

## Review and Trend Analysis of Slow Tourism As An Emerging Trend In the Indonesian Tourism Industry: A Study Of Why There is Lack of Extensive Discussion on This Topic

Supina<sup>1\*</sup>, Justin Mochammad Ichsan Banse<sup>2</sup>

<sup>1,2</sup> Universitas Bunda Mulia, Indonesia

\*[supina@bundamulia.ac.id](mailto:supina@bundamulia.ac.id)

---

### Article Info

Submitted, 1 August 2023  
Revised, 20 September 2023  
Accepted, 1 October 2023

---

### Keywords:

Slow Tourism; Tourism Trends; Emerging Trends; Network Visualization; Density Visualization

---

### Kata Kunci:

Wisata Perlahan; Trend Berwisata; Trend yang Muncul; Visualisasi Jaringan; Visualiasi Kepadatan

---

### ABSTRACT

*The COVID-19 pandemic has led to a surge in the appeal of "slow tourism," which denotes relaxed and unhurried vacations for tourists. Slow tourism encourages tourists to fully appreciate each moment, immerse themselves completely in the rich tapestry of local culture, and establish profound bonds with the varied Indonesian communities and landscapes that constitute this captivating nation. The principles of this "slow tourism" should be well rooted in Indonesia, particularly in rural regions, where longstanding customs have traditionally welcomed visitors to engage in culturally immersive encounters. The emergence of the "slow tourism" phenomenon occurred during the latter part of the 20th century and the early part of the 21st century. This study originates from an investigative journey to evaluate the present patterns and execution of "slow tourism" in Indonesia. This study employs a comprehensive examination of secondary data, encompassing scholarly research, and publications from the tourism sector by using VOSviewer, to furnish detailed insights into the evolution of this nascent paradigm. The objective is to promote conscientious travel behaviours and safeguard the nation's ecological and cultural legacy for future eneration. The study's findings offer comprehensive guidance, practical recommendations, and a theoretical framework for policymakers, researchers, and industry stakeholders.*

---

### ABSTRAK

Pandemi COVID-19 telah meningkatkan daya tarik "pariwisata lambat", yang berarti liburan santai dan tidak terburu-buru bagi wisatawan. Pariwisata lambat mendorong wisatawan untuk sepenuhnya mengapresiasi setiap momen, membenamkan diri sepenuhnya dalam kekayaan budaya lokal, dan menjalin ikatan mendalam dengan beragam komunitas dan lanskap Indonesia yang membentuk negara menawan ini. Prinsip-prinsip "pariwisata lambat" ini harus berakar dengan baik di Indonesia, khususnya di daerah pedesaan, di mana adat istiadat yang sudah lama ada secara tradisional menyambut pengunjung untuk terlibat dalam perjumpaan budaya yang mendalam dan mendalam. Munculnya fenomena ini terjadi pada akhir abad ke-20 dan awal abad ke-21. Penelitian ini bermula dari perjalanan investigasi untuk mengevaluasi pola dan pelaksanaan "slow pariwisata" saat ini di Indonesia. Studi ini menggunakan pemeriksaan komprehensif terhadap data sekunder, yang mencakup penelitian ilmiah dengan menggunakan VOSviewer, dan publikasi dari sektor pariwisata, untuk memberikan wawasan rinci mengenai evolusi paradigma yang baru lahir ini. Tujuannya adalah untuk mendorong perilaku perjalanan yang berhati-hati dan menjaga warisan ekologi dan budaya bangsa untuk generasi masa depan. Temuan studi ini menawarkan panduan komprehensif, rekomendasi praktis, dan kerangka teoritis bagi pembuat kebijakan, peneliti, dan pemangku kepentingan industri.

D.O.I :

<https://doi.org/10.17509/jithor.v6i2.62222>

## INTRODUCTION

Klarin et al. (2023) reported that the field of slow tourism research is growing at a faster rate (average annual increase of 35%) compared to general tourism research (average 9% annually) and scientific research (average 4% annually). This highlights the ongoing ambiguity surrounding the core concepts of 'slow tourism' and 'slow travel'. Slow tourism encompasses not only the mode and velocity of transportation but also its impact on the mindset of slow tourists, local communities, and the natural and social environment (Diefenbach, 2021). Desmukh et al. (2023) propose the creation of a modelling framework to integrate slow tourism into the daily practices of travellers, destination managers, and travel service providers.

In remote regions of the country, visitors are advised to exercise caution and foster authentic relationships with local populations and their time-honoured traditions. Indonesia's diverse terrain, ranging from lush rainforests to unspoiled coastlines, provides an ideal setting for leisurely exploration. Indonesia offers opportunities for slow tourism, allowing travellers to immerse themselves in traditional villages and tranquil rural landscapes. This form of tourism encourages cultural exploration and fosters a stronger relationship with the country's unique cultural history. An emerging travel trend that originated in the late 20th and early 21st centuries as an alternative way to travel and tourism. This paper addresses the lack of attention from tourism scholars towards the problem of promoting tourist sites as "slow tourism destinations."

According to the researcher's preliminary inquiry, the reason for this is that while academic scholars show interest in the idea of slow tourism, it encounters numerous organisational challenges in

reality, such as the sluggish progress and preparation of "slow tourism" in Indonesia. Visiting a certain location may not have a psychological impact on slow travellers, as the local characteristics of the destination might attract visitors and engage them in travel activities without directly affecting their emotional experiences (Desmukh et al., 2023).

According to Reindrawati (2023), community engagement is constrained by operational, institutional, and cultural issues. Operational difficulties include insufficient information, ineffective decision-making processes, limited platforms for debate, a lack of knowledge, a lack of openness, and an absence of accountability. On the other hand, structural obstacles encompass a scarcity of experts in the domains of planning, community development, funding, education, and policy and governance. Cultural impediments encompass colonialism, societal scepticism towards information, power inequalities, discrepancies in costs and benefits, and conflicts of interest. The presence of these obstacles has impeded the process of community tourism planning in developing nations. Hence, it is imperative to promptly comprehend the intricacies of "slow tourism" as the nation strives to strike a harmonious equilibrium between economic progress and the conservation of its natural resources and cultural heritage. The study's findings offer comprehensive guidance, practical suggestions, and a theoretical framework for policymakers, researchers, and industry professionals.

This review study aims to fulfil the research objectives and address the research questions: "What is the progress of slow tourism study in Indonesia?", "Why is slow tourism not widely recognised in Indonesia?" and "What is the potential for slow tourism development in Indonesia?". This will be achieved by examining articles published in academic

journals and relevant news sources. This study serves as a follow-up to the analysis conducted after the crisis in Indonesia, with a focus on restoring the tourism business following the COVID-19 pandemic. [Kumar et al. \(2023\)](#) stated that tourism players must address short- and long-term issues while minimising damage to the world economy following the epidemic. It involves a comprehensive examination of recent publications from scholarly journals, websites, and other online platforms. The objective is to acquire the most up-to-date information regarding this incidence. This approach offers the chance to comprehend present challenges, leading to a comprehensive view of several crucial strategies to address the pandemic once the crisis subsides.

This review study aims to contribute to the latest literature since there is very minimal study of slow tourism development and trends in Indonesia. It provides a comprehensive summary of the current information by analysing articles and evaluating their content, structure, style, and contemporary perspectives on the progress of slow tourism worldwide and in Indonesia.

## LITERATURE REVIEW

Slow tourism is a recent trend in modern tourism. This movement originated from a more extensive phenomenon known as the "Slow Movement." Slow tourism is a conceptual framework that entails individuals embarking on extended stays in a particular destination, abstaining from excessive travel, and immersing themselves in the aesthetic allure of the locale. This approach allows for a thorough exploration of the local history, culture, and environment while also promoting sustainability ([Megawati & Giam, 2023](#); [Rudiyanto & Januar, 2021](#)).

The primary issues that this sluggish movement is concerned with include the pressures stemming from the current socio-economic climate, stress, time constraints, the rapid speed of everyday life, and the absence of effective communication and genuine physical contact in human interactions. Slow tourism is characterised by a deliberate emphasis on the quality of the journey, with a primary focus on enjoyment and experiences that cater to tourist consumption ([Kumar & Patel, 2019](#)).

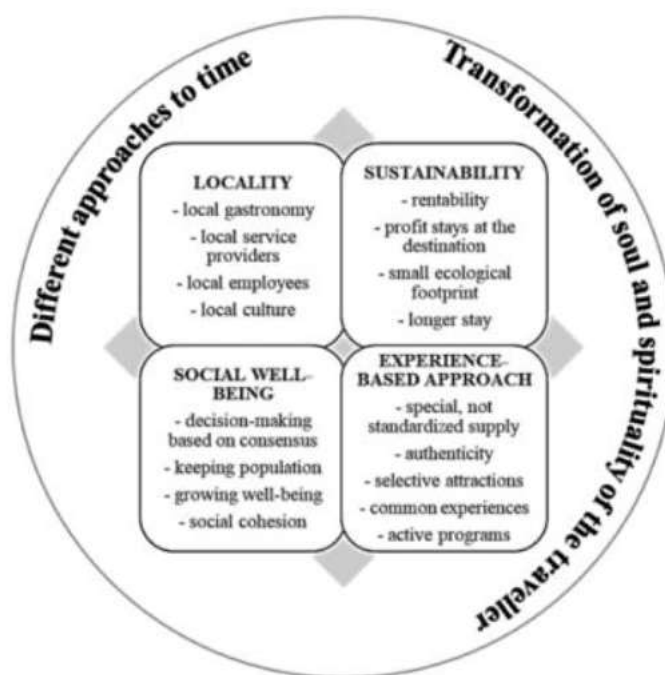
Slow tourism refers to an alternative mindset or mentality embraced by both travellers and professionals in the tourism industry, including tour operators and tourism planners. [Lin \(2017\)](#) suggests that tourists should be encouraged to adopt a slower travel pace in order to actively participate in the local culture and society. This may be accomplished by establishing collaborative relationships between tour operators and destination management to effectively pursue these objectives. To facilitate the essential requirements for prospective slow travellers to decelerate (sufficient tourism information, expert guides, and a tranquil ambiance throughout the excursion).

[Serdane \(2019\)](#) identifies various supply-side issues associated with the implementation of a slow philosophy in tourism growth. Primarily, this research demonstrates that the concept of slow philosophy presents challenges due to its inherent duality, such as the contrast between commercial and less commercial aspects, as well as the distinction between planned and spontaneous elements. The presence of conflicting arguments suggests that supply-side members do not universally comprehend the concept, which hinders the practical execution of the slow philosophy. The issue of supply-side constraints, such as community engagement, is a significant difficulty in

developing nations. Inclusive Practice in Slow Tourism.

Slow tourism addresses the shortcomings of mass tourism and offers a more substantial foundation for the long-term viability of the tourism industry. Tourism is slow to recognise and value the genuine nature of destinations. This stands in contrast to the slow process of mass tourism, which diminishes the value of tourism and homogenises sites to cater to

a large number of people. Human beings require periods of rest and relaxation through tourism in order to rejuvenate themselves for their daily routines. However, the rapid speed of mass tourism, many modes of transport and transit, the busy and noisy environment, and the overwhelming amount of activity undermine this requirement (Moira et al., 2017).



**Figure 1. The Components of Slow Tourism**

Source: Sari, 2022; Ernszt & Marton, 2021

The concept of “slow tourism” centres on the notion that tourists should adopt a more measured pace to completely savour the journey, immerse themselves in the sights, sounds, and flavours of their destinations, value the natural surroundings, and enhance their overall experience. Acquire a profound comprehension of the local culture by engaging in significant encounters with residents of the area. Thus, Jitendra et al. (2023) established a set of 12 essential elements that contribute to the achievement of slow tourism: sustainability, local knowledge

acquisition, organic experiences, well-being, efficient use of time, favourable circumstances, comprehension, accountability, impact, contentment, mobility, and emotional connection. Beyond Cognition: being-with via feelings, felt memories, and senses

The rhetoric around slow tourism in modern industrialised countries emphasises the necessity for individuals to decelerate and allocate sufficient time for their everyday activities as the prevalence of stress and mental health issues continues to rise (Farkic & Taylor, 2019). The empirical findings from

Kosykh et al.'s (2023) study demonstrate that hedonic enjoyment can have a beneficial impact on self-expression, which challenges the commonly held belief that these two characteristics are typically negatively associated. The theory of hedonic adaptation posits that individuals experience temporary pleasure when their wishes are fulfilled, but this enjoyment diminishes when they become accustomed to the same degree of stimulation through repeated exposure. Nevertheless, this idea fails to establish a connection between hedonic enjoyment and the quality of life experienced after visiting slow tourist areas.

Hence, it is recommended that future studies, as proposed by Oh et al. (2014), concentrate on investigating the conceptual convergence between slow tourism practices and established theories of tourism motivation, such as goal-oriented consumption theory. Indonesia's rich and diverse attractions are bundled into cultural tourism, ethnic tourism, and nature tourism. With the newest global trend after the COVID-19 pandemic, the adoption and adjustment of slow tourism in Indonesia should not require many adjustments but may have a great impact on boosting the attractiveness of tourist destinations in Indonesia.

## RESEARCH METHODS

The complexity of today's data and information, which comes from a variety of sources, is enormous in size, and is presented in a variety of forms, has led to a growth in the demand for technical support for data processing and visualisation solutions. Therefore, in this

period of technological advancement, which is evolving at such a quick pace as it is today, there is a significant demand for the analysis of bibliometric data that is performing bibliometric data analysis mapping, one of the tools that may be utilised is VOSViewer, which is an example of a mapping tool (Supina & Iskandar, 2023; Garcia, 2020). An approach that is utilised in this investigation is the use of bibliometric analysis for the purpose of producing network visualisations of slow tourism as well as density visualisations of slow tourism. In order to carry out the analysis, the number of articles that were obtained was evaluated. In addition to facilitating an easy method of data analysis through the utilisation of mapping tools, VOSviewer also provides analysis of research developments (Al Husaeni & Nandiyanto, 2021). displayed visually using mapping tools (Nandiyanto et al., 2020).

For the purpose of obtaining the outcomes of the description as well as other information on the progression of the scientific area and the performance of research that has been carried out, mapping tools are utilised. In the process of

## RESULT AND DISCUSSIONS

The Progress of Slow Tourism in Indonesia

It is necessary to first examine the evolution of studies about slow tourism on a worldwide scale before moving on to the examination of the trends that have emerged in the development of slow tourism in Indonesia



The study of slow tourism is already part of global trends, and it is already highly particular to slow tourism. It is also possible to see that there is a derivative study, which includes slow travel, slow eating, slow movement, and other related topics. Figures 1 and 2 demonstrate this by demonstrating that the study of slow tourism is already underway. On the other hand, there are still studies that are very similar to this one but use

alternative keywords, such as rural tourism, ecotourism, and nature-based tourism. As a result, the concept of slow tourism is currently trending all over the world.

Now, specifically the trend of slow tourism study in Indonesia. Not to mention the network visualization and density visualization. Based on scopus documents search the result is as below figure



**Figure 4. Slow Tourism Indonesia Search Result on Scopus.com**

*Source: Researcher documentation, 2023*

Based on figure 3. It can be that only 14 documents found on scopus with the keywords of slow tourism and Indonesia, but after a title and thorough reading, none of those are discussing on the trends of slow tourism in Indonesia. Therefore, the visualisation of the network and the visualisation of the density do not need to be provided.

The authors conducted a search on the internet and found that there was just one article that had been published regarding slow tourism in Indonesia. The article was written by Sari (2022). The fact that there is such a lack of interest in research about slow tourism in Indonesia that are published as scholarly articles is demonstrated by this. In spite of this, if you conduct a web search for it, you will find a great deal of other papers that are available online. The recognition of slow tourism in Indonesia

Although there is no doubt that the trend of implementing slow tourism in Indonesia has been around for a

considerable amount of time, the fact remains that scientific study appears to utilise other names such as ecotourism, rural tourism, nature tourism, and so on. It is not that slow tourism is not generally recognised in Indonesia; rather, the term that is used does not employ the phrase slow tourism.

This indicates that slow tourism is not so disregarded in Indonesia. Keep in mind that, in comparison to many countries on other continents, Indonesia does not have a culture that is characterised by the practice of hustle. And the concept of slow tourism has the potential to improve the whole travel experience for tourists, such as Tidung Besar island, which was unable to accept a large number of people due to the fact that the island's carrying capacity for tourism is still sufficient, which would also be suited for slow tourism, as well as many other destinations in Indonesia.

The potential of slow tourism in Indonesia

The concept of slow tourism is not frequently utilised, as seen by the results of searches conducted both through the VOSviewer network visualisation and through online searches. One of the terms that is widely used is community-based tourism. It is a concept of tourism development that focuses on society, culture, and local wisdom based on social and environmental factors. Community-based tourism is a concept that is primarily implemented in Indonesia, which is a country that primarily implements it. In order for this concept to be developed, all stakeholders, including the government and the private sector, are required to play the roles of coordinators, facilitators, and stimulants. It is possible to draw the conclusion that community-based tourism development is effective in empowering the community in terms of economic, social, educational, and cultural endeavours.

The implementing party in tourism development is one of the important points where the private sector becomes a driving force in developing the economic ecosystem of a destination. This is accomplished by focusing on economics, such as capital or investors, and resources, such as providing training to the community regarding tourism (Sarudin, 2023). According to Abdullah and Prihastuti (2023), Indonesia is home to a diverse range of tourism activities, each of which caters to a specific travel pattern. These travel patterns are prioritised in order to ensure that the local population continues to reap the benefits of tourism.

The potential of slow tourism, on the other hand, has never been discussed by any government news outlet on an online platform, nor has any tourism expert ever provided an overview of the development of slow tourism in Indonesia, either through an interview or through writing on it. In the midst of the fast-paced and quick city life, it was felt that it was

beginning to damage the value of civilization and the quality of life.

## CONCLUSION

The word "slow tourism" is not commonly used and is still quite uncommon, particularly in published scientific publications and official government news, particularly from the government of Indonesia's tourism sector. The perspectives of a number of regions in Indonesia that are ideal as models for the implementation of slow tourism are discussed in a number of online news stories and articles that are published in the news.

Consequently, it is necessary to conduct exploratory studies in order to determine whether regions in Indonesia have the capacity to adopt slow tourism, as well as studies that benchmark Indonesia with other countries for further studies. It is expected that the findings of this research would be of special concern to relevant institutions in regard to the lack of attention that is being paid to slow tourism in Indonesia and that they would also be able to contribute references to slow tourism trends in Indonesia.

## REFERENCES

- Abdullah, R., Prihastuti, Y. (2023). Pengembangan pola perjalanan wisata di Desa Wisata Ngilngof Kabupaten Maluku Tenggara. *Journal of Indonesian Tourism, Hospitality and Recreation*, 6(2), 159-170.
- Al Husaeni, D. F., & Nandiyanto, A. B. (2021). Bibliometric using Vosviewer with publish or perish (using google scholar data): from step-by-step processing for users to the practical examples in the analysis of digital learning articles in pre and post covid-19 pandemic.

- ASEAN Journal of Science and Engineering*, 2(1), 19-46.
- Desmukh, R., Adhav, S., Oak, A. (2023). Sustainable and slow tourism – a significant footstep towards reducing carbon emissions and negative health impact: Perceptions of Indian travelers. *Journal of Pharmaceutical Negative Results*, 14(1), 44-55.
- Diefenbach, S. (2021). Challenges and opportunities of slow tourism for rural development and sustainability. *Regions*, 1-12.
- Ernszt, I., & Marton, Z. (2021). An emerging trend of slow tourism: Perceptions of Hungarian citizens. *Interdisciplinary Description of Complex Systems*, 19(2), 295-307.
- Farkić, J., & Taylor, S. (2019). Rethinking tourist wellbeing through the concept of slow adventure. *Sports*, 7(8), 190.
- Garcia, I. (2020). E-Leadership: A bibliometric analysis. *International Journal of Advanced Corporate Learning*, 13(1), 19-34.
- Jitendra, S., Siddharth, K., & Vishvanath, S. (2023). Exploring the dimensions of slow tourism. *Academy of Entrepreneurship Journal*, 29(2), 1-8.
- Klarin, A., Park, E., Xiao, Q., & Kim, S. (2023). Time to transform the way we travel?: A conceptual framework for slow tourism and travel research. *Tourism Management Perspectives*, 46(4), 101100.
- Kosykh, O., Roh, H., & Hart, R. (2023). Self-expressiveness in slow tourism as a sustainable driver: The trans-siberian railway travel experience. *Sustainability*, 15(10), 8011.
- Kumar, A., Patel, C. (2019). Slow tourism a new phenomenon. *SSRN Electronic Journal*. 6(5), 2946-2948.
- Kumar, J., Subramaniam, T., & Supina, S. (2023). Review of issues and challenges faced by tourism stakeholders in Malaysia due to the COVID-19 pandemic. *e-Review of Tourism Research*, 20(1), 202-234.
- Lin, L. P. (2017). Industrial tourists' behavioral intention toward slow travel in Taiwan. *Journal of Sustainable Tourism*, 25(3), 379-396.
- Megawati, Y., & Giam, H. S. (2023). Faktor-faktor yang mempengaruhi minat wisatawan domestik untuk berwisata di Nias Selatan, Sumatera Utara. *Jurnal Hospitality Dan Pariwisata*, 9(1), 6-17.
- Moira, P., Mylonopoulos, D., & Kondoudaki, A. (2017). The application of slow movement to tourism: Is slow tourism a new paradigm? *Journal of Tourism and Leisure Studies*, 2(2), 1-10.
- Nandiyanto, A. B., Biddinika, M. K., & Triawan, F. (2020). How bibliographic dataset portrays decreasing number of scientific publication from Indonesia. *Indonesian Journal of Science and Technology*, 5(1), 154-175.
- Oh, H., Assaf, A. G., & Baloglu, S. (2014). Motivations and goals of slow tourism. *Journal of Travel Research*, 55(2), 205-219.
- Reindrawati, D. Y. (2023). Challenges of community participation in tourism planning in developing countries. *Cogent Social Sciences*, 9(1), 1-13.
- Rudiyanto, R., & Januar, A. (2021). Determination of the feasibility of tourism villages in West Manggarai Regency. *Journal of Indonesian Tourism, Hospitality and Recreation*, 4(1), 75-84.
- Sari, D. P. (2022). Slow tourism possibilities in Cimande Tourism Village – west java. *E-Journal of Tourism*, 9(1), 31-41.

- Sarudin, R. (2023). Pengembangan pariwisata berbasis masyarakat di Kampung Saungkuriang Kota Tangerang. *Jurnal Manajemen Perhotelan Dan Pariwisata*, 6(1), 220-228.
- Serdane, Z. (2019). Slow philosophy in tourism development in Latvia: The supply side perspective. *Tourism Planning & Development*, 17(3), 295-312.
- Supina, S., Iskandar, H. (2023). Bibliometric mapping of local communities' environmental conservation behaviour. *E-Journal of Tourism*, 10(20), 241-250.