

events attract tourists all over the world. It shows us that tourism is well prepared and well educated for solving various embarrassing issues in a creative way.

References

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SLOW TRAVEL AS A NEW DIRECTION IN TOURISM

As paradoxical as it may sound, most people, after returning from a trip, need some rest. Ironically, isn't it? It is supposed that the trip should renew us after hard months of work, energize us, but everything is exactly the opposite. The intense pace that we set ourselves in the hope of seeing everything is very tiring. Moreover, at times it leaves us depressed and even disappointed.

Imagine that instead of a group tourist destinations and accommodation in chain hotels, you relax in the wilderness of *Provence* or *Tuscany*. You get enough sleep in the morning and then walk to the nearest market to buy local products and have a cup of aromatic coffee in a colorful establishment. Every day you visit the surrounding area, walk along wonderful paths, and communicate with local people. You don't want to visit all the attractions in the area — you slowly explore them at your own pace for your pleasure. This is the magic of a *slow travel*, and you won't believe how many interesting things you can learn without much fuss. Plus, it's an incredibly powerful way to experience local culture and leave vivid memories.

So what is a *Slow Travel*?

It all started with the slow food movement, which emerged in Italy as a response to the country's first fast food restaurant in 1986. The founder of the movement believed that Italian gastronomy deserves to be enjoyed *slowly*. The concept includes «*slowing down*» at all stages: having food without growth stimulants, thoughtful cooking and enjoying the immedi-

ate meal. The main idea is the goal should be not the speed, but the process pleasure. Such a good idea is not limited only to food, and «*slow motion*» spreads to almost all aspects of life — *slow* media, *slow* fashion, and *slow* sex. The fast paces of modern life are aggressive, superficial, and impatient; the *slow* pace, in contrast, is calm, attentive and thoughtful.

Slow travel is a direction of tourism that does not imply a quick movement from one point to another and the number of places visited, but the opportunity to deliberately stay in one place, understand how life is arranged in it, have an ordinary day of a local resident. This is a practical expression of the famous quote that the main thing is not the destination, but the journey itself. *Slow travel* is your conscious choice when a week in Provence will help you better understand France than a hurried tour of 7 cities, in each of which you will spend only 1 day [1].

Slow travel has its own principles:

1. Local apartments instead of hotels. With the development of couch surfing staying in an apartment for local people is now easier than ever. Instead of a standard hotel room, we get a colorful atmosphere and the place culture.

2. Minimum planning. Try to outline only contours and directions for your next trip including public transport. Like an artist, apply the main strokes on a blank canvas, and paint the «picture» during the journey.

3. Communicate with the locals. Contemplating the amazing architecture and surrounding beauty is an indispensable attribute of any trip. Ask for locals' recommendations what to do on the weekend, where to go for dinner.

4. Use «*slow* transport». When arriving at a tourist destination, try to use a bus, a tram or even a bike to learn more, perfectly and unhurriedly explore both a small European city and a small Asian island with obligatory stops.

Slow travel is an area that is growing fast in popularity due to changes in society and increased holiday time offered in jobs because of many remote work options around the world nowadays [2].

References

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