

# SLOW LIVING AND SLOW TRAVEL – OPPORTUNITIES TO EXPLORE IN ALENTEJO (PORTUGAL)

Marta Isabel Casteleiro Amaral<sup>1</sup>, marta.amaral@ipbeja.pt

1. Docente Instituto Politécnico de Beja, CiTUR (Centre for Tourism Research Development and Innovation). DOI: http://doi.org/10.54499/UIDB/04470/2020, 7800, Beja, Portugal.

#### Submitted: 20/09/2024. Accepted: 10/12/2024 Published: 28/03/2025

#### ABSTRACT

**Purpose:** The principal objective of this article is to present an exploratory analysis of the evolution of the slow living and slow travel in the context of social change within the slow movement paradigm. Additionally, the article seeks to understand slow travel and slow tourism as new market segments for tourism business and to explore the potential of the Alentejo region (Portugal) as an attractive territory for this lifestyle.

**Methodology/Approach:** Based on a preliminary study of a research project that is still in development and which began with an international co-creation project (DEMOLA), the conceptualisation process and exploratory work were based on: (i) bibliographical research and literature review; (ii) exploratory interviews with project's partners and local tourism stakeholders; (iii) a workshop with an organisation representing the Slow movement in Portugal.

**Findings:** The results indicate that the Alentejo region has a distinctive set of resources that position it favourably in relation to the slow movement philosophy. Tourists seeking accommodation are motivated by a desire to find their balance and well-being. Similarly, customers are interested in experiencing local gastronomy, which is often associated with the concept of slow food. The decision to relocate to the Alentejo is often driven by a desire for a high quality of life and a tranquil environment for families. The region is therefore well-positioned to serve as a destination where individuals can enjoy a slower pace of life.

**Research Limitation/implication**: The results of this research can help to better understand how to develop products, strategies and cooperation networks to promote the image of the Alentejo region as a slow living and slow travel destination in a context of sustainable development practices.

**Originality/Value of paper:** This article is based in an exploratory study and aims to present the first results of research into the potential of slow living and slow travel in the Alentejo region and can be a start point for the development of slowness strategies based on stakeholders cooperation, contributing eventually for slow cities certification.

**KEYWORD:** Alentejo, DEMOLA, slow living, slow travel, time, quality of life.

#### SLOW LIVING AND SLOW TRAVEL - OPPORTUNITIES TO EXPLORE IN ALENTEJO (PORTUGAL)

#### RESUMO

**Objetivo:** Este artigo tem como principal objetivo apresentar uma análise exploratória sobre a evolução do paradigma de *slow living* num contexto de mudança social enquadrado no paradigma do *slow movement;* e compreender o *slow travel* e o *slow tourism* como novos segmentos de mercado para o turismo procurando explorar o potencial da região do Alentejo (Portugal) como um território atrativo para este estilo de vida.

**Metodologia/Abordagem:** Tendo por base um estudo preliminar de uma pesquisa que ainda se encontra em desenvolvimento, e que se iniciou com um projeto internacional de co-criação (DEMOLA), o processo de conceptualização e o trabalho exploratório basearam-se em: (i) pesquisa bibliográfica e revisão de literatura; (ii) entrevistas exploratórias com os parceiros do projeto e agentes locais do turismo; (iii) workshop com uma organização representativa do movimento Slow em Portugal.

**Resultados:** Os resultados permitem concluir que o Alentejo apresenta um conjunto de recursos que o colocam numa posição privilegiada da filosofia do movimento slow; os turistas procuram o alojamento para encontrar o seu equilíbrio e bem estar; os clientes procuram usufruir experiências com a gastronomia local (slow food); a escolha para viver no Alentejo assenta na procura de qualidade de vida e de quietude para as famílias; o Alentejo tem todas as caraterísticas de um destino em que se pode viver o tempo devagar.

**Limitação/Implicação da pesquisa**: Os resultados desta investigação podem ajudar a compreender melhor como desenvolver produtos, estratégias e redes de cooperação para promover a imagem da região do Alentejo como um destino de slow living e slow travel num contexto de práticas de desenvolvimento sustentável.

**Originalidade/Valor do artigo:** Este artigo é baseado num estudo exploratório e pretende apresentar os primeiros resultados da pesquisa sobre o potencial do slow living e slow travel na região do Alentejo e pode constituir o ponto de partida para o desenvolvimento de estratégias 'slow' assentes na cooperação entre agentes, e contribuindo, eventualmente, para a certificação de "slow cities" na região.

Palavras-chave: Alentejo, DEMOLA, slow living, slow travel, tempo, qualidade de vida.



#### **1. INTRODUCTION**

The concept of slow living can be viewed as a counterbalance to the pressures of modern life and the globalisation of society. At a local or global level, slow living has emerged as a trend in recent years, with the intention of reconnecting with local traditions in an era of mass culture and high technology (Botta, 2016).

Slowness in tourism has been characterized as an engagement in several behavioral modes while traveling (Conway & Timms, 2012). Slow travel is defined as a qualitative focus on the journey traveled in which the main emphasis is upon the traveling tourist's consumption-oriented enjoyments and experiences. Some of the characteristics include: (i) it is primarily focused on slow travelling tourists' demand side issues; (ii) it is expected to bring about added environmental benefits, because in its purest, ideal form; (iii) it avoids 'fast travel' via air carriers or cars due to gas emissions they emanate; (iv) it is a holistic approach in that the outward journey, destination and return are integral (Oh et al, 2016). Slow tourism in general involves people who travel to destinations more slowly overland, stay longer and travel less. Those incorporate travel to a destination as itself an experience and, once at the destination, engage with local transport options and slow food and beverage, take time to explore local history and culture, and support the environment (Oh et al, 2016). These forms of tourism are associated with an alternative life perspective that is linked to a concept of slow living. This can be characterised by structuring one's life around meaning and fulfilment, and by adopting a 'less is more' approach centred on the quality of individuals' life (Meredith & Storm, 2009 cited by Ioncicã & Petrescu, 2016).

The purpose of this study is to give an insight that leads: (i) to understand the evolution of slow living paradigm based on the conceptualization of social changes that lead to slow living movements; (ii) to comprehend slow travel as a new market segment for tourism, based on slow living movement paradigm; (iii) to explore the potential of Alentejo region as a destination for slow travel and slow living.

#### **2. LITERATURE REVIEW**

۲

Modern society is living a "fast revolution" since last decades, which transformed lifestyles into a 'fast mode', 'on-the-go' lifestyle (Joseph & Singh, 2013). In this context, people demand for everything easy, speedy, and instant (Khan, 2015).

'Fast' is now available everywhere in our surroundings. This can be seen in items such as: communication, transports, technology, gadgets, food, services, or facilities. But the demanding of 'fast' is also required in tourism and speed changed the way of experiencing tourism. For instance, the need of a fast journey which highlight the growing 'disinterest' of tourists in learning and appreciating natural environs, people and culture of places visited; or pressure for fast transport which enables speedier, long distance, time bound journeys (Khan, 2015).

So, two paradigms coexist at the same time. On the one hand, there is a paradigm that is characterised by the concept of speed. In this side of modern society, some features about people behavior can be identified: (i) people loves speed and make them rush in everything; (ii) people prefer quantity over quality; (iii) people get really attached to technology and machine (acceleration); (iv) people changed behavior because of information which is getting really easy to access by everyone and they could see it all but can choose to do nothing and get so individual (individualization); (v) people have unconsciousness about the identity of our planet – it is expanding their territory, but less caring to it (space). In this side of the perspective, three main characteristics can be point out to sum up the contemporary state of postmodernism development: (i) acceleration of time; (ii) excess of space; (iii) excess of individualization.

On the other hand, there is a paradigm in which "slowness" is essential. Although it is not generalized in modern society, some people have started to shift their priorities, aiming to live a slower, more simplified life in harmony with nature, community, friends, and family (Österlund,

2020). In this context, people present some features: (i) people try to seek for alternative lifestyle for slowdown (slowness in life); (ii) people what to experience "quality" in everything, and what to improve their quality of life, living in its own 'rhythm of life', at a 'right pace' (Honoré 2004; Khan, 2015; Sari & Lukito, 2017). Then, slow movement arises based on a cultural study on the benefits of its activities with a more human way and with a slower 'tempo' (Honoré 2004). In fact, 'slow' become a countercultural perspective that rails against the structures in Western society that encourage fast consumption (Clancy, 2017). So, slow living came as a part of this movement being seen as an alternative way of living in modern society based on the idea of slower time to compromise with speed.

#### 2.1. Slow movements

Slow movements begun with Slow Food Movement which founded in 1989 as a protest to the proliferation of the fast-food industry invading Europe (Lowry & Lee 2011). This 'slow movement' started in Italy, as a brainchild of Carlo Petrini (Fusté-Forné & Tazim, 2020; Khan, 2015), and does not have an anti-consumption or anti-capitalist positions. It is founded upon ethical modes of production and consumption and furthermore, terms such as eco-gastronomy are a commonplace feature of the vocabulary of its proponents (Clancy 2018; Williams et al. 2015 cited by Sousa et al 2021)

Their principles are the founder of the movements that arose subsequently: slow living, travel, or slow tourism (Ferreira *et al.* 2014; Conway & Timms, 2012).

### 2.2. Slow living

In the 21st century, sustainable living is no longer merely a lifestyle choice (comparing with the 1960s), but it is increasingly being presented as a necessity. The pressing economic, social and environmental issues require more active, conscious approaches and changes in people's living conditions (Botta, 2016).

Slow living concept use the principles of slow functioning in various areas of everyday life (e.g. slow food, slow city, slow travel, slow work, slow design, slow education), and it's oriented towards sustainable development by avoiding the limitations of modern civilization and the negative effects of globalization (Sousa et al, 2021). It is also sustained in less waste initiatives, which involves attitudes of minimizing the production of waste, reducing consumerism, and increasing the reuse of objects, living according to the 5Rs principles (refuse, reduce, reuse, recycle, and rot).

Literature points out four principles that bases slowness practice on daily activities: (i) Slower temporalities - trying to balancing temporality of life (called "tempo giusto" - find the right time in the right situation); (ii) Locality - realize the local and lead to the sustainability of society's identity; (iii) Social activity oriented - improve the quality of life of community and enhance the scale of happiness within society (response of the individual behavioral issue); (iv) Ecology - improve the environmental quality; attends to harmonizing people and their modern lifestyle to prevent the degradation of nature (Honoré, 2004; Sari & Lukito, 2017).

Quality of life has a great importance for 'slow living movement' defenders, and people try to promote quality in everything they do in their daily activities and structure their life around meaning, and fulfilment and emphasizes a 'less-is-more approach', focusing on the quality of own's life (Meredith & Storm, 2009 cited by Ioncicã & Petrescu, 2016). Six components indicate good quality of life which are valued: (i) Material well-being: measured from the income and quality of homes and possessions; (ii) Productivity: the activity of work, education and leisure; (iii) Intimacy: relationships within close friends, family or neighbors; (iv) Security: the achievement of security in the home, the quality of sleep; (v) Place for the community: social activities, responsibilities and



presence in social; (vi) Emotional well-being: the opportunity to get and do what you do, the pleasures of life (Melorose et al 2006 cited by Sari & Lukito, 2017).

#### 2.3. Slow travel and slow tourism

Slow tourism shares with slow travel the underlying slow food movement's call to combating the increasing speed of the modern world, particularly as it relates to mass tourism (Conway & Timms, 2012).

Since 1980s alternative forms of tourism emerged as part of a growing concern about the negative impacts of mass tourism. And, a new profile of tourists, the post-modern tourists, arise in search for experience, diversity, and confirmation of their own identity through leisure and vacation (Zago, 2018, cited by Sousa et al, 2021). Mass tourism gradually gives way to independent or selective tourism and, by extension, to alternative forms of tourism and contemporary tourists, who are traveling frequently, are more experienced and search for more quality tourism experiences than in the past (Moira et al, 2017, p2).

Since rise of slow movement has taken in parallel with this tourism changes, it is not a surprise that the concept of 'slow' has come to be related with the tourism sector (McGrath & Sharpley, 2018).

The concept of slow travel is not the same as that of slow tourism. The existing literature states that slow travel it is seen as the 'mind-set' tourist perspectives regarding travel experience, and it refers to the tourists' actions; and is defined as a qualitative focus on slow travelling tourists demand side issues (Conway & Timms, 2012). According to the Global Trends Report, published in the World Travel Market of 2008, the current economic climate and the debate on climate change have reinforced the growth potential of this market, suggesting that destinations should focus on products that value them. Since it is assumed to be an alternative to current tourist patterns, slow travel is not a fashion, but a lifestyle based on the new behavioral patterns assumed by a responsible society (in <a href="https://www.portugalfarmexperience.com/sustainable-tourism/slow-tourism/">https://www.portugalfarmexperience.com/sustainable-tourism/slow-tourism/</a>).

According to Lumsdon and McGrath (2011, cited by Marques 2019; Gardner, 2009), slow travel movement includes some of the next features: (i) related with conscious choices; (ii) new lifestyle based on standards of behavior assumed in a responsible society; (iii) selective in terms of locations (geographic) and in terms of infrastructure; (iv) "way of life" as a kind of "counter cycle" in relation to large tour operators; (v) slowdown associated with an appreciation of time; (vi) environmental awareness and related with the paradigm of Sustainable Development Objectives; (vii) promotes responsible and sustainable consumption. For tourists, it is important to travel as slowly as possible and avoid traveling by plane. The location is, also, very demanding. The key elements include slowing down and enjoying landscape and being involved with locals. For this tourist profile, the trip to the local is inseparable from the tourist experience.

Studying slow tourism concept, it is seen as an option for individuals who want to live their lives differently, even while traveling showing respect for both the environment and the local communities. Aspects such as: local culture, traditions, gastronomy, sustainability, well-being and interests of the inhabitants of the destination are also considered (Ernszt & Marton, 2021). The concept it is clearly related with supply side of destination. Slow tourism comes out as a transition from materialistic and consumerist luxury to purposeful experiences and the creation of meaningful moments; and is demanding by those tourists that wants to travel at his own pace, while experiencing and connecting with the local culture. As characteristics of this movement, reviewed literature points out: (i) it emphasizes sustainable and slow-paced tourism practices; (ii) it offers real and authentic experiences; (iii) it is presented as an alternative to homogeneous tourist packages; (iv) it is more effective for regions that defend slow rhythms; (v) it defends great sensitivity towards

 $\odot$ 

nature, culture and ways of life of the resident population; (vi) it brings qualitative relationships and benefits for both visitor and residents. In general, slow tourism provides a tourist experience for those who intend to carry out 'slow travel' practices and a way to experience destination (Conway & Timms, 2012; Klarin, Park, Xiao & Kim, 2023; Guiver, McGrath & Torkington, 2016; Marques 2019; McGrath & Sharpley 2018).

According to Honoré (2004) and Clancy (2017), slow tourism presents four main principles: (i) experiencing travel itself as a part of the holiday; (ii) valuing and learning about local culture; (iii) slowing down and taking time to relax; (iv) and keeping the negative impact on local communities and the larger environment to a minimum.

## **3. MATERIAL AND METHODS**

Based on a preliminary study that is still in development and which began with an international co-creation project (DEMOLA), the conceptualisation process and exploratory empirical work were based on: (i) bibliographical research and literature review; (ii) exploratory interviews with local project partners' organizations and stakeholders; (iii) workshop with an organisation representing the Slow Movement in Portugal.

DEMOLA's project was a pedagogical innovation project developed under the Portuguese POCH Program (Human Capital Operational Program), which had two main objectives: one, to train polytechnic and professional higher education teachers with methodologies for the co-creation of innovation; and two, to use the Demola methodology (<u>https://www.demola.net/)</u> in students/organizations' cooperation projects, involving multidisciplinary knowledge approaches with the aim of helping the organisations understand how the future will affect their businesses and, potentially, find some possible solutions for the challenges identified by each team. (Rodrigues et al, 2024). Around ten weeks of students' training and autonomous work, students were required to contact the partner organization, develop several pre-programmed tasks, and come up with possible solution(s) to the challenge(s) identified at the beginning of the process. The teacher would only act as a facilitator, providing learning situations where everyone learns from everyone else and encouraging collaboration, sharing, and responsibility (Rodrigues et al 2024)

The DEMOLA project's challenge "Go Slowly but enjoy it! – by travel or by living" (André et al, 2023), proposed in 2023 for a team of 5 students and one teacher facilitator was the starting point to begin exploratory research about slow living and slow travel movements in Alentejo location.

Alentejo's region might comprise a third of Portugal, it's the nation's most rural and leastpopulated province, with a distinct dialect and a collection of oceanfront and inland towns separated by cork forests, olive groves, vineyards, and wildflower-studded plains. It is recognized by its characteristics concerning nature resources (landscape and sea); historical resources (medieval strongholds and UNESCO World Heritage Sites); local gastronomy and rural establishments; wine; cheese; silence, clean light sky; tapestries, tiles, and more traditional arts & crafts; traditional music certified has UNESCO World Heritage ("Cante Alentejano").

The theoretical foundation was based on two main perspectives: (i) People choose territory (Alentejo) to live within Slow Living Movement; (ii) People choose territory (Alentejo) to travel with the purpose of relaxing; to taste local gastronomy; to contact nature within slow travel principles.

Within the project, two organizations' partners (expertise) were selected to understand their views considering upon two perspectives and which could benefit with the solutions resulted from the project. On the one hand, a local hotel was selected because it could give the perspective about tourist's profile and motivations related with slow travel and what territory has to offer what meets slow movement criteria. Furthermore, how the partner can work with the team and territory

stakeholders so they can build together more products to attract tourists and make that they stay longer in the territory. On the other hand, a real estate enterprise agent was selected, because of its knowledge about consumers profile and motivations that explains choosing Alentejo to live. These two stakeholders were interviewed with a non-structured interview model.

Complementary, four exploratory and preliminary interviews were conducted with: accommodation; family; restaurant from the South Alentejo region (near Beja city) and Regional Tourism Office.

Finally, a workshop was organised with the CEO of the Slow Movement Association with the aim of gaining a better understanding of the strategies and activities/experiences developed based on the principles and values of the slow movement.

#### 4. RESULTS

 $\odot$ 

From the initial and exploratory research with two partners (from Beja, Alentejo, Portugal), some findings were identified. Considering real estate company interview, it was clear that:

(i) Covid 19 pandemic had a great effect in rural territories and many families bought houses in the interior of Portugal and specially moved to Alentejo and stayed after it - "*More demand* (...), *mainly for houses with free space in small villages*";

(ii) Families (mostly foreign people) nowadays move to the rural territory and Alentejo to live their retirement - "30% to 40% of turnover is from foreigners (Germans, English and Dutch)"

(iii) People often demand for sustainable housing and real estate company is a "mediator in the commercialization of this type of mobile houses, with sustainable wood construction".

(iv) Clients contact real estate company with the purpose of finding old houses in small villages to investment on its recovering (for accommodation business purposes; or for second house) - "*Investors looking for local accommodation.*"

(v) Nowadays, motivations are also related with the need of *"people living in other areas, looking for calm and quiet areas"* 

(vi) Digital nomads also contact real estate company services "looking for houses in the interior of Alentejo and there are good business prospects here".

The results of Beja Hotel's CEO interview point out some features presented in the next interview citations which helps to understand tourist profile, and needs related with 'slowness':

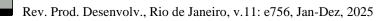
(i) Hotel clients are mainly "Corporate clients related with the territory (...) and families".

(ii) Considering corporate clients, "Companies looking for the hotel have interests related to the city/region, in terms of agriculture/livestock, aeronautics, culture (city councils), PRR funds, mining sector".

(iii) International tourists looking for landscape and "slower paces" for their events - "There is demand from people of northern Europe to hold weddings as they are looking for something more "countryside", slower."

(iv) One of the reasons to decide for the hotel, is "because it is a hotel located in a quiet city."

(v) Hotel has a sustainable management strategy, and it is certified by Biosphere (<u>https://www.biospheretourism.com/en</u>), and has strategies like: "*reuse of non-potable water; solar panels; products served are from local/regional businesses*"



(vi) Hotel restaurant focus on regional products mainly justified because "Business customers look for snacks on the menus with traditional foods, for more relaxed get-togethers during breaks from work"

From exploratory stakeholder's interviews it was possible to make a characterization of the reasons that allows to considerer related to slow living and travel movement:

(i) Accommodation - There are people who seek rural accommodation in order to find their balance, so that they can enjoy the silence and their own company, appreciating the small moments and details, managing to connect with the space quickly. *So, "small details are improved in order to make the environment more conducive to rest and connect with nature"*.

(ii) Restaurant – restaurant project was created in the perspective of attracting the type of customer who wants to have a different experience with food, something that can be achieved by typical gastronomy Alentejo's experiences, deepening the typical concept of slow food.

(iii) Family case (couple with young children) – They decided to come to a small village in South Alentejo, and while being there they feel a very great sense of peace, leaving the daily confusion of a big city behind and decided to look for all the calm of Alentejo. "We came to prove that we did not lose anything, we simply won"; "we moved to the Alentejo to find a refuge where our children grow up in peace and quiet. From this change we intend to acquire more quality family time, more time outdoors, among other aspects".

(iv) Regional tourism administration – According to the responsible of this administrative organisation, Alentejo is already a Certified Destination and a sustainable destination, and is seen as a territory of calm, where "there is time to be happy, where there is leisure, time do eat, time do drink, time to think, time is everything".

Based on the workshop with CEO Slow Movement Association it was possible to identify the next preliminary results:

(i) Slow Movement Portugal Association has a mission to implement promotion, information, dissemination, and support actions for the Slow Movement which is an international project to value and dignify:

(ii) Values and attitudes of Slow Movement are associated with a gentle pace of life; the enjoyment of the time and its use in favor of sustainable and solidary development, well-being and quality in different aspects of life.

(iii) Professional and job dimension - related with the concept of slow work, it is "*important* to be happy with what we do and at the same time have more time to dedicate ourselves."; to "Respect for our limits"; "do better and get more".

(iv) Slow food dimension - as a opposite of fast food, "food is wanted to be good and clean".

(v) Slow cities dimension - "Slow city means being a city with a scale adjusted to a human scale, harmonized new buildings, pedestrian centers, more local commerce"; "quality seal and brand that works as a distinction for cities that seek to reach this path". In Portugal there are a few cities that have already certification as a slow city movement, like Tavira, São Brás de Alportel, Silves, Alcoutin (Algarve region); Mértola (South Alentejo); Viana do Castelo (North region).

(vi) There are other complementary concepts regarding slow movement, like "slow school, slow parenting and slow living seen as one, a complementarity".

(vii) Slow living dimension - *"Families looking for a lifestyle that respects the needs of all their members, from those who work, those who study and even those who are in their 3rd age".* 

Rev. Prod. Desenvolv., Rio de Janeiro, v.11: e756, Jan-Dez, 2025

 $\odot$ 

## **5. CONCLUSION**

The objective of this article was to examine the evolution of the slow living paradigm in the context of social change, to delineate slow travel and slow tourism as market segments, and to assess the potential of the Alentejo region as a destination for this lifestyle. Quality of life is a central concept within the slow living movement, which emphasises meaningful and rewarding activities and a 'less is more' approach.

The concept of slowness in tourism encompasses a range of behaviours during travel, with a particular focus on the qualitative aspects of the trip and the experiences of the travelling tourist. Key features include an emphasis on slow travel, environmental benefits, avoiding fast travel methods due to emissions, and a holistic approach that integrates the journey, the destination, and the return.

The exploratory research conducted in Alentejo (Portugal) has identified several key trends in the real estate and tourism sectors that are linked to the Slow Movement. The global pandemic COVID 19 has led to a rise in the number of families relocating to rural areas, thereby increasing the demand for housing in Alentejo. A notable proportion of foreign retirees are seeking a tranquil and sustainable lifestyle. Furthermore, the real estate sector has attracted interest from digital nomads and investors who are renovating old houses for use as accommodation businesses.

In the tourism sector, the region is a popular destination for corporate clients and international tourists seeking a slower pace and natural settings. Hotel in the region place a strong emphasis on sustainability and local gastronomy.

The findings of this exploratory research, which is still preliminary, requires that the next phase will be to deepen the study by analysing cases of slow cities in Portugal in comparison with others associated with the slow city movement and to explore the perspectives of local decisors regarding the benefits, challenges, and opportunities associated with Slow Cities membership in the Baixo Alentejo region.

In summary, the Slow Movement advocates for a gradual, sustainable lifestyle, prioritising well-being and quality in work, food, and community. Alentejo is becoming a preferred destination for those seeking tranquility and connection with nature. So, the findings of this exploratory research will assist in the development of products, strategies and cooperation networks to promote the Alentejo region as a destination for slow living and slow travel. This will be achieved in a context of sustainable development practices and may even lead to the classification of some Alentejo cities as slow cities.

### **6. REFERENCES**

Θ

André, I.; Casanova, J.; Português, S.; Candeias, S.; Coradinho, M.; Sousa, M. (2023). *Final Report Go Slowly, but enjoy it!*, Demola, Link Me Up, Cofinanciado Compete2020.

Botta, M. (2016). Evolution of the Slow Living Concept within the Models of Sustainable Communities. *Futures*, 80, 3-16. https://doi.org/10.1016/j.futures.2015.12.004

Clancy, M. (2017). Slow tourism: Ethics, aesthics, and concumptive values. In Clare Weeden & Karla Boluk (Eds). *Managing ethical consumption in tourism*. New York. Routledge.

Conway, D. & Timms, B (2012). Are slow travel and slow tourism misfits, compadres, or different genres? *Tourism Recreation Research*, Vol. 37 (1). 71-76.

Demola Global, "DEMOLA." https://www.demola.net/

Ernszt, I. & Marton, Z. (2021). An emerging trend of slow tourism: Perceptions of hungarian citizens. *Interdisciplinary Description of Complex Systems : INDECS*, 19(2), 295-307. https://hrcak.srce.hr/file/379539

Ferreira, P.; Seabra, C. & Paiva, O. (2014). Slow cities (Cittaslow): Os espaços urbanos do movimento slow. *Revista Turismo & Desenvolvimento*. N.º 21/22.

Fusté-Forné, F. & Tazim, J. (2020). Slow food tourism: an ethical microtrend for the Anthropocene. *Journal of Tourism Futures*. Vol. 6 N.<sup>o</sup>. 3, pp. 227-232.

Gardner, M. (2009). A manifesto for slow travel. *Hidden Europe* 25, March/April. <u>https://margarethamontagu.com/wp-content/uploads/2021/04/Slow-Travel.pdf</u>

Guiver, J.; McGrath, P. & Torkington, K. (2016). The Potential of/for 'Slow': Slow Tourists and Slow Destinations. Special Issue Slow Tourism [Editorial]. *Dos Algarves: A Multidisciplinary e-Journal*, 27, 5-10. doi: 10.18089/DAMeJ.2016.27.0.

Honoré, C. (2004). In praise of slow: How a worldwide movement is challenging the cult of speed. London: Orion Books.

Ioncică, D., Petrescu, E. (2016). Slow living and the green economy. *Journal of Philosophical Economics, Rosetti Educational*, IX (2), 85-104

https://www.researchgate.net/publication/362068301\_Slow\_living\_and\_the\_green\_economy

Joseph, S., & Singh, V. (2013). Changing lifestyles influencing Indian consumers: Conceptualizing and identifying future directions. *Global Journal of Management and Business Studies*, 3(8), 861-866.

Khan, S. (2015). How slow is 'slow'. Dilemmas of slow tourism. TEAM *Journal of Hospitality and Tourism*, 11(1), 39-49

Klarin, A.; Park, E.; Xiao, Q. & Kim, S. (2023). Time to transform the way we travel? A conceptual framework for slow tourism and travel research. *Tourism Management Perspectives*. 46.

Lowry, L. & Lee M. (2011). CittaSlow, Slow Cities, Slow Food: Searching for a Model for the Development of Slow Tourism. *Travel & Tourism Research Association*, 42nd Annual Conference Proceedings: Seeing the Forest and the Trees – Big Picture Research in a Detail- Driven World, June 19-21. <u>file:///C:/Users/35191/Downloads/fulltext\_stamped.pdf</u>

Marques, A. (2019). *Slow Tourism no desenvolvimento dos territórios de baixa densidade*. [Master thesis Escola Superior de Hotelaria e Turismo do Estoril]. Repositório Aberto da ESHTE. <u>https://comum.rcaap.pt/handle/10400.26/32728</u>

Moira, P.; Mylonopoulos, D.; Kondoudaki, E. (2017). The Application of Slow Movement to Tourism: Is Slow Tourism a New Paradigm?, *Journal of Tourism and Leisure Studies*. Vol. 2, Issue 2, 1-10, <u>https://www.researchgate.net/publication/317713409 The Application of Slow Movement to Tourism Is Slow Tourism a New Paradigm</u>

McGrath, P. & Sharpley, R. (2018). Slow Travel and Tourism- new concept or new label. In Michael Clancy (Ed.). *Slow tourism, food, and cities*. New York. Routledge.

Österlund, S. (2020). Can we slow down? *Challenges and possibilities of living slower and simpler in Sweden*. [Master thesis Örebro University School of Humanities, Education and Social Sciences Sociology]. https://www.diva-portal.org/smash/get/diva2:1466990/FULLTEXT02.pdf

Oh, H.; Assaf, G. & Baloglu, S. (2016). Motivations and Goals of Slow Tourism. *Journal of Travel Research*, Vol. 55(2) 205–219.

Portugal Farm Experiences (2024). Slow tourism. <u>https://www.portugalfarmexperience.com/sustainable-tourism/slow-tourism/</u>

Rodrigues, E.; Cravo, P.; Tavares, M.; Bailoa, S.; Silva, M.; Carloto, A.; Teixeira, F.; Amaral, M.; Silva, F.; Canhestro, A.; Horta, A.; Rodrigues, J.; Morais, D. & Martins, H. (2024). *Active teaching and learning methodologies: the Demola project at the Polytechnic Institute of Beja*. 16th annual International Conference of Education, Research and Innovation (ICERI2023). 10.21125/inted.2024.1300

Sari, A. & Lukito, Y. (2017). Slow living as an Alternative Response to Modern Life. UI Proceedings, 1.

Sousa, B., Santos, R., Lubowiecki-Vikuk, A. (2021). Slow Tourism as a Tourism Alternative to Sustainable Development. *Journal of Environmental Management and Tourism*, (Volume XII, Fall), 5(53): 1403 - 1408. DOI:10.14505/jemt.v12.5(53).24



## DECLARATION OF CONTRIBUTIONS TO THE ARTICLE

ROLE	Author1
Conceptualization – Ideas; formulation or evolution of overarching research goals and aims.	х
Data curation – Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later re-use.	X
Formal analysis – Application of statistical, mathematical, computational, or other formal techniques to analyze or synthesize study data.	х
Funding acquisition - Acquisition of the financial support for the project leading to this publication.	
Investigation – Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection.	X
Methodology – Development or design of methodology; creation of models.	Х
Project administration – Management and coordination responsibility for the research activity planning and execution.	х
Resources – Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools.	X
Software – Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components.	
Supervision – Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team.	х
Validation – Verification, whether as a part of the activity or separate, of the overall replication/reproducibility of results/experiments and other research outputs.	X
Visualization – Preparation, creation and/or presentation of the published work, specifically visualization/data presentation.	x
Writing – original draft – Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation).	х
Writing – review & editing – Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre- or post-publication stages.	X

