SLOW TOURISM – THE FASHION FOR SLOWNESS OR A CONSCIOUS CHOICE?

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Abstract

Research background: The fast pace of life of contemporary people living in developed countries results in a search for peace and relaxation, which is reflected in new forms of tourism. One of them is slow tourism, which is at an early stage of development. A new type of tourist is emerging – one who is conscious, responsible, critical, respectful of nature, open to learning about the customs, culture and religion of local populations.

Purpose: This paper analyses the changes that take place in tourism from a socio-economic perspective, characterized by withdrawing from mass tourism and a shift towards individual tourism, with particular emphasis on slow tourism.

Research methodology: The paper is based on a compilation of the current literature of the subject, reports and analysis of Polish websites devoted to slow travel. It is a synthesis of economic and social aspects of slow tourism development, including the motives for taking up slow tourism by tourists and the offer of slow travel in Poland.

Results: The analysis of the literature reveals a large diversity in the definition of slow tourism. A lively discussion is going on regarding the meaning of the new trend, its importance and future. In Poland, slow tourism is becoming increasingly popular, as evidenced by, among others: an increase in the number of offers for slow tourists.

Novelty: This analysis contributes to deepening the knowledge on new trends in tourism – slow tourism. These considerations contribute to the author's further research on the development of this phenomenon.

Keywords: slow tourism, slow travel, CittaSlow, sustainability

JEL classification: D11, Q56, R11, R41

Introduction

Functioning in the modern world is dictated by the progressive process of globalization, including aggressive development of large urban agglomerations, which has many adverse consequences for the population, such as noise, environmental pollution and excessive consumptionism. In times of excess, the idea of slow tourism, which is an alternative to mass tourism associated primarily with all-inclusive holidays, is becoming increasingly important. Studies of the phenomenon of slow tourism and the concepts associated with it were taken up by researchers of the subject recently. Slow tourism became popular in the 1980s owing to international social movements and organizations for slow movement and slow food. Slow tourism can include a variety of forms of tourism that are in line with the slow principles, consisting of: slow travel, use of alternative means of transport, in-depth contact with the natural, social and cultural environment.

There has been little research on slow tourism, but the interest in this concept is growing in the societies of highly developed countries (Lumsdon, McGrath, 2011). This process has been described by Dickinson and Lumsdon (2010), Lowry and Lee (2011), Fullagar, Markwell and Wilson (2012) and Niezgoda and Markiewicz (2014). The research conducted by Polish researchers is focused on the sustainable development concept for small towns in the CittaSlow network: Augustyn (2011), Gruszecka-Tieśluk (2013), Grzelak-Kostulska, Hołowiecka and Kwiatkowski (2011), Zadęcka (2017, 2018), Szczepańska and Pietrzyk (2017), Zielińska-Szczepkowska (2019), as well as the Slow Food concept as part of culinary tourism, e.g. Wiśniewska (2012), Plebańczyk (2013), Stasiak (2015). Much attention in the Polish literature has been devoted to studying sustainable tourism, e.g. Niezgoda (2006), Kowalczyk (2010), Bajdor and Grabara (2012). There has been scarce research on the characteristics of slow tourists – their motivation, choices and needs. There is also a shortage of publications dealing with the supply side of slow tourism – what it looks like and how wide the offer addressed to slow tourists is. A gap in this area is filled by an interesting publication by Burmecha-Olszowy (2014), in which the author explains the difference between farm stay accommodations in Poland which are connected with slow food, slow tourism or slow life with those which are not providing a slow offer.

These considerations contribute to the author's wider scientific discussion on the development of slow tourism. Due to the limited size of this paper, it attempts to outline the problem from the theoretical point of view. A review of domestic and foreign literature was carried out to define the analysed issue and to place its importance on the map of contemporary

tourism. The author also analysed the motivations of slow tourists and made an attempt at answering the questions: who is a slow tourist, what are his/her preferences, what makes him/her choose a *slow* offer, etc. The last part of the study was devoted to an analysis of selected offers of slow tourism in Poland.

The main objective of the paper is to analyse the phenomenon of slow tourism based on a literature review and to try to answer the question: what makes people choose this type of tourism (what motivates slow tourists) and what is the offer for slow tourists in Poland? The paper uses the following research methods: analysis of documents, analysis of Polish and foreign literature and analysis of synthesis.

1. From slow food to slow tourism – theoretical background

The phenomenon of slowness is a relatively new term, subject to many changes over the last 35 years, and the exact definition of tourism has been discussed in a lively way in the scientific community. Some authors believe that the term slowness was first mentioned by Krippendorf: “Switch off the time machine. Take off the watch. Get rid of time pressure, the deadline, and the agenda. Escape from time” (Krippendorf, 1987, p. 10). In a way, Krippendorf preached the idea of “running away from time” (Lumsdon, McGrath, 2011). Nevertheless, the undisputed father of the slow movement is certainly Carlo Petrini – an Italian food critic who was against the opening of McDonald’s first restaurant in the centre of Rome in 1986 (Myhrvold, Young, Bilet, 2011). Petrini opposed the widespread McDonaldization of life, especially in the context of food. He believed that everybody is entitled to tasty, healthy, local food. The small local Slow Food Movement Association (created by him) transformed itself into the International Non-Governmental Organisation – Slow Food International within three years after its birth (Bac, 2013).

Currently, Slow Food International has more than 160 thousand members in 160 countries around the world. The main objective of this global, grassroots organization is to prevent the disappearance of local cultures, eating traditions and the growth of fast living, and to promote interest in healthy, local food. The association bases its activities on the manifesto according to which every person should have access to wholesome, tasty and natural food. According to the Organization, food choices are linked to many other aspects of life, including culture, politics, agriculture and the environment, and thus have a huge impact on the world.¹

¹ Retrieved from: https://n4v5s9s7.stackpathcdn.com/wp-content/uploads/2015/07/Manifesto_Quality_ENG.pdf (19.01.2020).

In addition to the issues of food, the Slow Food movement is constantly encouraging *slowing down*, which is supposed to be an indispensable condition for improving the quality of life. This is what has become very important in terms of adopting *the slow* idea. In 1999, Paolo Saturnini – the former mayor of Greve in Chianti (Tuscany, Italy) initiated the CittaSlow Movement, the so-called *Good Life Towns Network*,² which currently includes 241 towns from 30 countries from around the world³. CittaSlow is an urban social movement which is a model of small town management. The movement is open to towns with a population of no more than 50,000 because, as the movement creators emphasise, these towns offer the best opportunities for an easy and pleasant life (Miele, 2008).

Detailed membership rules are set out in the Statute of CittaSlow Cities. To join the network, a minimum of 50% of the criteria divided into seven categories must be met. They concern: environmental policy, infrastructure policy, technology and equipment for urban quality, valorisation of local products, support for Slow food activities, as well as tourism and promotion (Zielińska-Szczepkowska, 2019). The advantage of CittaSlow is that member towns have to go through a rigorous system of certification and periodic reviews (Lowry, Lee, 2011).

Membership in the CittaSlow network obliges a town to follow a continuous process of improvement and alignment with the association's ideology. The towns undertake to fulfil a number of conditions laid down in the CittaSlow Cities Manifesto, such as reducing noise and traffic; increasing green areas; supporting local farmers and shops, fairs and restaurants that sell their products; promoting technology that protects the environment; preserving local aesthetic and culinary traditions; and developing a spirit of hospitality and neighbourhood (Honor'e, 2012). This is beneficial for residents, tourists, as well as for the environment and the region in which these towns are located.

As a separate term, *slow tourism* evolved during the 1990s (Khan, 2015). Over the years, new terms, initiatives and slow movements directly or indirectly related to the development of slow tourism (Figure1) have appeared. The word *slow* has become synonymous with quality resulting from attentiveness.

It is difficult to determine the exact moment when slow travel first appeared, as can be done with slow food or the CittaSlow network itself. However, most researchers agree that slow travel was defined in the late 2000s by Gardner (2009), author of the Slow Travel Manifesto. In his opinion, slow travel is more about slowing down than speed. The journey becomes

² *International Network of Cities Where Living is Good*. Retrieved from: <http://www.cittaslow.org> (27.09.2020).

³ As of the end of March 2018. Retrieved from: <http://www.cittaslow.org> (3.04.2018).

a moment of relaxation, not a pre-determined, imposed goal to achieve. Slow travellers do not worry about time, considering it not a scarce commodity, but an abundant one.

Figure 1. Slow tourism and its connections

Source: own elaboration.

It is often difficult to distinguish between slow travel and slow tourism. The term slow travel is sometimes used to describe a journey to and from a destination, but can also include activities at the destination (Gardner, 2009; Germann Molz, 2009). McGrath and Sharpley (2017) suggest that slow travel refers to tourists' activity, while slow tourism applies to the supply side at the destination. The Mintel report (2009) defines slow travel as "a journey made using transport other than an airplane". Reflecting Gardner's view that slow travel is *slowing down* rather than speed, slow tourism is characterised by the use of slow transport, the participation of slow and low impact on tourist destinations and establishing slow but significant interactions during slow leisure (Dickinson, Lumsdon, Robbins, 2011; Heitmann, Robinson, Povey, 2011). Slow tourism emphasizes the principles of *devoting time* and *attachment* to a particular place (Buckley, 2011; Yurtseven, Kaya, 2011) by engaging, appreciating and thus cultivating personalized relationships with the people and places that the tourist visits. Since travel is part of tourism,

it can be assumed that slow travel is an integral part of slow tourism. This is confirmed by the words of Lumsdon and McGrath (2011, p. 265), for whom slow tourism is: “driving a short distance and enriching experience, both on the road and the destination”.

The link between slow tourism and sustainability is also ambiguous. Research (Dickinson, Lumsdon, 2010; Yurtseven, Kaya, 2011) emphasises the demand side. They believe that slow tourism is practiced by tourists who are aware of the negative effects of pollution caused by the development of mass tourism, as well as those who want to enhance the quality of their touristic experience. Caffyn (2012), on the other hand, proposes slow tourism, combined with the offer of hospitality and respect for the environment, which can result in the development of sustainable local tourism. Guiver and McGrath (2016) agree that sustainable development can be a by-product of slow tourism, but it does not play the main role in its development. However, it is clear that slow tourism encourages deep respect for the place visited, appreciation of its uniqueness and the willingness of tourists to adapt to the place rather than the other way around.

The use of slow transport for slow tourism, which promotes the use of ways of travelling that minimise CO₂ emissions, is of great importance for sustainable development. According to Dickinson and Lumsdon (2010), slow travel is an alternative to air and road transport. They divide slow travel into 2 groups: 1) transport used to reach a destination, and 2) transport used at the destination. According to the above *slow* rules, tourists should travel short distances using road and rail and public transport, which, in addition to respecting the environment, will allow them to enjoy the views and to meet local people, and thus to absorb the culture of the place (Hall, 2009). With regard to movements within the place of destination, Dickinson and Lumsdon (2010) state that slow travel should be unhurried, free of time restrictions and imposed sightseeing tours. The best way to travel is by walking or cycling. Thanks to this, a slow tourist watches rather than sees, and experiences, rather than tries to tick off places on the map of their journey (Matos, 2004).

However, this approach strongly restricts the development of slow tourism. Especially for tourists accustomed to mass tourism events, the fast pace of sightseeing, many intense impressions received in a short time and the slow offer can be an interesting element of a trip, but only for the beginning. For some of them, slow tourism can be associated with *boredom* and *lifelessness*. Hence, the target market of slow tourism should ideally be a *long-stay market* (Dickinson, Lumsdon, 2010) but may end up as a *short stay market* due to *slowness*. So who is a slow tourist – what are his/her preferences, what determines his/her travel choices? What is the current offer of slow-moving tourism? The author will try to answer these questions in the following parts of the paper.

2. Why do tourists practise slow tourism?

The development of slow tourism should also be considered in a broader socio-cultural context (Fullagar, Markwell, Wilson, 2012). According to O'Regan (2012) and Parkins (2004), societies of industrialised countries, which are exposed to the everyday hustle and bustle and resulting tensions of professional and social competition, are increasingly looking for opportunities for slowing down. In times of rapid technological progress and information overload, people suffer from a chronic shortage of time, problems with concentration and inability to appreciate matters and things. The fast pace of life leads to a sense of loss of control and an attitude of indifference (Howard, 2012). As a consequence, people's desire to slow down can reflect their mental resistance to the pattern of an increasingly fast lifestyle. Slowing down gives one a real opportunity to be stress-free, to slow down and ultimately to restore one's balance and enrich one's inner self. The above challenges are answered by slow tourism, which offers tourists: slowing down, calmness, deep experience, being here and now, enhanced contact with local culture and tradition (Babou, Callot, 2009).

Let us, therefore, look at the motives for practising slow tourism (Table 1). Cohen's study (as cited in Przeclawski, 1997) characterises a contemporary tourist by referring to the *depth* of experiencing the culture of the region. There are four types of tourists;⁴ two of them: *explorer* and *drifter* are interested in the offer of slow tourism, looking for silence during their trips, but they are also curious about novelties and opportunities for coming into contact with a different culture, customs and traditional cuisine.

A slightly different classification is made by Yurtseven and Kaya (2011), according to whom there are three types of tourists interested in the *slow* offer: from tourists who identify with the *slow* philosophy not only during their travels, but also in their everyday life, to those seeking novelties, and finally those who occasionally experience the *slow* offer during their trips. Being a developing trend, slow tourism is increasingly often noted by large hotel chains, which offer tourist attractions in artificially arranged places (Honor'e, 2012).

⁴ The other two types of tourists are: 1) Organized mass tourist – chooses organised tours, follows the customs and traditions of their country of origin; 2) Individual mass tourist – travels individually, gains more experience, but does it in a routinised manner

Table 1. Typology of the slow tourists

Type	Characteristics	Author
Explorer Drifter	A tourist oriented to discovering novelties. The tourist gives up the traditions and customs of their community and embraces the culture of the place they are visiting	Cohen's study (as cited in Przecławski, 1997)
Dedicated Interested Accidental	The tourist who identifies him/herself with the slow movement, who consciously follows the real experience; the aim of his/her or her journey is to integrate with local society, to establish close relations with the <i>locals</i> , to support the local market, to respect the tradition and culture of the place being visited. The tourist who is curious about novelties, who knows the slow idea in theory, but who does not usually follow it. A mass tourist who follows trends, who does not know the slow philosophy and does not identify with it in their everyday life, slow tourism is considered as one of the tourist attractions, e.g. as artificially arranged slow facilities (for example: specialized high standard hotels)	Yurtseven and Kaya (2011), Honor'e (2012)
Relaxed Self-reflection Escape Novelty seeking Engagement Discovery	They seek a state of being free from pressure, stress, tension, anxiety and nervousness. Their goal is the feeling of ease, comfort, calm and relief. The traveller may also want to identify self-status, gain insights into him/herself and experience authentic selfhood. He/she requires feeling connected to him/herself, nourishing him/herself, and identifying with him/herself. He/she desires to detach him/herself both physically and mentally from his/her daily routines and obligations. This tourist seeks novelty experience through new temporalities, new places and new people who offer thrills, adventures and stimulation. This tourist enjoys the action of travelling to the travel environment, has seen hedonism, aesthetic experience and reward maximization. This tourist has a desire to learn and understand something new	McCabe (2009), Ryan & Glendon (1998), Yoon & Uysal (2005), Krippendorf (1987), Crompton (1979), Howard (2012). Howard (2012). Beh & Bruyere (2007), Fodness (1994), Iso-Ahola (1982), Snepenger, King, Marshall and Uysal (2006). Cohen (1979), Lee and Crompton (1992), Li and Cai (2012), Pearce and Lee (2005). Fodness (1994), Kim, Ritchie and McCormick (2010), Oh, Fiore and Jeong (2007), Waller and Lea (1998). Beh and Bruyere (2007), Fodness (1994), Ryan and Glendon (1998)

Source: own elaboration.

Interesting research on the motivation and goals of practicing slow tourism was conducted by Oh, Assaf and Baloglu (2014). In their opinion, slow tourism is not a counterbalance to developed mass tourism, but rather a coexisting phenomenon. Both slow and fast ways of travelling are constantly intertwined within the same tourist. Travellers deliberately choose to travel slowly or fast to maximize their level of satisfaction and to achieve their goals. This

would mean that a slow tourist is also a mass-tourist and vice-versa. Therefore, according to the authors of the study, the tourism industry should not consider slow tourism as an independent, separate and opposite phenomenon to mass tourism, but should treat it in parallel. The key to success is the behavioural approach – focusing on the tourist's motivation to travel, his/her values and the goals he/she would like to achieve during his/her holiday.

3. Slow tourism offer – evidence from Poland

Slow tourists, unlike mass tourism, do not succumb to the pressure to tick off many tourist attractions in a short time. They are more willing to stay longer in one place, to stay overnight in agritourism farms, small family guesthouses or at camping sites. They explore a village by hiking and biking, get to know the local community and cook their meals using local products. They are also aware of the negative impact of tourism on the places they visit and try to minimize it (Sukiennik, 2014).

It seems, therefore, that slow tourism is, above all, an opportunity for the development of tourist traffic in regions with a low level of urbanisation and scarce touristic infrastructure, while at the same time offering a wealth of natural and cultural values. Such an offer can be found in towns – members of the CittaSlow network. Poland is the second-placed country in the world in terms of the number of member towns (28), while the largest number of slow towns (20) is located in the Warmińsko-Mazurskie Voivodeship. Slow towns are distinct from others by their cultural potential, traditional food and social identity (Zielińska-Szczepkowska, 2019). Cities – network members – offer mainly: cyclical cultural events (Christmas Markets, Cittaslow Weeks, regional dishes festivals, workshops, festivals, meetings with local artists) and numerous sports events (hiking and bicycle rallies, canoeing, races, etc.). Importantly for the development of slow tourism – towns belonging to the network take special care of the cultural needs of their inhabitants and guests not only during the tourist season but throughout the year, with numerous offers (often free of charge), with something interesting for everyone.⁵

Currently, tourists usually start their search for places to visit by surfing the Internet. With the popularity of the *slow* ideology increasing, the number of websites devoted to slow tourism is growing yearly (Table 2).

⁵ Retrieved from: <https://cittaslowpolska.pl/index.php/pl/wydarzenia?start=60> (20.12.2020).

Table 2. Selected websites promoting slow tourism in Poland

https://www.slowmania.pl	Organisation of touristic events and trips, including in the <i>slow</i> style, e.g. Slow foodowo, i.e. tasting regional delicacies straight from a farmer, mini-restaurant owner and accommodation in sublime chalet-like places
http://slowpoland.pl/	The web portal for travel connoisseurs, an interesting inspiration for organising one's own slow trip, numerous articles about regional cuisine (especially in the Podkarpackie Region), history of places worth visiting
http://www.concepttravel.pl	A portal for booking accommodation in unique places for slow tourism. The tourist can choose from 45 accommodation sites in 8 regions of Poland
http://slowlifepolska.pl	A periodical published in an electronic and paper form, divided into sections: slow life, slow food, slow garden, slow travel, slow design, and slow ambassador. The slow travel category contains several articles on travel; however, not all of them directly concern slow travelling
http://polskanieznan.pl/slow-life	The portal aims to provide information on the most interesting places in Poland. There is a slow life tab, where one can find articles from the years 2016–2017 devoted to slow food, slow travel, agritourism and yoga
http://www.akademiawojazer.pl	A travel office which specialises in trips for groups of tourists aged 50 and 60+, taking into account the appropriate pace, needs, interests and integrations of groups. The offer contains original programmes, lectures for travellers and slow sightseeing
https://www.slowroad.pl	One of the most rapidly developing portals run by and for slow travellers. Through a program of selection, verification and recommendation, the site owners share a list of places in their own climate, which follow the slow idea. A slow tourist can review a rich offer of places following the slow idea, to create the route for a slow trip and find the best local cuisine at the destination site

Source: own elaboration.

An analysis of Polish websites which use the *slow tourism* slogan reveals growing interest in this subject. Some of the portals have an informative and educational character,⁶ where the tourist can read texts devoted to unique places which follow the *slow* trend – their history, tradition, customs and cuisine. These sites can be an inspiration to travel, which is enhanced by the beautiful photographic setting in *slow* towns or the whole routes of slow trips.

Slow tourists can also purchase a complete customised slow tourist offer⁷ or book accommodation in a facility that meets the criteria of the slow philosophy. Interestingly, the slow offer in Poland is also addressed to a specific segment of tourists. One of the Internet travel agencies offers their trips without hurry mainly to senior citizens.⁸

The fact that the slow movement is becoming more and more important for contemporary people is testified to by the appearance on the market of a magazine devoted entirely to slow life, slow food, slow garden and slow travel. The website is run in such a way to make the reader feel

⁶ Retrieved from: <http://slowpoland.pl> (29.01.2020).

⁷ So-called *tailor made tours*, retrieved from: <https://www.slowmania.pl/oferty/podroze-szyte-na-miare> (29.01.2020).

⁸ Retrieved from: <http://www.akademiawojazer.pl> (29.01.2020).

unique – an interesting layout, unique content, high-quality articles on travel and culture boost the interest in the slow offer among Poles.

The Slow Road project is another website which encourages people to “escape from the hustle and bustle of the city, to drive off the beaten track and to look for places where time flows slowly”.⁹ Initially, the initiative concerned only the Mazovian Voivodeship and was carried out in cooperation with the Mazovian authorities as the Slow Road Mazovia Edition. It resulted in the creation of the three of the most beautiful routes of Mazovia, leading to 36 of the most interesting slow sites. However, only three years after its launch, the portal now offers its readers as many as 52 routes of slow travel and recommends over 250 unique places that follow the philosophy of slow travel. The photo gallery shows the high standard of services provided and, at the same time, the unique character of the highlighted places.

The potential for the development of slow tourism is also recognised by the Polish Tourist Organisation, which has been systematically promoting this form of travelling around the country for several years, e.g. through promotional campaigns and competitions.¹⁰ Not without significance for the development of slow tourism are also travel blogs,¹¹ as well as the activity of so-called influencers in social media. Traveling is a good way to share your photos of unique places, cuisine and meetings with the local community. But in this case, can we still talk about slow tourism? Where is the borderline between being attentive and slow during a leisurely stroll and nervously spending time taking the best pictures, which will then earn one a large number of *likes*?

Conclusions

Slow tourism is a new trend in the development of tourism in the 21st century. This issue is closely related to the *slow* philosophy, which is reflected in almost every aspect of life: from slow food, slow cities to slow travel, slow design, slow economy etc. A lively discussion is going on about the definition of slow tourism, its significance and prospects for further development. There is no doubt that this concept stimulates research curiosity and the willingness to continue asking questions whether a slowdown in tourism is at all possible in the

⁹ Retrieved from: <http://slowpoland.pl> (29.01.2020).

¹⁰ e.g. competition entitled “Na wsi najlepiej – 12 dobrych praktyk w turystyce wiejskiej” (It’s the best in the country – 12 good practices in rural tourism), whose aim is to promote a slow life, slow food and the eco offer in rural areas. Retrieved from: <https://www.pot.gov.pl/pl/nawosci/wiadomosci-z-pot/polska-organizacja-turystyczna-promuje-dobre-praktyki-w-turystyce-na-obszarach-wiejskich> (28.01.2020).

¹¹ Retrieved from: <http://agrafkageografka.pl/wolne-podrozowanie-slow-travel-kiedy-wolno-wcale-nie-oznacza-powoli>; <https://koneserzy.pl>; <https://tropimyzprzygody.pl> (29.01.2020).

face of such a rapidly changing world and whether this phenomenon can be profitable in the era of minimizing costs and maximizing economic benefits.

It is also difficult to define clearly who a slow tourist is. According to some authors, it is not someone who is in stiff opposition to a mass tourist, and therefore his/her preferences should rather be considered according to values and needs and, above all, the goals he/she would like to achieve during his/her planned trip. In this context, it seems important to carry out further research that would allow a deep insight into the behaviour of tourists during their holiday to determine the exact parameters that characterise a slow tourist.

The analysis of websites dealing with slow tourism reveals the public's growing interest in this subject. However, there are few such travel businesses and their websites, and the information on them is modest. Polish promoters of this type of leisure use the internal and hidden energy of the tourist to taste something new – away from the hustle and bustle of the big city, with the opportunity to taste local products in the style of slow food, relax in the bosom of nature, and learn about the traditions and customs of the local community. At the same time, the proposed slow offer does not invite tourists to slow down his/her activity to the level of laziness. On the contrary, it encourages them to lead a healthy lifestyle, moderate sports activities, taste healthy food, and be open to a new culture. It should be emphasized that although the offer of Polish websites devoted to the subject of slow travel is constantly expanding, it is mostly educational and informative. There is the lack of a comprehensive offer, thanks to which the tourist could fully taste slow tourism beautifully defined by the already mentioned: Lumdson and McGrath (2011, p. 265) as “driving a short distance and enriching experience, both on the road and the destination”.

There is still low marketing activity of the slow tourism organization in Poland. However, the campaigns and competitions regarding the idea of slow tourism, including those promoted by local authorities and tourist organisations, are a sign that its scale is growing and that it is expected to grow further. At the same time, the border between conscious and apparent slowness is increasingly blurred. The fashion for slow is attractive to a lot of people – how many of them will remain slow tourists and will continue their slow travel? Time will tell.

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