


# Chapter 28

## Slow Food Tourism: Exploring Consumer Motivational Dimensions

**Marco Martins**

 <https://orcid.org/0000-0002-2085-6020>

*CiTUR, Coimbra, Portugal*

**Ricardo Jorge da Costa Guerra**

 <https://orcid.org/0000-0001-8788-781X>

*Polytechnic University of Guarda, Portugal*

**Lara Santos**

 <https://orcid.org/0000-0001-6927-8906>

*University Lusófona, Portugal*

**Luisa Lopes**

 <https://orcid.org/0000-0003-2039-0125>

*Bragança Polytechnic University, Portugal*

**Ana Rita Conde**

 <https://orcid.org/0000-0003-4493-5388>

*University Lusófona, Portugal*

### ABSTRACT

*In this chapter one examines the literature on the travel motivations and activities undertaken by slow food tourists to understand what kind of activities they become involved in while at the receptive destination. Thus, there is a need for slow food tourism research to move beyond studies of motivation to travel in way to better understand the factors that influence tourists' choices regarding food-related activities in the destination. Consequently, one decided to develop an exploratory study with the intention of expanding the discussion on the subject and to bring new insights into the meaning of slow food tourism suggesting new interpretations based on motivational dimensions. Results point out the need for further research on how the tourism supply sector can better market slow food tourism. Thus, it is our belief that this study allows us to contribute to tourism research and practice in several meaningful ways.*

DOI: 10.4018/979-8-3693-7096-4.ch028

## 1. INTRODUCTION

The primary focus of this research is the sub-segment of slow tourism designated as slow food tourism. The slow food tourism alike are gaining popularity in the scholar realm, “although in many cases, it seems more an easy label to use than a clear, defined, and scientifically consistent term” (Valls et al., 2019, p.2). In a sense, slow food tourism falls under the idea that “in the field of hospitality, the pleasure of food is not only based on the taste but on the sharing of it with others” (Buatti, 2011, p.84).

Slow food tourists embraced the slow food ‘manifesto’, and therefore, they are “for the defence of and the right to pleasure” with the intention of preserving the world’s unique flavours, local food habits, and quality food and wine” (SFF, 2023). Paramount in this ‘manifesto’ is the expression “local food”, and as Ellis et al. (2018) expressed, locality is often seen as being linked to tourism sustainability, which enhances the regional identity and conservation as the core of destination competitiveness. This recognition has renewed the interest of destinations in trying to incorporate local food in their marketing and development strategies in order to benefit not only the tourism industry and the visitor, but also, and consequently, the destination’s economic, social, and environmental development (Everett & Slocum, 2013; Gössling et al., 2011; Sims, 2010; Stalmirska, 2024). Thus, the importance of food for tourism destinations makes it evident when we observe the growing number of local governments investing in marketing and management efforts looking to promote food-related activities in order to attract tourists with food interests (Björk & Kauppinen-Räisänen, 2016; Choe & Kim, 2018; Rousta & Jamshidi, 2020). However, as an ongoing process tourist decision-making involves different stages (Smallman & Moore, 2010). Thus, it is important for food tourism research to move forward from studies on motivation to travel and focus more in conducting studies on the factors that influence tourists’ choices regarding food-related activities in the destination (Lee et al, 2015). Motivational factors when associated with traveling and food translate the excitement to travel to somewhere new, exploring touristic spots, experiencing the culture and the region’s tradition, tasting different foods in the area and experiencing adventures that only could take place at that particular destination. These desires are influenced by several variables which include personal values and beliefs, socio-economic background, motivations to travel and past experiences (González et al., 2020).

Therefore, this chapter draws up a set of recommendations (based on the extrinsic and intrinsic motivational factors to the sub-segment analysed that may help to improve decision-making in the destination’s marketing implementation and practice. The study also contributes to filling an obvious gap in literature. For the effect, the chapter was organised as it follows. after the introduction, the chosen methodology and the main reasons for choosing it in this context are presented. Afterwards, one addresses the issues of slow food and slow tourism. Then, one delivers an insight on the concepts of food tourism and slow food tourism. In the following section, we examine the meaning and importance of studying motivation in the tourism field. Afterwards, we discuss slow food tourist’s motivation dimensions where a literature-based framework is presented. Finally, we discuss the results wrapping it up with a conclusion where, besides the study itself, we discuss possible future avenues to research in this field.

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/slow-food-tourism/363770](http://www.igi-global.com/chapter/slow-food-tourism/363770)

## Related Content

---

### Framework for a Smart E-Procurement System for Ship Building

Ritty K. Cherian, Saibal Kumar Saha and N. Ramakrishnan (2024). *Strengthening Sustainable Digitalization of Asian Economy and Society* (pp. 101-117).

[www.irma-international.org/chapter/framework-for-a-smart-e-procurement-system-for-ship-building/343210](http://www.irma-international.org/chapter/framework-for-a-smart-e-procurement-system-for-ship-building/343210)

### Assessing the Performances of Vendor Firms by Optimization Technique Industry 4.0 GSC Architectures

K. V. Geetha Devi, Shailesh Singh Thakur and Sourabh Kumar Singh (2021). *International Journal of Social Ecology and Sustainable Development* (pp. 1-10).

[www.irma-international.org/article/assessing-the-performances-of-vendor-firms-by-optimization-technique-industry-40-gsc-architectures/279088](http://www.irma-international.org/article/assessing-the-performances-of-vendor-firms-by-optimization-technique-industry-40-gsc-architectures/279088)

### Non-Timber Forest Products and Local Livelihoods Around the Bamboko Forest Reserve in the South West Region of Cameroon

Nghobuoche Frankline, Ngoufo Roger, Cornelius W. Wuchu, Tieguhong Julius Chupezi and Akoni Innocent Ngwainbi (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-21).

[www.irma-international.org/article/non-timber-forest-products-and-local-livelihoods-around-the-bamboko-forest-reserve-in-the-south-west-region-of-cameroon/289218](http://www.irma-international.org/article/non-timber-forest-products-and-local-livelihoods-around-the-bamboko-forest-reserve-in-the-south-west-region-of-cameroon/289218)

### Urban Environmental Applications of GIScience: Challenges and New Trends

Buket Ayegul Ozbakir (2014). *Sustainable Practices: Concepts, Methodologies, Tools, and Applications* (pp. 602-620).

[www.irma-international.org/chapter/urban-environmental-applications-of-giscience/94956](http://www.irma-international.org/chapter/urban-environmental-applications-of-giscience/94956)

### The Green Algorithm Effect: Nudging Consumers Toward Sustainability

M. Jomon Jose and Jyothis Rachel Mathews (2026). *Socially Responsible Approaches for Sustainable E-Commerce* (pp. 411-442).

[www.irma-international.org/chapter/the-green-algorithm-effect/402301](http://www.irma-international.org/chapter/the-green-algorithm-effect/402301)