Individual factors impacting tourist satisfaction and revisit intention in slow tourism cities: an extended model

Fakhri Baghirov, Zehra Bozbay and Ye Zhang

Abstract

Purpose – *Postpandemic efforts to rebuild have steered the global economy toward a more sustainable trajectory. It is imperative to acknowledge the pressing need for further enhancements in the sustainable development of the tourism industry. This study aims to examine the influence of personal factors, including environmental concern, cultural interest, travel lifestyle and involvement, on tourist satisfaction and revisit intention, using the theory of planned behavior (TPB) as its framework.*

Design/methodology/approach – *The data was gathered through surveys conducted in three of Türkiye's most famous slow travel destinations: Seferihisar, Gökçeada and Akyaka. The analysis was carried out using SPSS and SmartPLS software, with subsequent structural model testing.*

Findings – *This study presents an extended model that incorporates four individual factors, tourist satisfaction, TPB and revisit intention. All hypotheses have been rigorously tested, and the model accounts for 60.4% of the variance in revisit intention. The findings are comprehensively discussed in this article, supported by relevant theoretical frameworks.*

Research limitations/implications – *Future research avenues could delve into the evolution of slow tourism in both developed and developing countries, assess disparities in revisit intentions between slow tourism and mass tourism destinations and investigate the prospects of sustainable tourism development in the postpandemic era.*

Originality/value – *The authors use the TPB to examine individual factors, tourist satisfaction and revisit intentions, aiming to build an extended model to gain a deeper understanding of the slow tourist decision-making process.*

Keywords *Sustainability, Slow tourism, Cittaslow, Revisit intention, Satisfaction, Involvement, Cultural interests, Environmental concern, Lifestyle*

Paper type *Research paper*

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1. Introduction

Covid-19 can be viewed as a valuable "lesson" or an early warning signal that has drawn attention to the importance of sustainable development across various sectors of the business world. As the third-largest industry globally, tourism contributes approximately 10% to the global gross domestic product (GDP) and is responsible for approximately 5% of global carbon dioxide (CO_2) emissions. In recent years, the tourism industry has suffered major setbacks due to travel restrictions implemented during the epidemic, resulting in huge losses. According to the World Tourism Organization (UNWTO), the number of international tourists fell sharply by 74% in 2020, equivalent to about 1 billion fewer arrivals than in 2019. This decline resulted in a loss of approximately $1.3tn in international tourism revenue. To illustrate the seriousness of the situation, international tourist arrivals fell by 20% in the first quarter of 2020, and by more than 50% in March 2020 alone (UNWTO, 2020). In the wake of the pandemic, the global economy has shifted to a more sustainable recovery path (Seabra & Bhatt, 2022). Sustainable tourism is a recurring theme in sustainability

discussions and is characterized by minimizing the adverse social, economic and environmental impacts associated with tourism while maximizing sustainable long-term benefits for local residents. As a spin-off of this approach, slow tourism has gained prominence as an alternative to mass tourism. The concept of "slowing down" travel has become increasingly popular in recent years, but the emergence of Covid-19 has greatly accelerated this trend, turning it into a new normal.

Unlike mass tourism, slow tourism is characterized by its leisurely pace, short travel distances and limited mobility, with a strong emphasis on the sustainable development of natural resources and local traditions (Huang, Chen & Ramos, 2022). With the evolution of slow tourism, the slow tourist profile has gained popularity. Slow tourists exhibit a preference for unhurried travel experiences, dedicating more time to immersing themselves in the local lifestyle, fostering a sense of belonging and discovering inner peace (Gheorghe, Dorobanţu & Nistoreanu, 2012). These travelers are particularly interested in authentic cultural immersion, often choosing local accommodation and trying local ingredients and flavors (Gheorghe et al., 2012), rather than rushing through multiple destinations in a short period of time (Telafer & Shapley, 2015). Slow tourists relish spending extended periods in a single destination, allowing them to fully appreciate the local beauty through a multisensory approach. This might involve experiencing the historical architecture, touching handcrafted wooden items, listening to folk music and savoring unique spices and aromas. Their strong sense of connection and active involvement often motivates slow tourists to revisit the same slow tourism destination repeatedly.

Cittaslow was established in October 1999 in Italy, drawing inspiration from the slow food movement. Its primary objectives are to promote a healthier and more leisurely style of travel, enhance the quality-of-life for residents, resist cultural homogenization and celebrate cultural diversity and uniqueness. By 2006, Cittaslow networks had been established in Italy, Germany, Norway and the UK. As of September 2021, the Cittaslow movement has expanded to encompass over 250 member towns worldwide. Currently, approximately 287 cities in 33 countries or territorial areas across the globe have become part of the Cittaslow network. It is worth noting that Italy is the country with the largest number of City Slow member cities, with 75, followed by Poland with 36 and Germany with 23. Turkey officially joined City Slow on December 1, 2008. It is worth emphasizing that Turkey is the only developing country among the top 10 members of City Slow. Seferihisar, the first member of Slow City Türkiye, is located in Izmir Province. As the Cittaslow movement has grown in Turkey, Akyaka and Gökçeada have emerged as popular slow tourism destinations. Today, in addition to the well-known mass tourism destinations such as Antalya, Bodrum, Fethiye and Istanbul in Turkey (Gorkem & Öztürk, 2014), tourists are increasingly showing interest in visiting these slow tourism cities.

Ajzen (1985) established the theory of planned behavior (TPB) as a framework for predicting an individual's intention to engage in a specific behavior within a particular context. Researchers have widely adopted this theory as a valuable tool for comprehending human intentions across various situations (Ajzen, 1991; Han, Hsu & Sheu, 2010). Behavioral intentions form the core of the TPB and represent tendencies or signals that drive behavior. The stronger an individual's willingness to engage in a behavior, the higher the likelihood of its execution (Han et al., 2010). In this study, we use three key constructs – namely, attitudes, subjective norms and perceived behavioral control – to assess an individual's actual influence over behavior. More specifically, we use these constructs to measure environmentally sustainable tourism behavior and predict the likelihood of future revisits. Surveying repeat guests is imperative because they often extend their stay at a destination, engage more deeply in activities and demonstrate a greater willingness to contribute to local environmental efforts. From a marketing perspective, repeat customers exhibit high levels of loyalty and are influential in spreading positive word-of-mouth, all while

requiring significantly lower marketing expenditures compared to first-time visitors (Lehto, O'leary & Morrison, 2004).

Slow tourists fundamentally differ from mass tourists in terms of their individual travel lifestyles and motivations. However, there is limited research on the impact of personal factors on the decision-making process of slow tourists. To contribute to the existing literature, this study extended the model by incorporating four individual factors (environmental concern, cultural interest, travel lifestyle and involvement) to gain a deeper understanding of the behavior patterns of slow tourists. Tourists who intend to visit slow tourism destinations share common travel preferences, patterns and behaviors driven by shared concerns for sustainability, cultural interests, lifestyles and active engagement. Understanding these personal factors is essential for the development of more effective marketing strategies through targeted segmentation and outreach efforts. Although there is a large body of research on travel satisfaction and revisit intention, a significant gap exists in the context of slow tourism. Further research is needed to explore differences in revisit intentions between mass tourism and slow tourism. Slow tourism typically offers high accessibility, limited mobility and close interaction with local culture, people and nature, which often inspires a strong desire to revisit. Therefore, it is reasonable to assume that slow tourism encourages habitual visits and, consequently, exhibits a higher rate of revisit intention compared to mass tourism. Furthermore, this study focuses on slow tourism in Turkey, a developing country and an important member of the Slow City network. This provides a comprehensive understanding of the distinctions in slow tourism between developing and developed countries. Our selection of three Slow City members in Turkey ensures a high degree of consistency and accuracy in our analysis, allowing for a deeper exploration of Slow Travel tourism in developing countries.

Academically, this study is a valuable addition to the emerging literature addressing the postpandemic emergency agenda, particularly from the perspective of tourism and its alignment with the sustainable development goals. Furthermore, it provides an in-depth study of postbehavioral aspects, specifically tourists' revisit intentions toward slow tourism destinations, while also taking into account the critical role of personal factors in shaping decisions within the slow tourism domain. One noteworthy contribution lies in shedding light on the intricate dynamics between mass tourism and slow tourism through the lenses of satisfaction and revisit intentions, facilitated by the comprehensive framework provided by the TPB. By exploring the unique characteristics, needs and desires of slow travelers, this research provides travel industry stakeholders with actionable insights that can inform the development of carefully tailored marketing strategies. These strategies can not only improve tourist satisfaction, but more importantly, cultivate tourists' strong tendency to return to slow travel destinations. Furthermore, this study extends the existing literature by situating its variables and theoretical foundations within the dynamic context of Turkey, a developing country that has rapidly embraced Slow City principles. The emphasis on revisit intention in this study has important implications, particularly in the areas of consumer loyalty and word-of-mouth marketing. Furthermore, this research brings the concept of slow tourism to the forefront as an integral part of sustainable development in the postpandemic era. It highlights the urgency of integrating sustainable practices into the agenda of both developing and developed countries, with the ultimate goal of fostering a more responsible and resilient tourism industry.

From a managerial perspective, a deeper understanding of target tourists' preferences and desires is critical to developing tailored marketing strategies that not only attract tourists but also increase the likelihood that they will return to the destination. Tourism plays a pivotal role in the economies of many developing countries, including Argentina, South Africa, Indonesia and Turkey. The ongoing pandemic has prompted these nations to reevaluate their tourism frameworks, with an increasing emphasis on sustainable development to bolster their economies in the postpandemic era. Their inherent qualities, such as leisurely

pace, limited mobility and proximity, make slow travel destinations ideally suited to transforming into habitual travel destinations. This shift helps maintain regular visitation patterns while promoting local development. When local tour operators set out to develop a marketing strategy for responsible and sustainable tourism, individual factors must be considered. To maximize the effectiveness of marketing efforts, there is a need to underscore the cultural advantages of a destination and enhance visitor involvement. This can involve curating a range of captivating activities, including offering local culinary experiences that tantalize the taste buds with indigenous flavors, organizing art exhibitions deeply rooted in local cultural history and devising other initiatives that facilitate immersive cultural interactions. By developing marketing strategies based on the preferences, characteristics and interests of target tourists, destinations can significantly enhance their attractiveness and competitiveness, thereby contributing to sustainable and responsible tourism practices in the postpandemic world.

To address the aforementioned gaps, we examined four personal factors: involvement, cultural interests, travel lifestyle and environmental concern, and three constructs from the TPB: attitudes, subjective norms and perceived behavioral control. The aim of this study is to investigate how these personal factors influence tourists' satisfaction and revisit intention within the framework of the TPB. We endeavor to construct an extended model that provides deeper insights into tourists' decision-making processes regarding slow tourism. This article commences with a literature review (Section 2) covering slow tourism, Cittaslow, personal factors, the TPB, tourists' satisfaction and revisit intention. These literature reviews lay the foundation for the conceptual framework of the study and the formulation of hypotheses. Subsequently, we delve into the methodology (Section 3) before concluding the article with the presentation of results (Section 4), contributions and recommendations (Section 5).

2. Literature review

2.1 Slow movement, slow tourism and Cittaslow

Often associated with "slow living," the slow movement originated in Italy in 1986 under the leadership of Carlo Petrini. Initially, the movement emerged in response to the planned opening of a McDonald's fast-food restaurant near the Spanish Steps in Rome. Carlo Petrini, along with a group of like-minded individuals, formed an organization with the goal of preserving traditional Italian cuisine prepared by local restaurants and safeguarding the local cultural heritage. This collective action gave rise to the Slow Food movement, which advocates for the sustainable development of local traditional food markets and opposes the harmful effects of food standardization. In addition, the slow movement has expanded into various fields, including slow films that prioritize emotional and realistic narratives, slow fashion that emphasizes environmentally friendly and ethical fashion brands and slow marketing that centers on sustainability trends (Shellnutt, Bhat, Brookfield & Jahn, 2011).

Likewise, slow tourism, which originated in Italy in 1999, has shifted its focus to exploring nature (eco-friendly), immersing in diverse cultures (cultural interest) and delving into local history and heritage. Unlike mass tourism, slow tourism prioritizes the sustainable utilization of natural resources and preservation of traditions (Gardner, 2009). This style of travel places an emphasis on experiencing a destination in a more mindful and sustainable manner, adopting a leisurely pace and eco-friendly practices to mitigate its adverse impacts on the environment, culture and local communities. Slow tourism strongly aligns with the values and principles of responsible travel, aiming to leave a positive and enduring influence on local communities. Furthermore, it advocates for the reduction of traffic-related pollution and promotes the use of low-carbon emission vehicles to conserve energy. In contemporary times, travel agencies, national park organizers and local tourism development departments also organize leisure tourism activities such as hiking, horse riding, mountain biking and eco-friendly tours to attract slower-paced tourists.

Slow travelers are serious travelers who prioritize quality over quantity and seek meaningful travel experiences that promote cultural appreciation, environmental protection and community engagement. These tourists tend to allocate more time to deeply immerse themselves in the destination, interact with locals, explore culture and history (Dickinson & Lumsdon, 2010) and indulge in local accommodation and cuisine (Gheorghe et al., 2012). The characteristics of slow travel tourists are jointly shaped by beliefs, behaviors, values and attitudes that are consistent with sustainable tourism principles (Gheorghe et al., 2012). When traveling, they demonstrate respect for local culture, customs and traditions by practicing responsible waste management, supporting eco-friendly transport options and participating in community-based tourism initiatives such as purchasing locally made products and choosing locally owned accommodation (Dickinson & Lumsdon, 2010; Gheorghe et al., 2012).

Cittaslow, which translates to "Slow City" in Italian, originated in Italy in 1999 as an extension of the slow food movement. This movement is centered around the idea of promoting a slower, more deliberate way of living. Slow tourism and Cittaslow share a common philosophy, encouraging both tourists and residents to embrace meaningful and sustainable travel experiences. The concept of Cittaslow was first introduced in Turkey in 2009, starting with Seferihisar (Gorkem & Öztürk, 2014). Slow tourism, particularly in these Cittaslow cities, has brought about significant positive consequences, including increased employment opportunities and local incomes (Conway & Timms, 2010). A study by Baldemir, Kaya & Şahin (2013) studied destinations in the context of sustainable cities and highlighted the importance of environmental policies in influencing tourist behavior. Gorkem & Öztürk (2014) investigated the impact of slow tourism on the residents of Seferihisar, focusing on various aspects, especially local gastronomy. Furthermore, Gunduz et al. (2016) emphasized the importance of social resilience in sustainable urban development and the gradual evolution of slow cities, while also proposing to explore potential barriers and solutions to ensure flexibility in Seferihisar development.

2.2 Planned behavior theory and application

An extension of the theory of rational action (TRA), the TPB posits that individuals behave rationally based on their attitudes, subjective norms and perceived behavioral control. It further emphasizes that behavior is influenced by intention, which, in turn, is determined by factors like attitude, subjective norms and perceived behavior (Kalkan, 2011; Perugini & Bagozzi, 2001). Attitude refers to the degree to which an individual holds a favorable or unfavorable assessment of the behavior in question. It involves a consideration of the consequences of that behavior. Subjective norms relate to an individual's belief regarding whether most people agree or disagree with the behavior. It concerns a person's beliefs about whether people of importance to them think they should engage in the behavior. Perceived behavioral control involves an individual's perceived ability to perform a specific behavior and is primarily influenced by one's intentions (Baker et al., 2007; Conner & Abraham, 2001). In addition, perceived behavioral control can be used to predict the anticipated outcomes, such as success or failure, of performing specific behaviors.

The TPB is a valuable framework for predicting tourist behavior and choices within the context of slow and sustainable tourism. Slow travelers often exhibit a willingness to embrace more sustainable travel practices due to their positive attitudes toward destination authenticity, cultural richness and eco-friendliness. Furthermore, social influence and subjective norms play pivotal roles in shaping tourists' strong inclination toward slow tourism (Meng & Choi, 2016). These attitudes and subjective norms drive slow travelers to adopt behaviors that benefit the environment and local communities. By examining the interplay of attitudes, subjective norms and perceived behavioral control, we can gain deeper insights into the factors motivating tourists to select slow travel destinations and engage in sustainable tourism practices. Meng & Choi (2016) extended the TPB by

introducing authentic perception (AP) as a key factor explaining the basis of behavioral intentions in slow tourism. Their study showed that attitudes, subjective norms, perceived behavioral control and AP all have significant effects on the formation of slow travel-related intentions.

In addition, numerous studies have applied the TPB to various aspects of behavior, including environmentally friendly consumption, perceptions of behavior in green events, revisiting intention to eco-friendly hotels and green hotel recommendations. For instance, Wang, Wang, Wang, Li & Zhao (2018) emphasized the significance of tourists' environmental awareness as a key indicator of their potential behavior. Tourists with high environmental awareness tend to exhibit environmentally friendly behaviors. Bo & Heesup (2018) applied the theory to highlight that tourists' involvement in tours often relates to price sensitivity, which enhances tourists' satisfaction and loyalty. They found that perceived value serves as a stronger mediator between involvement and satisfaction compared to perceived price reasonableness. Girish & Lee (2020) focused on authenticity and behavioral intentions, revealing that attitude and subjective norms have a significant positive correlation with behavioral intentions, while perceived behavioral control does not show a significant relationship with behavioral intentions.

2.3 Personal factor and theory of planned behavior in slow tourism

The concept of involvement plays a crucial role in the purchase of touristic products (Seabra et al., 2016). Involvement reflects a person's interest in participating in a particular activity. High levels of involvement, such as an interest in exploring destinations or a willingness to engage in sustainable practices, often contribute to more positive attitudes, such as a fondness for traveling to slow tourism cities. Involvement also impacts subjective norms by influencing concerns about societal pressure or influence (Seabra et al., 2016; Meng & Choi, 2016). High involvement in slow tourism networks or events often leads to greater attention to subjective norms and a stronger desire to revisit slow tourism cities. Increasing participation in slow travel activities can enhance an individual's confidence when planning a trip, resulting in higher satisfaction from positive experiences (Kim, 2008; Meng & Choi, 2016).

Through deep interactions with the local community, visitors can gain insights into their simplicity, optimism and deep-rooted customs. This fosters a genuine sense of attachment and belonging, ultimately making the experience more authentic and meaningful. Previous studies have indicated that involvement with the local community closely affects tourists' attitudes toward their trip, destination selection and their intention to purchase touristic products (Xu, Xu & Li, 2018). Kim (2008) also concluded that participation is a prerequisite for various factors that affect tourists' attitudes toward the destination, local image (Lu et al., 2015), tourists' motivations (Martin, Collado & Rodriguez del Bosque, 2013), revisiting intentions (Altunel & Koçak, 2017), pro-environmental behavior and information-seeking behavior:

   H1. High involvement of tourists positively affects attitude (*H1a*), subject norm (*H1b*) and perceived behavioral control (*H1c*) in the slow tourism destination.

Environmental concern represents an individual's apprehension about environmental issues and a strong commitment to environmental protection. These concerns are significantly associated with tourists' perceptions, attitudes, subjective norms and potential behaviors related to sustainable tourism practices. Environmentally conscious tourists are more inclined to visit eco-friendly destinations, such as slow tourism cities, due to the alignment of slow tourism's values with their environmental concerns. The intensification of environmental concerns increases the sense of responsibility that promotes subjective norms of sustainability, motivating tourists to adhere to and support eco-friendly initiatives and

minimize environmental impacts during travel (Meng & Choi, 2016; Sann, Jansom & Muennaburan, 2023).

Greater concern for environmental protection has led to increased awareness among tourists of their responsibility for sustainable development (Ballantyne, Packer & Falk, 2011). Slow tourism advocates for eco-friendly principles and nature-oriented activities that minimize local environmental impact, such as the use of bicycles to reduce CO_2 emissions. Slow travel tourists, driven by environmental concerns, consider not only the immediate impact of travel but also the long-term impact on local communities. As a result, they are more inclined to engage with environmental policies and fulfill their social responsibility. Previous studies have emphasized that environmental concern positively influences the likelihood of revisiting tourist destinations. Environmentally conscious tourists tend to contribute to sustainable tourism by spreading positive word-of-mouth and maintaining an image of responsible travel:

> H2. High environmental concern of tourists positively affects attitude (*H2a*), subject norm (*H2b*) and perceived behavioral control (*H2c*) in the slow tourism destination.

Cultural tourism is an important motivation for many travelers and includes the desire to learn, discover and experience both tangible and intangible aspects of culture. In fact, approximately 39% of tourists embark on their journeys with cultural interests in mind. These cultural interests play an important role in shaping tourists' attitudes toward their chosen destinations. Moreover, they facilitate meaningful interactions with individuals who share similar cultural values and norms. Travelers with a profound interest in cultural exploration are highly motivated to immerse themselves in local communities and gain a deeper understanding of the native culture. This promotes strong connections with local residents and fosters positive attitudes toward the destination. These emotional connections, in turn, contribute to heightened levels of satisfaction and a greater inclination to revisit (Sann et al., 2023). Their passion for cultural exploration drives them to actively seek information and resources for trip planning, demonstrating their high degree of behavioral control and confidence (Sann et al., 2023; Meng & Choi, 2016).

Research has indicated that cultural tourism shares a key characteristic with slow tourism, which is an extended stay in one location (Ponferrada, 2015). Both forms of tourism require deep and long-term immersion in local culture. To truly experience culture, tourists engage extensively with locals and become integrated into the local way of life. Cultural tourism helps preserve and promote cultural heritage through various educational programs such as music, culinary experiences and art. It also stimulates the creation of new activities in the tourism industry, fostering collaborations with other sectors like galleries and museums. With the rise of cultural tourism, the protection of cultural heritage has become increasingly important. Emphasizing social responsibility and cultivating positive attitudes toward sustainable development can greatly benefit cultural tourism (Ponferrada, 2015). Therefore, we make the following hypothesis:

> H3. The cultural Interest of tourists toward slow tourism positively affects attitude (*H3a*), subject norm (*H3b*) and perceived behavioral control (*H3c*) in the slow tourism destination.

The concept of lifestyle spans various domains, including psychology, health sciences, sociology and more (Dmytrakova, 2010). Typically, travel lifestyles are influenced by individual factors such as age, interests, beliefs, budget as well as cultural and social backgrounds. In the tourism industry, understanding the travel lifestyles of target tourists is essential for effective marketing. Travel lifestyle encompasses the different patterns and preferences individuals exhibit in their travel choices and behaviors. These lifestyles significantly shape people's attitudes, motivations, subjective norms and underlying behaviors when it comes to selecting slow travel destinations. Those inclined toward a slower pace of life tend to harbor positive attitudes toward visiting slow tourism destinations.

Within their social circles, subjective norms align with similar lifestyles, resulting in shared travel choices. Since slow travel aligns with their lifestyles, they feel empowered to plan trips that match their travel patterns (Kim & Han, 2010).

Sirakaya & Woodside (2005) emphasized the influence of lifestyle on decision-making regarding food, accommodations and activities at tourist destinations. Research on tourism lifestyle takes two distinct approaches: one examines the general lifestyle of tourists, encompassing their interests and thoughts across various life domains, while the other delves into specific lifestyles related to consumption patterns. Understanding lifestyle concepts is invaluable for the production, marketing and branding of local tourism products (Srihadi, Sukandar & Soehadi, 2016). Travel behaviors and trip preferences often serve as indicators of an individual's lifestyle and can significantly shape their attitudes toward why and how they travel. Kitamura (1988) posited that lifestyles may undergo slight alterations when considering activity choices. However, in terms of values and attitudes, lifestyle changes are typically gradual and long-term. Therefore, we make the following hypothesis:

> *H4.* Slow-paced travel lifestyle of the tourists positively affects attitude (*H4a*), subject norm (*H4b*) and perceived behavioral control (*H4c*) in the slow tourism destination.

2.4 Satisfaction and revisit intention and theory of planned behavior

Customer satisfaction is often defined as consumers' reactions (Oliver, 1997) or assessment of how effectively a product meets their needs. In the tourism context, satisfaction represents the overall sense of enjoyment an individual derives from visiting a destination (Cole & Scott, 2004; Quintal & Goy, 2019). Tourist satisfaction stands as a crucial element within the tourism experience (Zhang, Wu & Buhalis, 2018) and ranks among the most extensively studied variables in the tourism literature (Chiu, Teo, Schnyder & Ryu, 2016). It can be assessed through perceptions of a specific service, such as assessing quality or performance, or through emotional responses elicited by the travel experience, such as feelings of happiness or excitement (Chen & Chen, 2010). Overall satisfaction often reflects the cumulative impact of various aspects of the entire journey, encompassing tangible and intangible elements like accommodations, transportation, attractions, hospitality, food and other related factors. This overarching satisfaction significantly influences the likelihood of return visits and the tendency to recommend the destination to others (Chi & Qu, 2009; Correia, Kozak & Ferradeira, 2013). When tourists compare their initial expectations with their posttrip experience, meeting or surpassing those expectations generates a sense of delight and overall satisfaction (Chen & Chen, 2010). Previous research has shown that customer satisfaction is closely related to perceived value in a purchase or consumption experience.

Tourist overall satisfaction is a comprehensive evaluation of the entire tourism experience, while environmental satisfaction specifically evaluates tourists' satisfaction with the environmental conditions of the destination (Chi & Qu, 2009; Zulvianti, Aimon & Abror, 2022; Sahabuddin, Tan, Hossain, Alam & Nekmahmud, 2021). In the context of sustainable or ecotourism, environmental satisfaction holds significance as it is believed to significantly influence pro-environmental behaviors. In tourism, environmental satisfaction measures the degree to which a destination's environment matches tourists' expectations and preferences. Factors such as the cleanliness of accommodations, the natural surroundings, sustainability practices and ecological quality contribute to this assessment. High environmental satisfaction can have a positive impact on tourists' perceptions, attitudes and behaviors related to sustainable tourism practices. It encourages them to support environmental initiatives, minimize their environmental footprint during travel and adopt positive behaviors such as using public transport, reducing waste, saving energy and supporting local businesses. Tourists with a high level of environmental satisfaction at their destination are more likely to revisit after a positive experience and share their experiences through word-of-mouth recommendations (Zulvianti et al., 2022; Sahabuddin et al., 2021).

Revisit intention refers to tourists' willingness to return to a destination later and is a postconsumption behavior (Cole & Scott, 2004). It is directly influenced by factors such as satisfaction, attractiveness, perceived service quality, cultural involvement and perceived risk. Numerous studies show that repeat travelers tend to stay longer in a destination, engage more deeply in consumption activities and show a greater willingness to contribute to local environmental efforts. From a market impact perspective, repeat customers demonstrate high levels of loyalty and often engage in positive word-of-mouth promotion. In addition, they typically require lower marketing expenditures compared to first-time visitors (Lehto et al., 2004). During the pre-trip stage, tourists are often faced with multiple options, making destination selection a challenging decision. Some tourists may be less inclined to explore unfamiliar places and instead prefer to revisit destinations where they have previously experienced high levels of satisfaction (Khasawneh & Alfandi, 2019; Stylos, Vassiliadis, Bellou & Andronikidis, 2016). Recommendations from close friends are an effective marketing tool because they carry a high level of trust. Consequently, it is common to observe repeat visitors bringing along friends on their subsequent trips (Khasawneh & Alfandi, 2019).

The TPB (Ajzen, 1991) has been extensively used to predict both intentions and actual behaviors. Research shows that having a positive attitude toward a place can prompt tourists to be more environmentally conscious during their travels. Engaging in proenvironmental behaviors tends to increase tourist satisfaction, thereby creating a positive tourism experience (Joewono & Kubota, 2007; Ponferrada, 2015). A favorable attitude toward a destination or tourism experience is closely linked to increased satisfaction levels. When tourists have positive sentiments about a destination, they are more likely to relish their trip and create meaningful memories, resulting in heightened satisfaction (Ponferrada, 2015; Srihadi et al., 2016). Subjective norms encompass the social pressures that influence specific behaviors. The more encouragement visitors receive from their social circle, the more likely they are to share common motivations. Similarly, perceived behavioral control reflects an individual's belief in their ability to execute a particular behavior. When tourists are confident in their ability to enjoy a destination, it contributes to their satisfaction with that destination. Furthermore, high levels of satisfaction from previous visits, coupled with numerous pleasant memories and experiences associated with the destination, as well as a shared commitment to sustainability and green travel practices, together form a potent combination that bolsters the likelihood of tourists choosing to revisit the destination. Based on these premises, we propose the following hypotheses:

H5. Attitude (*H5a*), subject norm (*H5b*) and perceived behavioral control (*H5c*) under TPB positively impact tourists' satisfaction levels toward slow tourism destinations.

H6. Attitude (*H6a*), subject norm (*H6b*) and perceived behavioral control (*H6c*) positively affect the revisit intention to slow tourism destinations.

It is widely acknowledged that customer satisfaction plays a pivotal role in fostering long-term consumer loyalty, a principle applicable not only to physical products but also to the travel industry. Bo & Heesup (2018) explored the significance of place belongingness in tourists' decision-making processes and highlighted that attitudes of belongingness and subjective norms wield a substantial influence over perceived behavioral control and behavioral intention. This strong association between satisfaction and behavioral intentions is further supported by the use of items related to "behavioral dispositions" by some scholars, which assess an individual's inclination to repeat a specific behavior (Oliver, 1997). Numerous studies have affirmed that perceptions of service quality have a positive impact on customer satisfaction and behavioral intentions (Oliver, 1997). Furthermore, satisfaction is positively related to intentions and actual behavior (Wong & Zhou, 2006). Due to its strong relevance, customer satisfaction is often considered a mediating factor leading to subsequent outcomes such as revisit intention (Stylos et al., 2016).

Especially in the context of sustainable or ecotourism, environmental satisfaction focuses on the degree to which the environment fits with the expectations and preferences of tourists seeking sustainable and ecotourism, and environmental satisfaction is an important factor affecting the revisit intention of slow-tourism destinations because slow tourism destinations and tourists have similar sustainability values. Tourists with high environmental satisfaction at their destination can generate positive behavioral outcomes and adopt active eco-friendly policies. After having a positive experience, these tourists will be more willing to visit the destination again and share the experience with others (Zulvianti et al., 2022; Sahabuddin et al., 2021). Overall, high levels of tourist' or environmental satisfaction play a crucial role in shaping tourists' intentions to visit the same place again and planning behaviors and incentivize them to make responsible choices that contribute to the destination, benefiting the tourists themselves and the local community:

> *H7.* Tourists' satisfaction (*H7a*) and environmental satisfaction (*H7b*) positively affects the revisit intention to slow tourism destinations.

2.5 Research framework

The research model is grounded in the TPB, which has been extended to incorporate personal factors such as visitor involvement, environmental concern, cultural interests, travel lifestyle, as well as satisfaction. The framework constructed is shown in Figure 1.

3. Methodology

The research focuses on three popular Cittaslow members in Turkey: Seferihisar, Akyaka and Gökçeada. The study's population includes domestic and foreign tourists who visit these three slow tourism destinations. Data were collected from a total of 600 respondents through questionnaires, with 350 from Seferihisar, 150 from Gökçeada and 100 from Akyaka. The sample size for each study area was determined based on the arrival ratio of domestic and foreign tourists, using data from the Ministry of Culture and Tourism. The questionnaire consists of five-point Likert scale questions on involvement, environmental concern, travel lifestyle, cultural interest, attitude, subjective norm, perceived behavioral control, satisfaction and revisit intention. The scales used in the research were drawn from existing literature. Demographic questions, including gender, marital status, income level and education were included as the last section of the survey. A pilot involving 50 respondents in Seferihisar was conducted before collecting the final data in all three destinations. This pilot helped us assess the suitability of the scales for our research objectives. Furthermore, to screen our respondents, we used precontrol questions to identify the profiles of slow tourists based on lifestyle, previous travel experiences,

Figure 1 Research model

Source: Created by authors
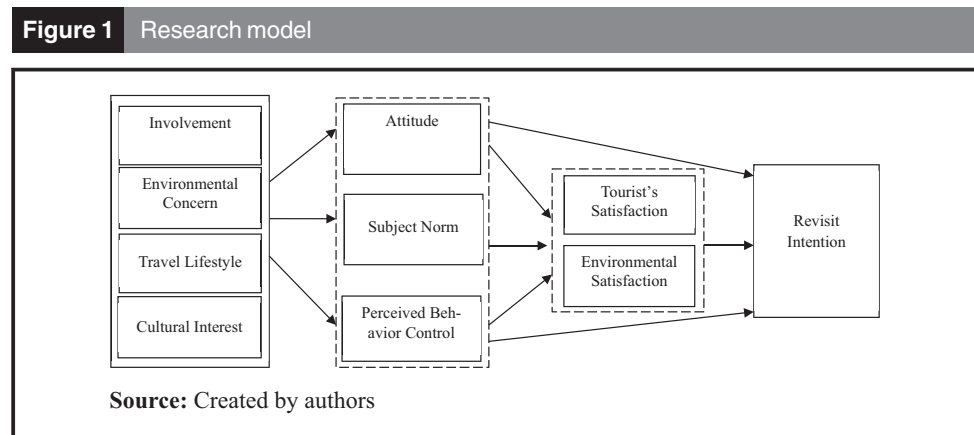
destination preferences and travel pace. Participants who did not meet criteria for control questions were excluded. After asking the control questions, a questionnaire was administered to the respondents. A total of four people, including the author, participated in data collection after receiving prior training.

The collected data were screened for missing data and outliers, and any missing data were identified before conducting the final model testing. The survey underwent validation by professionals, with particular attention to survey design, question descriptions and variable measurements. In this study, Cronbach's alpha values were used to assess reliability, while discriminant validity was used to evaluate the effectiveness of differentiating items or scales across constructs. Before conducting confirmatory factor analysis (CFA), exploratory factor analysis (EFA) was used to uncover the underlying structure of variables or items, identify latent dimensions and further assess construct validity in the pilot study. Confirmatory factor analysis (CFA) was then used to estimate the measurement model, and structural equation modeling (SEM) was used to test hypotheses, validate data and measure causal relationships between variables using the full sample data collected after the pilot study. Statistical analysis was carried out using software such as SPSS and SmartPLS, and the results are discussed and presented in the subsequent sections of the paper.

4. Data analysis

4.1 Respondents' background

Descriptive information regarding the respondents reveals that out of 600 participants, 53.7% were female and 46.3% were male. In terms of marital status, 43% were married, while 57% were single. Among the respondents, 69% were Turkish, and 31% were foreign tourists. The majority of respondents were employed (78%), with 22% (132 respondents) being unemployed. Regarding travel experience, approximately 75.30% of tourists had prior visiting experience, while 24.7% were visiting for the first time. The average length of stay for tourists was four days, with about 49% of tourists opting for a stay of – one to three days and approximately 40% choosing to stay for – four to six days. Furthermore, around 80% of tourists held a bachelor's degree or higher. Table 1 shows respondents' demographic profile.

4.2 Model assessment and structural equation model

As presented in Table 2, Cronbach's alpha values in our research range from 0.771 to 0.950. These values indicate that all variables are consistently represented by their respective constructs, showing a high level of agreement between items. The average variance extracted (AVE), originally proposed by Fornell & Larcker (1981), measures the amount of variance captured by a construct relative to the variance due to measurement error. Statistically, discriminant validity is achieved when AVE > 0.50. In our current study,

Table 1 Demographic profile							
Category		*Count*	*%*	*Category*		*Count*	*%*
Gender	Female	322	53.70	Travel experience	First time	452	75.30
	Male	278	46.30		Repeat visitor	148	24.70
Nationality	Turkish	413	69.00	Length of stay	1–3 Days	294	49.00
	Foreigner	187	31.00		4–6 Days	238	39.70
Employment status	Employed	468	78.00		7 Days above	68	11.30
	Unemployed	132	22.00	Education	High school	115	19.17
Marriage status	Married	258	43.00		Bachelor	473	78.83
	Single	342	57.00		Graduate	12	2.00
Source: Created by authors							

Table 2 Assessment of construct reliability and validity

Items		Mean	SD	Factor loadings	Composite reliability	Cronbach's alpha	Average variance extracted
Environmental concern	E1	4.0750	0.80028	0.812	0.933	0.920	0.609
	E2	3.3817	0.83736	0.796			
	E3	4.1117	0.83887	0.805			
	E4	4.2282	0.76845	0.615			
	E6	3.9917	0.84427	0.846			
	E7	3.9683	0.78848	0.807			
	E9	3.8517	0.70510	0.658			
	E10	4.0567	0.55435	0.888			
	E11	3.6933	0.72122	0.756			
Involvement	IV1	4.0867	0.49622	0.757	0.883	0.826	0.605
	IV4	4.0567	0.55435	0.808			
	IV5	4.1250	0.61373	0.811			
	IV6	4.0817	0.65502	0.616			
	IV7	4.0300	0.54430	0.874			
Cultural interests	C1	4.2283	0.77924	0.826	0.927	0.891	0.760
	C2	4.1800	0.66709	0.882			
	C3	4.1900	0.67428	0.877			
	C4	4.1033	0.63770	0.902			
Travel lifestyle	L1	3.0067	0.88010	0.778	0.918	0.873	0.652
	L2	3.1617	0.98003	0.837			
	L3	3.4217	0.83768	0.814			
	L4	3.3950	0.96464	0.871			
	L5	3.0450	0.98553	0.765			
	L6	3.5717	0.84423	0.774			
Attitude	A1	3.8517	0.43202	0.802	0.883	0.845	0.521
	A2	3.8467	0.55106	0.668			
	A3	3.9800	0.46543	0.627			
	A4	3.8583	0.57342	0.784			
	A5	3.9967	0.51358	0.718			
	A6	3.7083	0.51676	0.700			
	A7	3.8977	0.44228	0.739			
Subjective norm	SN1	3.5233	0.54155	0.773	0.903	0.856	0.699
	SN2	3.5017	0.56320	0.838			
	SN3	3.4767	0.53535	0.860			
	SN4	3.3733	0.52384	0.871			
Perceived behavior control	PBC1	3.7867	0.49823	0.815	0.876	0.771	0.702
	PBC2	3.7033	0.56200	0.900			
	PBC3	3.5450	0.69913	0.794			
Environmental satisfaction	S1	3.9883	0.60454	0.911	0.945	0.950	0.811
	S4	3.9332	0.59727	0.896			
	S7	4.0400	0.54976	0.865			
	S8	3.9600	0.61566	0.929			
Tourist's satisfaction	S10	4.0933	0.52448	0.820	0.950	0.950	0.731
	S11	4.0083	0.55568	0.900			
	S2	3.9600	0.52123	0.863			
	S3	3.9850	0.54950	0.844			
	S5	3.9967	0.51358	0.809			
	S6	4.0200	0.54168	0.875			
	S9	3.9433	0.52655	0.871			
Revisit intention	I1	3.9733	0.65829	0.950	0.955	0.928	0.876
	I2	3.8500	0.68917	0.921			
	I3	3.9150	0.74074	0.937			

Source: Created by authors

the AVE values range between 0.521 and 0.876, meeting this requirement. Composite reliability assesses the internal consistency of the scale items, with values of 0.70 or higher preferred. As shown in Table 2, our study demonstrates good composite reliability, with the lowest value being 0.876, indicating strong internal consistency among the scale items.

According to the variance extraction rule, EFA scores less than 0.6 may distort the factor structure and should be excluded from the analysis. Based on the results of EFA, two items related to environmental concern, two items related to involvement, one item related to cultural interests and one item related to subjective norms were removed due to factor loadings below 0.6. All remaining 52 items exhibited factor loadings above 0.6. In addition, the results suggested dividing the dimensions of satisfaction into two categories, which we have named "satisfaction toward slow tourism destinations" and "environmental satisfaction." Kaiser (1974) noted that a Kaiser–Meyer–Olkin (KMO) value over 0.5 and a significance level below 0.05 for Bartlett's test indicate substantial correlation in the dataset (Sofroniou & Hutcheson, 1999). In our study, all variables had KMO values ranging between 0.771 and 0.938, with a p-value for Bartlett's test of less than 0.05 ($p = 0.000$), confirming the substantial correlation in the dataset.

Discriminant validity is established when the square root of the average variance extracted by a construct exceeds the correlation between constructs. In Table 3, the diagonal numbers represent the square root of the average variance extracted, while the horizontal numbers represent correlations between structures. As shown in Table 3, discriminant validity is confirmed because the square root of the average variance extracted by the construct is greater than the correlation between constructs, thus, qualifying us to proceed with the subsequent analysis.

SEM is a multivariate statistical analysis technique used to analyze structural relationships. According to Table 4, the model explains a high percentage of the variance in revisit intention, with 60.4% ($R^2 = 0.604$) accounted for. In addition, the Q square value for each latent variable is greater than zero, indicating that the model possesses predictive relevance (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014).

As shown in Figure 2, the structural model illustrates the relationships between personal factors and the three variables of the TPB. Our results for *H1* show a significant positive relationship between involvement and attitude (B = 0.164, $p < 0.05$), subjective norm (B = 0.218, $p < 0.05$) and perceived behavioral control (B = 0.206, $p < 0.05$). These findings are in line with previous studies that suggest high levels of involvement may contribute to more positive attitudes, such as a preference for slow tourism. Involvement can influence subjective norms, reflecting concerns about societal pressure or influence (Zhang, Fan, Zhang & Zhang, 2019; Prebensen et al., 2013). High involvement in slow tourism networks or events can lead to increased attention to subjective norms (Ng & Feng, 2020; Meng & Choi, 2016). In addition, greater involvement in slow travel activities allows individuals to

Table 3 Discriminant validity										
Latent variables	PBC	CI	S1	S	RI	TL	SN	A	EC	IV
Perceived behavior control	0.838									
Cultural interest	0.165	0.872								
Tourist's satisfaction	0.087	0.778	0.856							
Environmental satisfaction	0.176	0.728	0.750	0.901						
Revisit intention	−0.050	0.453	0.690	0.593	0.936					
Travel lifestyle	0.146	0.452	0.386	0.506	0.326	0.807				
Subjective norm	0.077	0.167	0.328	0.248	0.443	0.051	0.836			
Attitude	0.052	0.575	0.598	0.400	0.497	0.355	0.348	0.722		
Environmental concern	−0.057	0.548	0.617	0.409	0.493	0.216	0.451	0.633	0.780	
Involvement	0.146	0.765	0.817	0.716	0.656	0.335	0.321	0.601	0.652	0.778

Source: Created by authors

Table 4 R & Q square of latent variables

Latent variables	R^2	R^2_{Adj}	Q^2
Perceived behavior control	0.137	0.131	0.085
Subjective norm	0.228	0.223	0.148
Attitude	0.499	0.496	0.231
Destination satisfaction	0.800	0.798	0.543
Environment satisfaction	0.671	0.667	0.508
Revisit intention	*0.604*	*0.597*	*0.495*

Source: Created by authors

Figure 2 Structural model
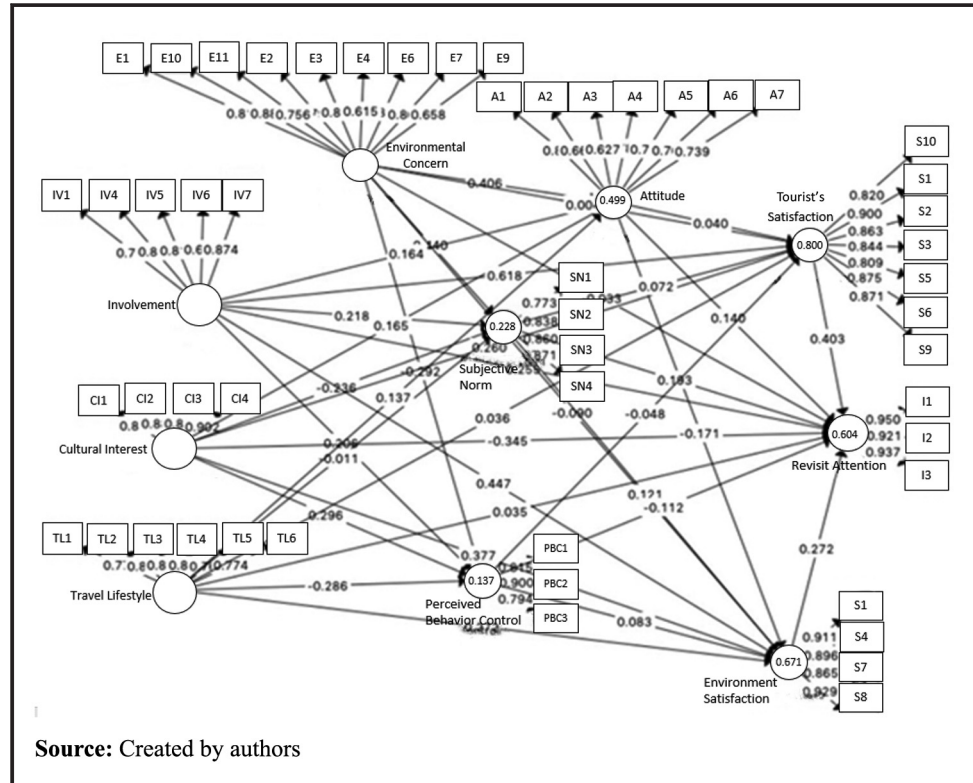
Source: Created by authors

better plan their travels, ultimately leading to higher satisfaction (Zhang et al., 2019; Kim, 2008; Seabra et al., 2016).

In relation to *H2*, the results indicate positive and significant relationships between environmental concern and attitude (B = 0.406, $p < 0.05$) as well as subjective norms (B = 0.440, $p < 0.05$) toward slow tourism. These findings are consistent with previous studies emphasizing the strong link between environmental concerns and tourists' perceptions, attitudes and subjective norms (Sann et al., 2023; Zhou, Thøgersen, Ruan & Huang, 2013; Chen & Tung, 2014; Paul, Modi & Patel, 2016; Zhang et al., 2019). However, the results also indicate that environmental concern has a negative and significant impact on perceived behavioral control (B = −0.292, $p < 0.05$). This finding suggests that individuals who are highly concerned about environmental issues may lack confidence in their ability to actively engage in pro-environmental behaviors. This may be because individuals who care deeply about the environment may set extremely high standards for themselves and may worry about not living up to those expectations. In addition, they may

view external pressures or social expectations as daunting, potentially undermining their confidence in their ability to make a significant positive impact through their actions. The complex interplay between environmental concerns and perceived behavioral control deserves further investigation to better understand the underlying dynamics.

In relation to *H3*, we discovered that cultural interest had a positive and significant effect on attitude (B$=$0.165, $p<0.05$) and perceived behavioral control (B$=$0.296, $p<0.05$). These findings are consistent with previous research highlighting the critical role of cultural interests in shaping destination attitudes. Strong interest in cultural exploration tends to strengthen positive attitudes, such as affection for the destination, prompting tourists to actively seek information and resources for travel planning, ultimately leading to high levels of perceived behavioral control (Sann et al., 2023; Meng & Choi, 2016). However, cultural interests exhibited a negative and significant relationship with subjective norms (B $=$ -0.236, $p<0.05$). This finding suggests that individuals with a strong interest in cultural activities and experiences tend to experience less social pressure or influence when involving in such activities. Several factors may contribute to this negative association. The negative relationship between cultural interests and subjective norms suggests that individuals with strong cultural orientations are more likely to follow their own interests and motivations when engaging in cultural activities during slow travel experiences, rather than being influenced by external social pressures or expectations.

Regarding *H4*, the findings revealed several noteworthy insights. First, the data indicated a significant positive relationship between travel lifestyle and attitude (B$=$0.137, $p<0.05$). This result is consistent with previous research, which has consistently shown how travel lifestyle can positively influence people's attitudes and motivations toward slow cities (Kim & Han, 2010; Srihadi et al., 2016). The link between travel lifestyle and good attitudes can be attributed to a shared preference among individuals with a specific travel lifestyle for a relaxed, leisurely and contemplative way of experiencing destinations. On the other hand, a negative effect of travel lifestyle on perceived behavioral control was observed (B$=$0.286, $p<0.05$). This finding suggests that individuals with specific travel lifestyles may exhibit a lower sense of control over their travel decisions. This complexity in the relationship can be explained by the multifaceted nature of the decision-making process, as highlighted by Kitamura (1988). Travelers' preferences, values and beliefs play an important role in influencing their perceived level of control. Individuals with certain travel lifestyles may prefer a more unpredictable travel experience, be open to flexibility in planning and be willing to accept last-minute changes while on the road. Therefore, they may perceive themselves to have less control over travel decisions due to the dynamic and adaptable nature of their travel style.

H5, 6 and *H7* examine the relationships between the various components of the TPB and satisfaction, as well as revisit intention. In line with previous studies, our research found that subjective norms have a positive and significant effect on tourist satisfaction (B$=$0.072, $p<0.05$), environmental satisfaction (B$=$0.121, $p<0.05$) and revisit intention (B$=$0.193, $p<0.05$). In addition, the study found that attitude toward slow tourism destinations significantly and positively influences revisit intention (B$=$0.140, $p<0.05$) but has a significant negative impact on environmental satisfaction (B $=$ -0.171, $p<0.05$). This negative effect can be attributed to the high expectations regarding environmental sustainability held by individuals with positive attitudes toward slow tourism destinations. Perceived behavioral control had a significant negative effect on tourist satisfaction (B $=$ -0.048, $p<0.05$) and revisit intention (B $=$ -0.112, $p<0.05$), while it had a positive and significant effect on environmental satisfaction (B$=$0.083, $p<0.05$). These negative effects may be explained by high perceived control, which may lead to fewer new and exciting experiences, which may reduce satisfaction and reduce the likelihood of revisiting. In addition, both tourist satisfaction and environmental satisfaction have a positive and significant impact on revisit intention.

5. Conclusion and recommendation

5.1 Conclusion

Our study aims to investigate the influence of individual factors, such as involvement, cultural interest, travel lifestyle and environmental concern, on travel satisfaction and revisit intention in the context of slow tourism. Notably, we found that our model explained 60.4% of the variance in revisit intentions and all hypotheses were tested. Involvement had significant positive effects on attitudes, subjective norms and perceived behavioral control. Moreover, involvement strongly indicated satisfaction and revisit intention, consistent with previous research findings. As expected, cultural interest positively affects tourists' attitudes toward slow tourism, perceived behavioral control and satisfaction. However, it has a negative impact on subjective norms and revisit intention. This suggests that culturally interested tourists seek to explore different destinations with different cultures, leading to a preference for different experiences rather than revisiting the same destinations. We also observed significant relationships between satisfaction and the intention to revisit. Interestingly, while a positive attitude toward slow travel increases intention to revisit, it negatively affects satisfaction. The explanation for this phenomenon is that when tourists hold more positive attitudes, they have higher expectations for the slow travel destination, which may lead to a gap between expectations and perceived actual performance, thereby leading to dissatisfaction.

5.2 Academic contributions

This study makes substantial academic contributions on multiple fronts. First, it enriches the literature on slow tourism in Turkey and contributes to cross-cultural tourism research, since Turkey is a developing country and there is a relative lack of research in this field, especially on tourism behaviors and intentions. Comparing the behavior and intentions of slow tourists from various cultures could provide valuable insights into the global perception and practice of slow tourism. We apply the TPB to slow tourism, adding a novel dimension to the literature, illuminating personal factors such as involvement, cultural interests, travel lifestyle and environmental concerns. Moreover, we delve into postbehavior aspects of slow tourism, including revisit intention and satisfaction. By comparing slow tourism with other forms of tourism (e.g. mass tourism or adventure tourism), it could contribute to a deeper understanding of the advantages and disadvantages of different tourism models and their impacts on destinations. By providing a deeper understanding of slow travelers' characteristics, needs and desires, our research helps to develop tailored marketing strategies and improve visitor satisfaction. Consequently, this can lead to a more effective attraction of tourists to revisit slow travel destinations. Revisit intention carries significant weight in research related to consumer loyalty and word-of-mouth marketing since repeat visitors are inclined to engage in more profound interactions and extend their stays. Furthermore, our study contributes to the expanding literature on the importance of sustainable development in the postpandemic era. By bringing slow tourism into the agenda, we address a vital aspect of sustainable tourism, which has gained increased relevance and significance in the wake of global health crises.

5.3 Managerial contributions

From a managerial perspective, the tourism sector suffered significant losses during the Covid-19 pandemic, underscoring the urgency of sustainable tourism development. Slow tourism, as a branch of sustainable tourism, should be actively promoted on a global scale as people pay more attention to the environment. In today's fast-paced world, where people often deal with stress and anxiety from work and family, the concept of "slow travel" is becoming a trend, allowing people to find the best way to relax themselves. Given tourism's importance to the Turkish economy, slow tourism is crucial for addressing environmental

concerns linked to tourism development. In addition to environmental concerns, local travel agencies should consider individual factors such as travel lifestyle, cultural interests and involvement when formulating marketing strategies for sustainable tourism. Emphasizing cultural advantages and enhancing visitor involvement can lead to the creation of more engaging activities. Understanding the preferences, characteristics and interests of target tourists can significantly enhance the effectiveness of marketing efforts. By gaining a deeper understanding of individual factors and planned behavior, it becomes possible to develop more targeted incentives and activities that enhance tourist satisfaction and increase revisit intentions in sustainable tourism destinations. Hotels, restaurants and agencies can engage slow tourists by integrating more images or videos showcasing local culture and activities into their marketing communications and advertisements. Ultimately, compared to mass tourism, slow tourism has the potential to provide lasting benefits to local residents, improving their quality-of-life, income and employment in a sustainable way.

5.4 Recommendations

Based on the literature review, we focused on studying four specific individual factors that align with the perspective of sustainable living and traveling in this study, considering limitations related to time and resources. Future research has the potential to enhance the model by incorporating additional individual factors, such as motivation, personality and social lifestyle. This expansion can increase the explained variance and further enrich the comprehensiveness of the model. In addition, owing to time and financial constraints in this study, we have not specifically delved into and compared the behavioral or conceptual differences between domestic and foreign slow tourists. This offers an opportunity for future research expansion through a comparative study of slow tourism between developed and developing countries, using our model. Furthermore, we recommend further research into the differences in revisit intentions between slow tourism destinations and mass tourism destinations, particularly concerning the motivations and purposes of travel. Given that slow travel tourism is often cost-effective and short-distance compared to mass tourism, it may result in a higher intention to revisit. Finally, postpandemic sustainable development within the tourism sector should be explored further, including areas such as digitalization in tourism.

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