

RÖVID TANULMÁNY/ SHORT STUDIES

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Hungarian destinations affected by slow tourism - present and future

Abstract: This study examines the scientific publications on slow tourism published in Hungary, focusing on literature covering destinations that have proposed slow tourism as a development direction. The present study includes two thematic maps. The first contains the municipalities and regions where a grassroots initiative related to slow tourism exists. The second map has been extended to include the planned development sites. Based on this, the study recommends how the national tourism management can integrate slow tourism into the domestic tourism mainstream.

Keywords: slow tourism, development, systematic literature analysis

JEL-Code: Z32, Z33, Z39

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Introduction

In domestic tourism, slow tourism is increasingly emerging as an alternative sustainable urban and rural development model. Researchers in the country have published several scientific papers on the subject and are making proposals for municipalities and regions to introduce this tourism product. After a short literature analysis, I will present the municipalities and regions related to slow tourism in our country. Through a systematic literature analysis, I will investigate which destinations have been mentioned in scientific publications or strategic documents as having a slow tourism approach in their future development.

By utilising the literature and destination strategies, the present study aims to determine the number of slow tourism destinations currently in Hungary and the expansion potential of destinations where slow tourism has become a development focus.

Research questions of this study:

- a) What Hungarian-language studies and strategies on slow tourism involving Hungarian settlements and regions have been published?
- b) Which settlements are considering slow tourism as a development option? Where is it already operating, and where is the process at the proposal stage?

Literature review

Slow tourism is today a prominent feature in both national and international literature, due to the fact that sustainability and local values are at the forefront of the life of municipalities and their urban and tourism development agendas.

Sustainability is vital to the slow tourism movement, as it strives to preserve traditions and local values. Slow food focuses on producing and processing local products (mainly agriculture and livestock). And the slow city movement is a partnership of towns and cities rich in craft traditions, well-maintained green spaces, theatres, shops, cafés, restaurants, and unspoiled landscapes (Citta Slow, 2021).

Several researchers have been working on the topic in recent years, but there is still no uniform conceptual framework in this area.

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(Zago, 2011) identifies six dimensions of slow tourism from both the demand and supply side: time, slowness, difference, authenticity, sustainability and emotional ‘immersion’ in the experience. The four-pillar model of slow tourism, created by Pécssek (2014), reflects localism, experientialism, sustainability and social well-being (Pécssek, Gyorsuló idő, lassuló turizmus: a lassú turizmus modellezése, 2014). Of these, sustainability links primarily to economic and environmental domains, while social well-being connects to social sustainability and contributes to improving quality of life (Szőke T. , 2022).

(Lackova & Rogovska, 2015) also review the results and concepts of the previous 30 years on slow tourism. The main question is whether slow food and slow tourism can be an alternative to unsustainable development. Studies identify the slow travel and slow tourism concepts and define slow travel as part of slow tourism (Szőke T. , 2022).

So slow tourism is based on slow movements, respecting local culture, history, and environment, and connecting people (Heitmann, Robinson, & Povey, 2011), which can occur in rural and urban areas. Regions should strive for excellent services, with a sense of well-being, immersion in local culture and nature, and the possibility of a leisurely meal (Meng & Choi, 2016).

However, authenticity must remain to operate in a sustainable way (Higgins-Desbiolles, 2018). A potentially positive way forward is to combine it with gastronomy tourism, which may increase guest stays (Chen & Huang, 2019) and tourist spending. These can deepen the overall impact on both tourism and the local economy (Wondirad, Kebete, & Li, 2021), as it is linked to local agriculture, animal husbandry (Brandth & Haugen, 2011), nature, and culture (Szőke T. , 2022).

Some researchers, such as (Oh, Assaf, & Baloglu, 2014) identify the goals of slow tourism participants. Traveller motivations are self-reflection, novelty-seeking, exploration, and self-enrichment, but according to (Losada & Mota, 2019) the experience is not limited to the destination but also includes the journey itself and the means of travel (Szőke T. , 2022).

Other researchers, including Serdane, Maccarrone-Eaglen, and Sharifi (2020), also address the question of slow tourism as *an umbrella, niche product or approach* (Med Pearls, 2020). Their research shows that slow tourism is neither an umbrella brand (Dickinson & Lumdson, 2010) nor a niche product (Moore, 2012) but more of an approach (Lumsdon & McGrath, 2010) on both the demand and supply side. It is compatible with any tourism element, an exercise that helps discover and experience the world. The study demonstrates that slow thinking – valuing quality over quantity – is the basis of slow tourism (Serdana, Maccarrone-Eaglen, & Sharifi, 2020).

In their literature review on slow tourism, Balaban and Keller (2023) examined 63 studies in international journals over the past decade and found no uniformly accepted definition of slow tourism. Instead, the authors identify several directions:

1. (Meng & Choi, 2016): Slow tourism is a type of tourism that encourages tourists to take time to travel and pay attention to people and places.
2. (Losada & Mota, 2019): Slow tourism is the opposite of mass tourism.
3. (Serdana, Maccarrone-Eaglen, & Sharifi, 2020): Slow tourism is an alternative approach to sustainable tourism.
4. (Shang, Qiao, & Chen, 2020): Slow tourism is an alternative to mass tourism focusing on sustainability and the tourist experience.
5. (Lin, Huang, & Ho, 2020): Slow tourism is an experience that encourages tourists to prefer slower modes of transport.
6. (Wondirad, Kebete, & Li, 2021), Soler et al. (2018): Slow tourism is an approach that supports the extension of the length of stay in a destination. (Balaban & Keller, A lassú turizmus szakirodalmi áttekintése, 2023)

Hungary boasted slow tourism organisations before the COVID-19 pandemic, including Slow Budapest, Slow Living Hungary and Alföld Slow Association, and there are Slow Food groups and a slow city.

Hódmezővásárhely is the only city in Hungary that has joined the CittaSlow movement. Local products include traditional Hódmezővásárhely pottery and embroidery (fur embroidery on a hemp and linen base) (Cittaslow, 2021). However, several municipalities have expressed their intention to join the Cittaslow movement in their tourism and urban development strategies.

Nelli Krajcsó founded Slow Budapest in 2012. Slow Budapest aims to raise awareness about overwork and promote a slower, more balanced life. It strives to instil a slow-paced approach that includes conscious de-stressing, self-awareness work, practicing being present, and the development of good routines. Every year, he produces an anti-deadline diary to help slow down the pace of everyday life. They have also created a Slow Map of Budapest and have organised Slow Walks, trainings and lectures on the topics noted above (Slow Budapest, 2023).

Founded in 2017 by Diána Szekeres, Slow Living Hungary is a nationwide community based on three life experiences: slow food and wine, slow travel, and slow art and culture.

Its members include wineries in Northern Hungary, restaurants, a castle hotel and a painter in Budapest (Slow Living Hungary, 2021)."

A Slow Food CE Interreg project involving five cities in five countries developed independent research and exploration programmes. The Municipality of Kecskemét was a project participant from 2017 to 2020, and its programme included mapping gastronomic traditions (Slow Food Kecskemét, 2020). The project has also produced a range of technical materials, including a Slow Food Strategy.

Founded in 2018 in Békés County, the Alföld Slow Association currently includes 25 Békés County settlements. In 2023, the association held the III Alföld Slow Conference in Békéscsaba, which exhibited local products and goods. The association has also prepared a strategy until 2030 (Szóke & Alföld Slow Egyesület, Alföld Slow Stratégia, 2023).

Nevertheless, recent crises have forced the association and tourism operators to bolster their online presence while striving to maintain a sense of personalisation (Gretzel, és mtsai., 2020), which the study destinations are implementing on their online platforms. Research on this topic supports the idea that the future lies in smart destinations (Ivars-Baidal, Celdrán-Bernabeu, Femenia-Serra, Perles-Ribes, & Giner-Sanchez, 2021), and plans are underway to continue development in this area.

The research Péccsek conducted in Mezőkövesd proved that the synergy of health tourism and cultural tourism can lead to the development of slow destinations. The author proposes the development of programme packages based on these values and creating accommodations (workcation retreat) where it is possible to live and work (Péccsek, 2019).

Budapest XII district., Szakadát (Tolna County), Heves-Mátra – Budapest (Slow Living Hungary), Kerekegyháza (Bács-Kiskun County), Abaújszántó (Borsod-Abaúj-Zemplén County) have all joined Slow Food International by opening centres (Slow Food International, 2023).

Hungary has expanded the diversity of its slow offerings, and sustainability-based cooperation is becoming increasingly significant in domestic tourism offerings.

Methodology

A review of domestic research on designating slow tourism as a development direction has been conducted since 2000. The systematic literature review is based on the methodology of Xiao and Watson (2019). The method is very good because it helps to locate and precisely identify the focus of the research, which in this case was on existing and planned slow destinations in the country. The systematic overview of the method is as follows (*Figure 1.*):

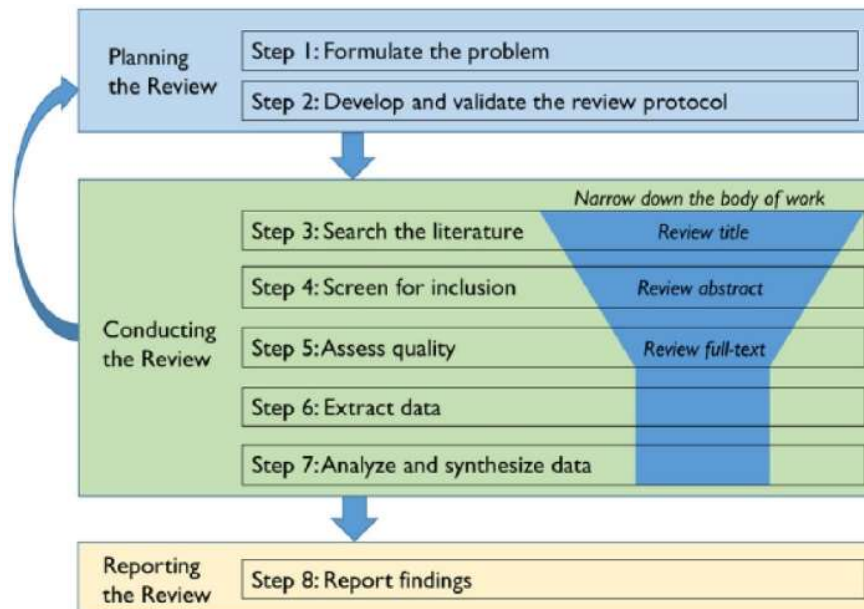


Figure 1: The systematic literature review process

Source: (Xiao & Watson, 2017)

Step 1: Formulate the problem

Slow tourism is increasingly being discussed as a possible development direction in Hungary, but the domestic tourism development strategies (National Tourism Development Strategy 2030 {NTS 2030}, NTS Tourism 2.0) only partially address the topic concerning gastronomy. Slow movements and slow-life trends have been present for years and were reinforced by the emergence of the COVID-19 pandemic (Raffay, 2021)

Today, Slow Budapest (2012), Slow Living Hungary (2018) and the Alföld Slow Association (2018) are all in operation.

Step 2: Develop and validate the review protocol

By utilising the literature and destination strategies, the present study aims to determine the number of slow tourism destinations currently in Hungary and the expansion potential of destinations where slow tourism has become a development focus.

Research questions for the literature analysis:

- a) What Hungarian-language studies and strategies on slow tourism involving Hungarian settlements and regions have been published?
- b) Which settlements and regions are considering slow tourism as a development option? Where is it already operating, and where is the process at the proposal stage?

The present study concentrated on Hungarian literature and consulted the Hungarian Scientific Works of Technology database (MTMT) and MERSZ.HU. Searched material includes articles, conference proceedings, doctoral dissertations and textbooks on slow tourism published in Hungarian since 2008.

The final filtering was for articles with destinations. The first step retained articles with a destination in the title or abstract. The second step involved reading the remaining articles and selecting those mentioning a municipality or region, especially in the conclusion sections.

This study does not cover publications on local products and slow food.

The research also includes domestic associations, they have their own website. So I did not examine these in the scientific articles, although they are mostly mentioned in them as well.

In addition, I searched for tourism and integrated urban development strategies on Google, which includes the term *slow* in Hungarian and English.

Step 3: Search the literature

Keywords used in the search for scientific publications included *slow tourism* in Hungarian, *slow tourism* in English, and *slow movements* in Hungarian.

Search terms used for strategies include *tourism strategy*, *slow* in Hungarian and *slow* in English and *integrated urban development strategy*, *slow* in Hungarian and *slow* in English.

MTMT had 13 hits for slow tourism in Hungarian and 9 hits for slow tourism in English, with one overlap. In addition, there was an article of the same title in 3 lines, with two different appearances, and an abstract.

In addition, the term *slow food* yielded another 15 publications, of which only eight were related to the topic and not duplicates of previous ones. There were no hits for *slow movements*. The term *slow movement* returned another nine hits, but only two were related to the topic and not repetitive.

Thus, the present study examined 30 articles based on the MTMT.

A document review left 21 publications concerning municipalities or regions where slow tourism is a possible development direction.

Subsequently, the present study concentrated on online-available articles covering national strategies and slow movement/tourism. This search was conducted on Google.

I searched for reference books on slow tourism and searched the term in the mersz.hu database. The search returned 11 books on the subject. In addition, I found one online book on trends in geo-parks, with a separate chapter on the topic. The MTMT database also lists this book.

Step 4: Screen for inclusion

Studies dealing with slow tourism or slow movements that did not include a destination in the abstract or title were filtered out, as were studies on slow movements with a primarily slow food movement focus. Two researchers should work on the screening in this method; however, given that the aim was to have a specific representation of the destinations, I waived this recommendation. The name of a destination appears in a publication, or it does not. There is no transition here; the situation is clear.

Step 5: Assess quality

Further screening occurred after reading through the studies and book chapters.

Areas where *slow tourism* was identified as a development option, but where no concrete proposals or progress have been made, have been included in the research.

The research includes areas where slow tourism was identified as a development option, but concrete proposals or progress are absent.

Therefore, the result split into two maps. One map depicts areas where slow tourism has been implemented and practised. The other map shows municipalities where slow tourism has been proposed or added to existing strategies but remains unimplemented.

Step 6: Extract data

The final data of interest to the present study concentrates on where slow tourism is already present in some form and where it is planned or written about but remains unimplemented.

Step 7: Analyse and synthesize data

Number of scientific publications and strategies on slow tourism and candidate destinations

The MTMT has published 30 publications on slow tourism in Hungarian and English. The table below shows the distribution by year. As can be seen, there have been publications on slow tourism continuously since 2012. Although this keyword has not yielded any results for 2020,

there are articles and book chapters (also available in MTMT with a different keyword) with a chapter on slow tourism (*Tables 1-2*).

Table 2: Type and number of publications 2008–2015 (number)

Type of publication (pieces)	2008	2009	2010	2011	2012	2013	2014	2015
Hungarian Scientific Works Repository publication (keyword: slow)	1	0	0	0	1	2	1	2
destination study and book excerpt in Hungarian Scientific Works Repository (keyword: slow)	0	0	0	0	1	1	0	0
MERSZ.HU Book excerpt (electronic edition)	0	0	0	0	0	0	0	0
Strategic reference (tourism development, available online)	0	1	0	0	0	0	0	0
Integrated Urban Development Strategy	0	0	0	0	1	0	0	3

Source: own editing based on a systematic literature review, 2023

Table 3: Type and number of publications 2016–2023 (number)

Type of publication (pieces)	2016	2017	2018	2019	2020	2021	2022	2023	Összesen
Hungarian Scientific Works Repository publication (keyword: slow)	1	2	2	2	0	5	3	7	29
destination study and book excerpt in Hungarian Scientific Works Repository (keyword: slow)	0	1	1	2	1	4	5	5	21
MERSZ.HU Book excerpt (electronic edition)	0	1	2	1	1	0	2	1	8
Strategic reference (tourism development, available online)	2	1	0	1	1	5	0	1	12
Integrated Urban Development Strategy	0	1	0	0	0	0	4	0	9

Source: author's own work based on a systematic literature review, 2023

The present research discovered that 21 publications mentioned a destination since 2012. *Table 3* lists the destination, the publication authors, the year of publication and the type of publication concerned.

Table 4: Publications proposing the development of slow tourism in destinations

Serial number	Destination (authors and year)	Type
1	Alsó-Ipoly mente (Faragóné , és mtsai., 2012)	Conference proceedings
2	Balaton (Wettstein , 2013)	Conference proceedings
3	Kőszeg (Ernszt & Lőrincz, 2017)	Scientific journal
4	Mezőkövesd (Pécsek, A lassú turizmus mint a városi turisztikai desztinációk fejlesztésének fenntartható alternatívája, 2018)	Dissertation
5	Dél-Zala, Murafölde (Cseke , Marton, Keller , & Birkner , 2019)	Journal
6	Kőszeg, Mezőkövesd, Budapest, Szeged, Hódmezővásárhely and javaslat: Makó, Kiskunhalas (Pécsek, A turisztikai termékek innovatív fejlesztése, 2019)	Book
7	Salgótarján, Karancs-Medves vidék (Molnár & Egedy, 2020)	Journal
8	Tokaj-Zemplén Térség (Dankó & Tóth , Népszerű utazási motivációk és lehetséges válaszok a Tokaj-Zemplén desztináció, 2021)	Electronic periodical
9	Alföld Slow Destination (Szóke T. , Az új turisztikai térségek. Hogyan tovább?, 2021)	Conference proceedings
10	Cserehát, Bükkalja, Bükk fennsík. (Donka, 2021)	Conference proceedings
11	Nyíregyháza - Bokortanyák (B. Pristiyák & Zakor-Broda, 2021)	Conference proceedings
12	Alföld Slow Destination (Szóke T. , Az „Alföld Slow térség” versenyképességének vizsgálata, 2022)	Conference proceedings

Serial number	Destination (authors and year)	Type
13	Budapest, Wekerle telep (Pécsék, Lokális hálózatok szerepe a külvárosi turizmusban – A Wekerletelep mikro klaszter modellje, 2022)	Abstracts
14	Budapest, Hódmezővásárhely, Kőszeg, Budapest-Eger, Mezőkövesd, Alföld Slow Térség (Szőke T. , Lassú turizmus, 2022)	Book
15	Sárospatak, Zemplén (Dankó, Új turisztikai megközelítések Sárospatak és Zemplén desztináció turizmusában, 2022)	Textbook
16	Szikszo (Nagy , Marien , Papp , & Piskóti , 2021)	Textbook
17	Abaúj (Piskóti , Nagy , Marien , & Papp , 2022)	Journal
18	Slow Living Hungary, Alföld Slow Association, Budapest, Bük, Szeged, Kiskunhalas, Szikszo, Abaúj térség (Piskóti, Marien, Papp , & Nagy, 2023)	Journal
19	Tokaj-Zemplén (Dankó, Helyi termékekre fókuszáló turizmus a körforgásos és fenntartható gazdaságban., 2023)	Textbook
20	Bakony - Borzavár (Lőrincz, Szabó, & Agárdi , 2023)	Journals
21	Poroszló (Balaban & Csapody , A „lassú mozgalom” főbb irányvonalai – Turizmus, étkezés és városirányítás, 2023)	Book

Source: author's own work based on a systematic literature review, 2023

Among the strategies available online, I searched for tourism strategies and urban development strategies. As *Tables 4 and 5* show, 13 tourism strategies and nine integrated urban development strategies have been available online since 2009.

Table 5: Strategies that mention the development of slow tourism

Serial number	Type (Author and year)	Destination
1	Cultural Tourism Development Strategy (Budai és Bartha Tanácsadó Iroda, 2009)	National
2	Spa development strategy (Budai és Társa Tanácsadó Kft., 2016)	Tapolca
3	Tourism strategy (Szőke T. , Újkígyós Város Turizmusfejlesztési Stratégiája 2016-2025, 2016)	Újkígyós
4	NTS 2030 (gastronomy) (Magyar Turisztikai Ügynökség, 2017)	National
5	Marketing plan (City branding) (MEDIUS Első Győri Közvélemény- és Piackutató Bt. és EFFIX-Marketing Kft. konzorcium, 2019)	Őriszentpéter
6	Concept (MEDIUS Első Győri Közvélemény- és Piackutató Bt. és EFFIX-Marketing Kft. konzorcium, 2019)	Körmen
7	Slow Food Strategy (Corrá & Marangoni, 2020)	Kecskemét, Kiskunság
8	NTS 2030 Tourism 2.0 (gastronomy) (Magyar Turisztikai Ügynökség, 2021)	National
9	Cycling Development Strategy (Keller, 2021)	Rákospatak
10	Marketing strategy (Armadillo Reklámügynökség, 2021)	Hévíz

Serial number	Type (Author and year)	Destination
11	Tourism Concept Plan (Városkutatás Kft, Tosics Iván Ekler Építész Kft, Ekler Dezső, Csizmady Adrienne Jassó Építésműhely Kft, Jassó Sándor, Kiss Borbála Xellum Kft, Puczkó László Soóki-Tóth Gábor egyéni vállalkozó Mobilissimus Kft, Gertheis Antal, Szabó Noémi, 2021)	Szentendre
12	Destination Development Strategy (HONifo Üzletviteli Tanácsadó Kft., 2021)	Gyula
13	Tourism development strategy (Szóke & Alföld Slow Egyesület, Alföld Slow Stratégia, 2023)	Alföld Slow Destination

Source: author's own work based on a systematic literature review, 2023

The 2009 Cultural Tourism Strategy included a national strategic reference. The National Tourism Development Strategy 2030 (NTS 2030) and its complementary version, NTS 2030 Tourism 2.0, mention the slow food movement only in relation to gastronomy.

The first two municipal tourism development strategies citing slow tourism as a direction appeared in 2016 and are available online. One is Tapolca's spa development strategy that refers to Hungarian Tourism Zrt. and it states that ". . . in recent years, slow tourism has become a trend, and cycling tourism fits perfectly into its profile. Slow tourism ensures that visitors to the region do not just come for one-day excursions but discover the cultural and natural values and traditions over several days, leading to more overnight stays (Magyar Turizmus Zrt.)" (Budai és Társa Tanácsadó Kft., 2016).

The other is the tourism development strategy of Újkígyós in Békés County, where the primary focus is on the presentation and development of existing local values. One of the outcomes of this strategy has been the creation of the Alföld Slow Association in 2018, which includes 10 Békés County municipalities adhering to the understanding that developing the region in this direction required joint efforts. Since then, the number of settlements involved in the cooperation has increased to 25 (Alföld Slow Egyesület, 2023).

Slow tourism is also included in the strategy of Óriszentpéter, Körmend, Kecskemét and the Kiskunság, Hévíz, Szentendre and Gyula, and is part of the cycling strategy along the Rákos stream.

Based on a Google search, Table 5 lists the municipalities whose Integrated Urban Development Strategy includes some form of slow tourism or slow city. The present study included nine documents in its research. Slow tourism or slow city strategies appear in two Budapest districts, Lipótváros and Terézváros. Moreover, Keszthely, Szigetvár, Fertőd, Sárbogárd, Hódmezővásárhely, Kapuvár and Szikszó consider slow tourism vital to their municipalities.

Table 6: Integrated Urban Development Strategies mentioning the development of slow tourism

Serial number	Type (Author and year)	Destination
1	Integrated Urban Development Strategy	Budapest - Lipótváros
2	Integrated Urban Development Strategy (Ecorys Magyarország Kft. , Budapest Főváros Városépítési Tervező Kft. , 2015)	Budapest - Terézváros
3	Integrated Urban Development Strategy (Pro Via'91 Kft., 2015)	Keszthely

Serial number	Type (Author and year)	Destination
4	Integrated Urban Development Strategy (MSB Fejlesztési Tanácsadó Zrt., Hübner Tervező Kft., Fact Intézet, 2015)	Szigetvár
5	Integrated Urban Development Strategy (Jankó , Oszvald , & Nagy , 2017)	Fertőd
6	Integrated Urban Development Strategy	Sárbogárd
7	Integrated Urban Development Strategy (EX ANTE Tanácsadó Iroda Kft., 2022)	Hódmezővásárhely
8	Integrated Urban Development Strategy (Pro Via'91 Kft. – 2014. : TRENECON Tanácsadó és Tervező Kft., 2022)	Kapuvár
9	Integrated Urban Development Strategy (Piskóti István, alpolgármester Döbrönte Katalin, Ex-Act Projekt Tanácsadó Iroda, Paksi Szilvia,, 2022)	Szikszó

Source: author’s own work based on a systematic literature review, 2023

Step 8: Report findings

In the past two decades, the term *slow tourism* has appeared in academic publications, studies, strategies, and several grassroots initiatives related to slow and sustainable tourism based on local values.

Existing and planned destinations in the country that also develop slow tourism

Two maps have been produced using Google My Maps. The first shows the municipalities belonging to the current organisations and stand-alone municipalities where progress has already been made in relation to slow tourism (Figure 2). The other map includes both existing and proposed destinations (Figure 3).

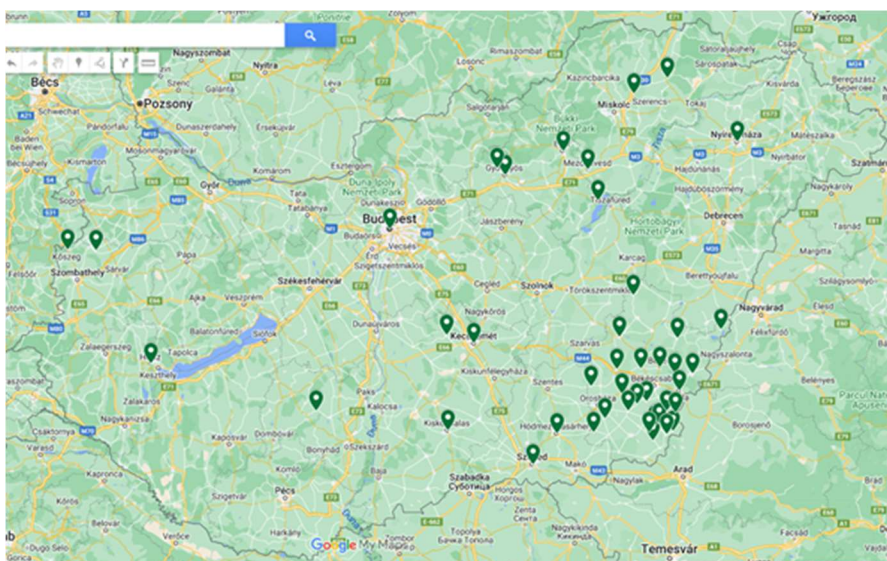


Figure 2: Existing slow destinations

Source: author’s own work based on a systematic literature review, 2023

The map above (Figure 2) shows 43 municipalities, grouped by organisation as follows:
 Slow Budapest: Budapest.

Slow Living Hungary: Budapest, Eger, Gyöngyös, Gyöngyöstarján, Poroszló.

Alföld Slow Association: Almáskamarás, Békés, Békéssámsón, Biharugra, Csabasabadi, Csanádapáca, Csorvás, Doboz, Ecsegfalva, Elek, Gádos, Gyomaendrőd, Gyula, Kamut, Kardoskút, Kevermes, Kétegyháza, Kondoros, Kunágota, Lókösháza, Magyardombegyház, Nagykamarás, Sarkad, Újkígyós, Vésztő.

Slow Food International: Budapest, Budapest, Szakadát, Kerekegyháza, Abaújszántó.

Slow map: Budapest, Bük, Szeged.

Slow Food project: Kecskemét.

Cittaslow Interntional: Hódmezővásárhely.

Additional slow settlements: Hévíz, Kiskunhalas, Kőszeg, Mezőkövesd, Nyíregyháza, Szikszó.

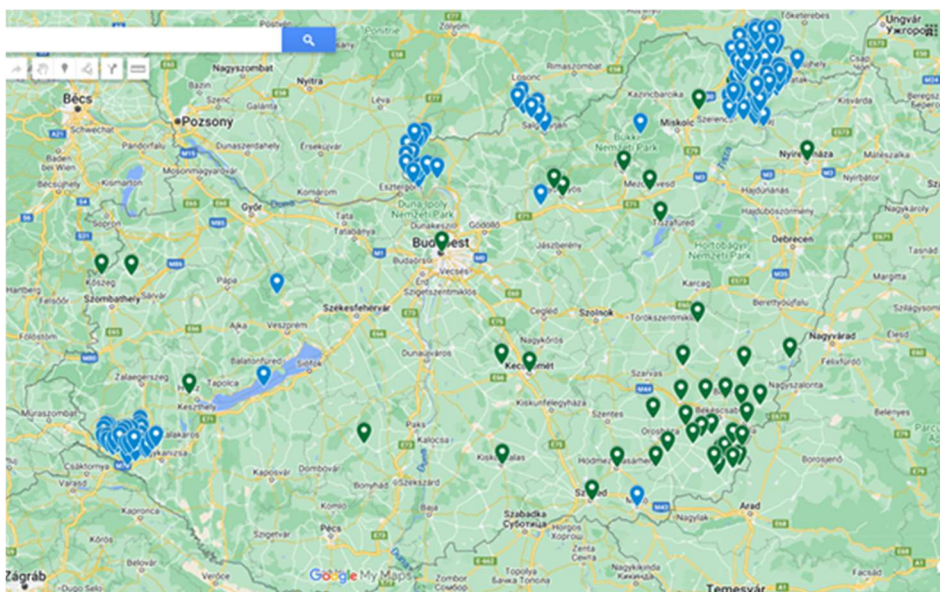


Figure 3: Existing and proposed slow destinations

Source: author's own work based on a systematic literature review, 2023

As Figure 3 illustrates, the proposals for slow tourism for each region mainly cover areas that are not strictly tourism areas (with one or two exceptions, such as the proposal for Lake Balaton and Budapest). In total, there are 151 municipalities on the map, 108 more than the number of municipalities affected by slow tourism today. There are several proposals in Northern Hungary: the Alsó-Ípolymente, Sárospatak, Tokaj-Zemplén, Abaúj or Bükk regions, and several settlements in the Bakony and Southern Zala.

If these municipalities develop this tourism product, the country could become a key location for slow tourism. These planned and existing areas are where regional development policy should receive priority.

Summary

Since 43 municipalities in Hungary are already involved in some form of slow-movement or slow tourism, and another 100 municipalities could be involved in the future, it would be worthwhile to prepare a separate national strategy for this trend. The literature refers to slow tourism as a niche product too, and the present study recommends that national tourism management prepare strategies for existing and potential niche products, including garden tourism, film tourism, handicraft programmes, bleisure tourism or even fashion tourism, give priority to this area, too. Thus, taken as a whole, tourism management would treat these tourism products as exciting and relevant complementary products to today's needs.

Research limitations

The present research focused only on destinations currently involved with slow tourism and with destinations where managers are considering slow tourism in their municipalities or regions via some tourism product.

A critical assessment of individual destinations from this perspective is not presented and will be part of a further research process.

A further limitation was the search on the World Wide Web, especially in relation to strategies.

Research delimitations

The present study did not address slow food, local producers or local goods in detail. Though these are valuable and crucial components of the slow movement and slow tourism, they are components rather than full representations of the niche product.

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