Timms, 2012).

Apart from the physical dimensions of transport infrastructure, virtual facilities (for example, online booking platforms) can also play a critical role in enabling or constraining slow tourism and travel (Dickinson et al., 2010). Indeed, technological innovation and modern equipment such as mobile phones, social media, and cyborg-like devices have significantly changed our tourism and travel experiences (Varley & Semple, 2015). Nevertheless, numerous technical problems related to online reservations and package options could constrain some modes of travel, especially for slow tourism and travel. van Goeverden (2009), for instance, revealed that making online seat reservations might reduce the frequency of taking long-distance trains in the European context. Given that booking cross-border train travels is more difficult than booking a return flight ticket, individual tourists tend not to consider long-distance rail trips as an alternative to air travel (Dickinson & Lumsdon, 2010). It is important to note that cross-border train booking systems have improved and become more accessible over the recent decade, though there are still some underlying challenges (Christmann, Mostert, Wilmotte, Lambotte, & Cools, 2020). Future research, for example, may further investigate how current user-friendly online reservation systems facilitate or hinder slow travel modes.

Moreover, divergent layers of political factors, such as governmental policies and political regulations, may also work together to bind individuals to particular travel patterns and strategies (Dickinson et al., 2010; Hall, 2009). For example, governmental investment in public travel infrastructure may raise public awareness about environmental issues, and therefore facilitate slow tourism and travel (Dickinson & Lumsdon, 2010). European countries, for instance, have set up the *EU Emissions Trading Scheme* to reduce greenhouse gas emissions. This policy is expected to reduce tourist air and car travel and ultimately lead to a more favourable shift to slow tourism and travel practices (Dickinson et al., 2011). Existing research primarily focused on decade-old policies and regulations, and many recent policies remain less investigated. For instance, the United Nations Framework Convention on Climate Change (UNFCCC) Paris Agreement and the European Union's 'Fit for 55' Package paid close attention to improving sustainable transport modes such as rail travel (Global Climate Action, 2020). Furthermore, the Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA), the European Union's Emissions Trading System (EU ETS), and Sustainable Aviation Fuel Blending Mandate will contribute to the rising costs of air travel (Insight report, 2021). Future studies may identify the role of these current policies in promoting slow tourism and travel.

Furthermore, a wide variety of social phenomena such as social media and travel bloggers, could contribute to socially shaped hypes, which may motivate more people to travel to certain places or in certain ways. For example, a recent study on slow tourism on Instagram analysing image content and geotag, notices that tourists are predominately associated with slow tourism in the contexts of natural landscapes and architecture, whereas the focus on culinary experiences and transportation choices as other elements of slow tourism was the least (Le Busque, Mingoia, & Litchfield, 2022). Previous studies, however, have not indicated how these prominent ubiquitous social phenomena promote slow tourism and travel in much detail with only a few exceptions (e.g., Le Busque et al., 2022; Manthiou, Klaus, & Luong, 2022).

Similarly, changes in social and cultural norms and values are likely to influence individuals' mindsets and travel patterns (Dickinson, Robbins, & Fletcher, 2009). Therefore, it suggests that further research should investigate how slow tourism and travel is inevitably enmeshed into the wider social norms and policy support, alongside the micro-level factors discussed earlier.

4.2. Dimensions of slow tourism and travel

Lumsdon and McGrath (2011, p. 265) contend that slow travel "is about slowing down, traveling shorter distances, and enriching the travel experience both en route to and at the destination." As such, this study acknowledges the importance of temporal (that is, slowing down) and spatial (that is, distance, en route, and destination) dimensions of slow tourism and travel. First, a temporal dimension enables us to identify the ongoing features of slow tourism and travel. Slow tourism and travel can be viewed as 'time savouring' options, whereas fast tourism and travel may be treated as 'time saving' options (Dickinson & Peeters, 2014; Oh et al., 2016). As such, we need to explicate how time is distributed throughout the slow travel processes (Sun & Lin, 2018) and distinguished between unhurried and hurried modes of travel (Lumsdon & McGrath, 2011).

A fruitful research thread in the slow tourism and travel domain is about individuals' experiences of different travel phases. One can recognise the ongoing and dynamic reality of slow travel by drawing on Clawson and Knetsch (1966) classification of different travel stages, including anticipation of the travel experience, travel to the actual site of the experience, on-site experience, revisitation, and recollection. Indeed, individuals' slow travel expectations and travelling itself may vary across the stages. This temporal understanding of slow tourism and travel is subtly reflected in a handful of past studies that addressed the remarkable memory for tourists (Wondirad, Kebete, & Li, 2021). In other words, recollection or memory is not the end, but a starting point for planning future slow tourism and travel practices (Dickinson & Lumsdon, 2010).

Secondly, the spatial dimension of slow tourism and travel highlights the linkages between locations, that is 'en route' and 'destination'. This statement is consistent with slow tourism and travel research that focuses on movement and locality (Caffyn, 2012). Movement can be regarded as a linear facet, traversing multiple places across cities, regions (for example, urbanised and rural areas), and national boundaries. This can also be understood as a multi-location-based tour (Lumsdon & McGrath, 2011). In addition to the linear aspect, movement may also involve cyclic elements. It is common for slow tourists and travellers to be located at a single destination, making circular journeys which return to the same place at the end of each day. Moving back and forth and having diverse stops during the trip may create an enjoyable and more thorough touristic experience (Lumsdon & McGrath, 2011). It is important to note that single-location-based tours and multi-location-based ones are by no means mutually exclusive elements. Instead, they should be viewed as a continuum that identifies the spatial dimensions of slow tourism and travel rather than as dichotomous, and thus further research is warranted.

4.3. Outcomes of slow tourism and travel

As shown in Fig. 4, slow tourism and travel can generate a wide range of outcomes with consequences at both the micro and macro levels. The dominance of past studies focuses on individual benefits as positive consequences, without much attention to the importance of macro-level outcomes (Lumsdon & McGrath, 2011).

4.3.1. Micro-level outcomes

In recent years, individuals' tourism outcomes have become increasingly central to the slow tourism and travel literature. A large number of micro-level outcomes have been identified, such as tourists' changed behaviours (Hall, 2009), authentic and natural experiences (Chung, Kim, Lee, & Kim, 2018), travel identities (Dickinson et al., 2010), increased environmental consciousness (Lumsdon & McGrath, 2011), tourist (dis)satisfaction, future revisit intentions, and future referral intentions (Oh et al., 2016), largely from a consumer behaviour perspective.

These micro-level outcomes differ from those for 'normal' or 'fast

tourism', because tourists have more time and opportunities to explore the culture and environment in the visited destination. For instance, in the destinations, tourists can immerse themselves in the local culture (Lumsdon & McGrath, 2011), enjoy the natural and built heritage, and interact more with the locals (Losada & Mota, 2019). Furthermore, during the journey, they can also intimately engage with other tourists, observe the natural scenery along the road, and actively get involved in the different modes of travel (for example, cycling and walking), all of which could influence an individuals' positive (re)assessment of their travel experiences in the recollection phase (Dickinson et al., 2010). However, there has been little research adopting an integral perspective to examine how slow tourism and travel practices impact on tourists' experience of both the destination and journey itself.

4.3.2. Macro-level outcomes

Responding to Lumsdon and McGrath (2011) call for more attention to the socio-cultural phenomenon of slow tourism and travel, a set of macro-level outcomes of slow tourism and travel can be further discussed. The micro-level outcomes discussed above can be viewed as proximal consequences that are directly affected by slow tourism and travel, whilst macro-level outcomes presented in Fig. 4 should be regarded as distal consequences and thus relatively indirectly influenced by slow tourism and travel. This study evaluates the macro-level outcomes of slow tourism and travel from a broader perspective: social, environmental and economic outcomes. In doing so, we seek to emphasise that slow tourism and travel can be multi-faceted, and is closely related to the environment, economy and society.

First, slow tourism and travel may exert potent influences on the environment. Indeed, slow travel in particular, is intimately connected to low-carbon travel because it encourages the utilisation of less energy-intensive modes of transportation that may reduce carbon emissions (Sun & Lin, 2018) and hence prevent environmental degradation (Lumsdon & McGrath, 2011; Meng & Choi, 2016a). Given that slow travel is highly relevant to social and environmental influences, this study argues for a novel research agenda that spotlights the role of environmental outcomes, such as environmental sustainability and climate change (Barr, 2018). For example, future research may address the following questions: (1) To what extent does slow travel yield positive outcomes for environmental sustainability?; (2) How and why could slow travel contribute to United Nations' Sustainable Development Goals (for example, Goal 13: Take urgent action to combat climate change and its impacts, United Nations, 2022)?; (3) What are the new environmental risks and implications of slow travel?; and (4) Under what conditions would slow travel exert unintended or negative impacts on the environment?.

Second, slow tourism and travel may contribute to economic development. As Gardner (2009) claimed, slow tourism and travel may create additional values (for example, economic value) for local communities. The sharing economy may benefit from slow tourism and travel, as slow travellers tend to choose ridesharing, apartment-sharing, guesthouses, and meal-sharing sites to connect with locals. Moreover, compared with conventional tourists, slow tourists may spend more time exploring the local culture and food (for example, visiting local restaurants, retail stores, and boutiques), boosting the local economy. Nonetheless, these economic consequences remain unanswered in existing literature.

Third, slow tourism and travel may have various social consequences, such as changes in social trends, social norms, and values. Specifically, new social trends and social norms will emerge when more people are engaged in slow tourism and travel. The changes in social norms may act as a stimulus, encouraging conventional tourists to adopt alternative approaches and practices towards sustainable tourism. Although slow tourism and travel may hold the potential for social impacts, prior research has not fully captured this perspective. This might be a considerable research gap that should be addressed in future studies.

The relationship between slow tourism and travel and macro-level outcomes can be indirect as it stimulates individuals' environmental awareness and subsequent practices (Dickinson & Lumsdon, 2010). It is thus anticipated that when individuals form or strengthen their pro-environmental beliefs as a micro-level outcome during slow tourism and travel, in a broader context they tend to disseminate these environmental-friendly attitudes, values and practices to their social reference groups. Collective pro-environmental beliefs can be further developed, as an important part of macro-level outcomes.

Overall, this study contends that slow tourism and travel have a lingering effect on society, economy, and environment; in which it motivates individuals and wider societies to engage in greener and more sustainable behaviours which collectively through slow tourism and travel, can bring about more positive environmental changes and reduce negative environmental and societal impacts on us at a macro level.

5. Discussion and directions for future research

This study aimed to provide a more comprehensive overview of slow tourism and travel research from a multidisciplinary perspective and offer future avenues for research. In doing so, the systematic and integrative review confirms four established research directions or clusters: slow travel intertwined with discourses of sustainability; slow tourism and its implications for society; the slowness philosophy and Cittaslow discourses; and tourists' perspectives on slow tourism and travel. While slow tourism and travel is largely utilised as a classificatory device, the past and current literature has shown few aspirations for theoretical advancement of our comprehension of slow tourism and travel. The systematic research on precursors, processes, and implications of slow tourism and travel thus remains scant, leading to the question of whether there are any sound theories of slow tourism and travel. This is not surprising, given that slow tourism and travel is a socio-cultural movement in which no single consensus exists on the theoretical approaches and perspectives.

To address this question, this study identifies the extent to which the slow tourism and travel field and practice is characterised by clearly defined boundary conditions, identification of explanatory mechanisms, and other attributes. It is found that the literature is largely fragmented across different levels and stages, and thus this study proposes an integrative conceptualised model outlining the causal and/or sequential network of potential precursors, processes, and outcomes of slowness in tourism and travel. Whilst there is legitimacy in the field of slowness in tourism and travel research, a more holistic understanding of this ever-growing phenomena is required, which can only be made possible through more rigorous conceptual and empirical research in this domain.

Slow tourism and travel phenomenon and practices progressively attract scholarly attention due to their connection to sustainability and more mindful, responsible experiences, which are important in today's fast-paced world. Therefore, a comprehensive review of the topic including its critical research gaps is useful for scholars new to the field and those who are active in it. On the basis of almost 200 publications, this study concludes that (i) slow tourism and slow travel are essentially contested concepts that (ii) are multilevel and multistage, which however, (iii) have not yet been analysed at multilevel and multistage settings and (iv) thus a comprehensive discussion of the dynamic and complex nuanced interactions between them remains lacking. Whilst there has been some progress in research in slow tourism and travel in recent decades, several overlapping critical gaps were identified throughout the paper, which invites exploration for future research directions and avenues.

5.1. Directions for future research

While a set of immediate future research recommendations were made earlier, additional directions for future research are envisaged.

Firstly, key concepts are still unclear including what essentially constitutes 'slow tourism' and 'slow travel'. Current research offers different perspectives about the composition of the concepts, their similarities and distinctions. This delays the development and establishment of the phenomena as a distinct field of study, and therefore the legitimacy of the whole field.

The slow tourism and travel literature largely ignores the physical (and geographical) relationships between speed, travel time and distance. A 'slow travel mode' like a sea cruise might be perceived as 'slow movement and travel' in terms of speed, but at the same time, it has a very high carbon footprint. Of course, sailing cruises have a lower footprint but are relatively slow compared to the big sea cruises. This may point to identifying degrees of 'relative slowness'. In this case, a high-speed train would be considered 'slow' compared to air travel but 'fast' compared to a normal intercity train, car or bus. In this regard, it will be beneficial to learn from the transport geography concerned with the spatial organisation of the mobility of people, goods and information, which focusses on the geographical dimensions of transport, travel and mobility.

Secondly, the research typically examines one level of analysis per study. This study contends that slow tourism and travel are multifaceted and multilevel, and thus conducting research at only one level will lead to potential insights gained through multilevel analyses being overlooked. As such, looking at only one level makes it difficult to discern antecedents and outcomes of slow tourism and travel holistically.

Thirdly, slow tourism and slow travel are not mutually exclusive, given they have been interchangeably used as a combined research domain. That said, these still need to be researched together. It is still important to examine tourists' perceptions of their travel in relation to both on-site experiences at a destination and their experience of the journey itself; while putting the same level of emphasis on the local's perspective towards slow tourism and travel practices.

Further directions discussed throughout the paper may include research from the perspective of developing countries, as most of the research is indeed carried out in developed countries. Furthermore, it would be of value to explore how slow tourism and slow travel practices are being adopted and organised. As prior studies primarily discuss slow tourism at an individual level, it would be interesting to see whether slow tourism extends to *meso* and macro levels where, for example, organisations and regulators or policymakers get or should be systematically involved to promote this behaviours and practices from a multi-stakeholder perspective.

To fill these gaps, this study offers a multistage, multilevel integrative framework of slow tourism and travel. This study suggests that this integrative framework goes a long way towards identifying many of the mediating and moderating variables, cross-level links, and temporal and spatial stages that are relevant in slow tourism and travel processes. This study and its framework not only provide an overarching view of the slow tourism and slow travel scholarship that is of immense value to emerging and current scholars interested in the field, but also helps researchers to build new theory and knowledge of slow tourism and slow travel and to establish the legitimacy of the field in its own right.

5.2. Limitation of the study

Despite the highlighted benefits and rationales of the employed methods in analysing the vast literature, this paper would not be complete without covering some limitations. First, as with any literature review, to conduct the most comprehensive review it is required to obtain the right data for analysis. The search in the selected databases yields results according to the Boolean logic, so the terms searched must appear either within the titles, abstracts, or keywords for the study to be extracted as part of a dataset. Thus, publications that did not have the required search terms did not form a part of the analysis. In this case, researchers are encouraged to manually input missing studies into the right format as part of the final dataset compilation (see for example,

Klarin et al., 2021). Second, scientometric analysis involves algorithmic representation of the results coupled with a qualitative interpretation of the results. We thus relied on our own expertise within the field to interpret the scientometric research results. Finally, niche topics that appear in less than 10 publications did not appear on the scientometric map and as such were either missed or potentially interpreted into a cluster they did not belong to.

CRedit authorship contribution statement

Anton Klarin: Methodology, Data curation, Formal analysis, Visualization, Writing – original draft. **Eerang Park:** Conceptualization, Data curation, Writing – original draft, Writing – review & editing. **Qijie Xiao:** Conceptualization, Formal analysis, Data curation, Visualization, Writing – original draft. **Sangkyun Kim:** Conceptualization, Data curation, Writing – original draft, Writing – review & editing.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tmp.2023.101100>.

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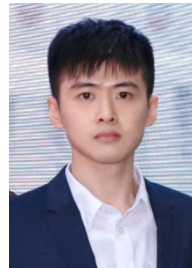
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