

Travelers, territory and tourism enterprises: meeting, participation and growth

- Slow Tourism brings travelers closer to local communities and traditions, while promoting both knowledge and the safeguarding of natural and cultural resources of the locations visited. It promotes amongst travelers the spreading and organization of vacations that valorize everyday actions that are capable of protecting the environment. Slow Tourism is a movement, a national and international network that provides responsible travelers with new tools and services to choose and realize sustainable vacations.
- Slow Tourism contributes to sustainable development in rural areas as well as in cities by promoting local cultures beyond their geographical borders. It protects natural and cultural richness by involving travelers interested in having an active role in the safeguarding and valorization of local territories.
- Slow Tourism promotes the adoption of management practices capable of improving economic sustainability of tourism enterprises (hotels, B&B, agritourisms, etc.) while reducing impact on the environment. It also increments the visibility level of tourism enterprises thanks to their involvement in the networks and thanks to improvements in customers' levels of loyalty.