

TOURIST MOTIVATION FOR SLOW TRAVEL: A CASE STUDY OF THE VOJVODINA REGION, SERBIA

Tamara Božović, Miroslav D. Vujičić, Sanja Kovačić, Tamara Jovanović, Tatjana Pivac



TATJANA PIVAC

Outstanding example of rural tourism in Vojvodina, Brkin salaš, Čenej.

DOI: <https://doi.org/10.3986/AGS.10583>

UDC: 913:338.48-6(497.113)

COBISS: 1.01

Tamara Božović¹, Miroslav D. Vujičić¹, Sanja Kovačić^{1, 2}, Tamara Jovanović¹, Tatjana Pivac¹

Tourist motivation for slow travel: A case study of the Vojvodina Region, Serbia

ABSTRACT: Slow tourism is a type of alternative tourism that promotes the tourist experience by slowing down the pace, protecting the environment and improving of the tourist experience quality by engaging tourists with the place. It is a new idea that is gaining acceptance worldwide. This study is a reflection on how this type of tourism might grow in Vojvodina. The first goal of this study was to examine the characteristics of tourists who visited Vojvodina and to examine which destinations in Vojvodina are the most visited. Finally, the primary objective of the article was to investigate the motives travelers choose to travel to Vojvodina. Based on the research data of 243 participants who visited destinations in Vojvodina, two factors that motivate tourists (research and leisure) were identified, using the Exploratory Factor Analysis. Future studies on this subject in the surrounding countries can take advantage of the research methodology.

KEY WORDS: slow tourism, tourist motivation, Vojvodina, Serbia, Exploratory Factor Analysis

Motivacija turista za počasna potovanja: Primer Vojvodine, Srbija

POVZETEK: Počasni turizem je alternativna vrsta turizma, ki postaja vse bolj sprejeta po vsem svetu. Spodbuja turistične izkušnje z upočasnitvijo tempa potovanja, varovanjem okolja in izboljšanjem kakovosti turistične izkušnje z vključevanjem turistov v kraj. Raziskava nudi razmislek o tem, kako spodbujati to vrsto turizma v Vojvodini. Prvi cilj te raziskave je proučiti značilnosti turistov, ki so obiskali Vojvodino in ugotoviti, katere destinacije so najbolj obiskane. Glavni cilj članka pa je raziskati motive popotnikov za potovanje v Vojvodino. Na podlagi podatkov o 243 udeležencih sta bila z uporabo raziskovalne faktorske analize identificirana dva ključna dejavnika, ki motivirata turiste za potovanje v Vojvodino: raziskovanje in prosti čas. Metodologija, ki je bila uporabljena v tej raziskavi, je prenosljiva in jo je možno uporabiti tudi v drugih raziskavah na to temo.

KLJUČNE BESEDE: počasni turizem, motivacija za potovanje, Vojvodina, Srbija, raziskovalna faktorska analiza

The article was submitted for publication on May 9th, 2022.

Uredništvo je prejelo prispevek 9. maja 2022.

¹ University of Novi Sad, Faculty of Sciences-Department of Geography, Tourism and Hotel Management, Novi Sad, Serbia
tamaraabozovic@gmail.com (<https://orcid.org/0000-0002-5975-0506>); miroslav.vujicic@dgt.uns.ac.rs (<https://orcid.org/0000-0003-0003-7869>), sanja.bozic@dgt.uns.ac.rs (<https://orcid.org/0000-0002-7623-241X>), tamara.jovanovic@dgt.uns.ac.rs (<https://orcid.org/0000-0002-2899-9544>), tatjana.pivac@dgt.uns.ac.rs (<https://orcid.org/0000-0002-1660-1295>)

² South Ural State University, Institute of Sports, Tourism and Service, Chelyabinsk, Russia
sanja.bozic@dgt.uns.ac.rs (<https://orcid.org/0000-0002-7623-241X>)

1 Introduction

Modern travelers have been seeking out fresh, high-quality experiences in recent years by engaging in new, alternative types of travel (Moore 2012; Moira, Milonopoulos and Kondoudaki 2017). Slow tourism is a form of alternative tourism that promotes tourism experiences, travel at a slow pace, preserving the environment and improving the quality of the tourism experience, as well as association with the destination. The concept of slow tourism emerged from the new needs of tourists to slow down the pace of life and travel (Conway and Timms 2010; Heitmann, Robinson and Povey 2011; Meng and Choi 2016; Moira, Milonopoulos and Kondoudaki 2017). Dickinson and Lumsdon (2010) define slow tourism as a conceptual framework that includes tourists travelling 'slower' and closer to home destination while staying longer at a selected destination and using sustainable and local transportation, consuming food that is specific to the place they are visiting. According to Gardner (2009) and Heitmann, Robinson and Povey (2011), slow tourism is the antithesis of mass tourism and a reaction against the fast-paced lifestyle of today. As a result, it is a new tourist niche, or a thorough travel strategy (Serdane 2017). The character of slow tourism as a relatively new form of tourism is increasingly present in the destination planning literature and in the tourism market, as well as in advertising in general (Valls et al. 2019), so it provides researchers with much room for future research. So far, the focus of slow tourism research has been mainly on defining this concept in theory. Several studies conducted on this topic (Robbins and Cho 2012; Oh, Assaf and Baloglu 2016; Özdemir and Çelebi 2018) dealt with determining the key motives that lead tourists to slow tourism. Research has been conducted from the aspect of push and pull factors, as well as from the aspect of goal-directed behavior (Oh, Assaf and Baloglu 2016). In Serbia, research on the topic of slow tourism is very scarce, and is in development (Đuranović et al. 2019). Slow tourism in some European countries, such as Italy and Spain, offers an extremely wide range of offers and is believed to have an increasing influence on the tourism market over time (Brovelli et al. 2015; Hernández-Mogollón et al. 2017; Balletto et al. 2019; Valls et al. 2019; Balletto et al. 2020). The potential and importance of the development of slow tourism has been also recognized by the European Union. Namely, in 2019, the project »Mediterranean as an innovative, integral and unique destination for slow tourism initiatives« was launched (<https://www.enicbmed.eu/projects/med-pearls>). Therefore, this article is important for trying to understanding the development of slow tourism concept and studies possible benefits for the development of tourism, with reference to Vojvodina, which will be presented as a case study.

Although slow tourism is a relatively new, numerous studies have demonstrated the connection between rural tourism and slow tourism as well as how slow tourism is perceived in rural locations (Noor, Nair and Mura 2011; Noor, Nair and Mura 2016; Farhadi Uonaki, Rabani and Khorasani 2022). Also, slow tourism is often linked to the contexts of sustainable and ecotourism (Conway and Timms, 2012; Dodds 2012; Svärd 2013; Serdane 2017; Pécsek 2018).

Vojvodina is a region that is well suited for the growth of rural tourism based on its natural and cultural features (Košić 2009; Demirović 2016; Demirović et al. 2019), and a rural location with a slow way of life might potentially be viewed as an avenue for slow tourism. So, although slow tourism can be associated with rural tourism, it can be said that Vojvodina, in addition to the development of rural tourism, has significant potential for the development of a new type of tourism, slow tourism.

Aim of the article is to define the characteristics of visitors who travel to Vojvodina's destinations and to identify which destinations attract them, in order to relate that the respondents have the characteristics of tourists who travel slowly. In addition, examining the motives why tourists choose to travel to Vojvodina and which ones stand out among them is the study's second and primary objective.

2 Literature review

2.1 Slow tourism concept

Slow tourism is new tourist niche or an overall approach to traveling (Serdane 2017), and is a relatively new form of tourism (Valls et al. 2019). Although the number of academic papers on the topic of slow tourism is growing from year to year (Mavric, Öğretmenoglu and Akova 2021) and there are numerous definitions none is complete and precise (Oh, Assaf and Baloglu 2016; Valls et al. 2019). Although the concept of slow

tourism is still in its infancy it should be allowed to grow without limitations and definitions (Lumsdon and McGrath 2011). Dickinson and Lumsdon (2010, 1–2) define slow tourism as »a conceptual framework that involves people who ‘travel to destinations more slowly overland, stay longer and travel less’ and who incorporate travel to a destination as itself an experience and, once at the destination, engage with local transport options and ‘slow food and beverage,’ take time to explore local history and culture, and support the environment«. Also, these tourists enjoy local culture and sights, consume authentic local cuisine and mostly use local means of transport. Numerous authors have confirmed the provided definitions in many different ways. According to Pécsek (2018), sustainable tourism, which promotes sustainable social, economic, and environmental development of places, is the foundation of slow tourism. Several authors emphasized the importance of slow tourism from the perspective of environmental protection and environmental sustainability (Matos 2004; Conway and Timms 2010; Dickinson and Lumsdon 2010; Lumsdon and McGrath 2011; Hall 2011; Meng and Choi 2016; Chhabra 2020). Recently, the authors began to deal with slow tourism as a form of personal satisfaction and well-being (Meng and Choi 2016; Oh, Assaf and Baloglu 2016; Shang, Qiao and Chen 2020). Also, the importance for slowness was recognized (Heitmann, Robinson and Povey 2011; Lumsdon and McGrath 2011) which can be observed in various areas, such as transportation, accommodation in small capacity pensions, consuming local food that respects the principles of slow food, or in inclusion in local culture and tradition (Babou and Callot 2009; Aksöz and Bâc 2019). Additionally, some authors (Caffyn 2012; Heitmann, Robinson and Povey 2011; Losada and Mota 2019) dealt with this issue from the aspect of length and quality of stay at the destination. The same authors state that slow tourism aims to reduce the number of frequent trips, and thus encourages tourists to stay at the destinations longer. This would lead to tourists spending more time on one destination and during that time getting to know it thoroughly, its culture, tradition, as well as everything local that is produced and sold in it (Yurtseven and Kaya 2011; Caffyn 2012).

In this article, slow tourism is defined as a type of tourism in which travelers indicate their intention to have high-quality experiences while traveling by learning about the local people’s culture, history, traditions, and gastronomy. Additionally, tourists that partake in slow tourism explore at their own speed without having to a set itinerary or time-based constraints. Staying in places with a rural, cultural, or sustainable ambiance is referred to as slow tourism. This means that slow tourism by its characteristics favors rural areas, areas rich in cultural values but not overpopulated, and areas rich in natural potential.

2.2 Tourist motivation

Diverse motives emerge as a result of the redirection of tourist movements from mass tourism to special forms of tourism, which are the triggers of tourist movements (Đuranović et al. 2019). Slow tourism is considered an overall approach to tourism, which appeared as a reaction to the fast pace of travel (mass tourism), and is its opposite (Honore 2005; Dickinson and Lumsdon 2010; Dickinson et al. 2010; Lumsdon and McGrath 2011; Timms and Conway 2012; Groenendaal 2012). Also, Matos (2004) states that slow tourism is the antithesis of speed, and Richards (2012) mentions it as the antithesis of a busy life. Therefore, it can be concluded that any type of tourism that is approached in a slow way, and that does not represent mass tourism, can be called slow tourism (Serdane 2017).

Understanding motivation is essential for understanding the decision-making process and determining why tourists prefer slow travel (Jensen 2013; Özdemir and Çelebi 2018). For many years, tourist motivation has been a very important segment of tourism research (Huang 2010). Since slow tourism is a relatively new type of travel, scholars have mostly concentrated on defining this idea. Few studies have been done on this subject (Robbins and Cho 2012; Oh, Assaf and Baloglu 2016; Özdemir and Çelebi 2018; Đuranović et al. 2019), and previous research on the reasons why visitors engage in slow tourism is extremely limited and is just now beginning to be relevant in the literature. One of the most important aspects of creating higher-quality goods and services at the destination is considering what inspires visitors to choose slow tourism (Özdemir and Çelebi 2018). The topic of motivating tourists to travel slowly concluded that the main motives of tourists for slow travel are related to relaxation, escape from everyday life, searching and discovering new things, self-reflection, and engagement and interaction with locals. Robbins and Cho (2012) were among the first to conduct research on this topic and identified five main topics that drive tourists on slow travel: news, relaxation, social interaction, mode of transportation, and cultural difference. Slow tourism is described as a goal-driven activity in a later article by Oh, Assaf and Baloglu (2016),

which defines six broad motives for slow travel (relaxation, self-reflection, escape, newspaper search, engagement, and discovery). On the other hand, motivation in tourism is most often viewed in the context of push and pull factors (Kim, Oh and Jogaratnam 2007; Pearce 2011; Xu and Chan 2016; Wong, Musa and Taha 2017). In addition, Özdemir and Çelebi (2018) leaving their personal mark, introducing a motive related to environmental care and social interaction that are internal (pull) factors.

In the literature, a significant similarity of motivation in slow tourism with motivation in rural tourism can be noticed. Authors who dealt with the topic of motivation in rural tourism (Tsephe and Obono 2013; Demirović et al. 2019), state that the main factors of motivation are related to the desire to escape; enjoyment and relaxation; the search for an unforgettable experience; desire for adventure; the need to learn; discovering nature and observing landscapes; enjoying the changing pace of everyday life; security; the need for pollution-free destinations; accessibility, etc. The biggest difference can be seen in the fact that slow tourism goes a step further in motivating tourists and introduces interaction with the local population (hosts) and local culture as a very important segment that can motivate tourists.

As there are different definitions, there are also different interpretations about whether slow tourism can be presented as an overall approach to tourism, an umbrella brand that includes different types of tourism, or as a special tourism niche (Serdane 2017). Some authors (Woehler 2003; Murayama and Parker 2012; Singh 2012) state slow tourism as an umbrella brand that includes different types of tourism. Precisely from this point of view, it can be explained that slow tourism has a great similarity of motives with rural tourism.

3 Methods

3.1 Case study area

The Autonomous Province of Vojvodina is located in the northern part of the Republic of Serbia. Geographically, the territory of Vojvodina belongs to the southern part of Central Europe and also includes the southern and southeastern part of the Pannonian Plain (Petrović 2014).

3.2 Research design

The research was conducted from April to August 2020. An online questionnaire distributed via e-mail and social networks (Facebook, LinkedIn, Instagram) was used as the main tool. Supplementary, 16.5% (41) respondents out of a total of 243 were surveyed in the classic way (pencil and paper).

The questionnaire used in the research consists of 14 questions, both closed and open, systematically divided into three segments. The first segment refers to the socio-demographic characteristics of the respondents. The second segment consists of questions about the frequency of travel and Vojvodina as a destination. In this segment the respondents were asked to list the destinations in Vojvodina that they visited, as well as to state the main reason for visiting the destination. Also, the respondents were asked to indicate with whom they traveled and whether they stayed at one or more destinations during the trip. The third segment refers to the evaluation of the degree of agreement/disagreement with statements related to travel motives. The research instrument was designed based on 14 factors of motivation defined by Oh, Assaf and Baloglu (2016). Factors of motivation were used to measure the importance of each motive individually for tourists who visited slow destinations in Vojvodina. In that segment, a five-point Likert scale was used (1 – completely disagree, 2 – partially disagree, 3 – not sure, 4 – partially agree, 5 – completely agree).

Data collected by the research were processed via IBM SPSS 17 (Exploratory Factor Analysis, descriptive statistical analysis, t-test, ANOVA test, correlation analysis).

3.3 Study sample

For the purposes of the research, tourists who have ever visited Vojvodina were asked to fill out a questionnaire. The sample consisted of a total of 243 respondents, and their socio-demographic characteristics are shown in Table 1.

Table 1: Socio-demographic characteristics of the respondents (n = 243).

Characteristics	Percentage (%)
Gender	
Male	28.4
Female	71.6
Education	
Primary school	/
High school	23.9
Faculty	46.9
Master studies	24.7
PhD studies	4.5
Monthly income	
Below average	31.3
Average income	26.3
Above average	26.7
No income	15.6
Age	
< 18 years	1.2
19–0 years	48.1
31–40 years	19.3
41–60 years	28.8
> 61 years	2.5
Type of residence	
Village	10.7
Small town (up to 10,000 inhabitants)	11.5
Medium-size city (10,000–100,000 inhabitants)	25.1
Big city (over 100,000 inhabitants)	52.7
Total	100.0

From Table 1 we can note that the majority of respondents are women (71.6%) with an average age of 19 to 30 years (48.1%). Nearly half of the respondents (46.9%) are university-educated people. As for the monthly income, respondents with average incomes (26.3%) and with incomes above the average (26.7%) have an almost identical share. When it comes to the type of residence, the largest number of respondents come from large cities (52.7%).

4 Results

The respondents stated their habits during the trip. Respondents who visited Vojvodina mostly travel once in a few months (45.3%), most often with a partner/family (54.3%), and during the trip they stay in only one (48.6%) or at most two or three destinations (38.6%), thus leaving time to devote to each location.

Respondents were asked to specify which Vojvodina destination they had visited in order to gain understanding into which locations attract the most tourists and which locations need the greatest attention. The results showed that the most visited destination of slow tourism in Vojvodina is Fruška gora National Park (77.5%), which attracts a large number of tourists with a rich history, nature and proximity to Novi Sad. Immediately after, in second and third place are Nature Park Palić (64.2%), and Sremski Karlovci (62.9%). On the other hand, other destinations were visited by less than half of the respondents, while the least of them (18.9%) visited the Bač Fortress.

That Vojvodina can be a destination of slow tourism, proved the answers of the respondents about the main reasons for visiting this destination (Table 3). As many as 63.8% of respondents cite the need for rest as a reason for arrival, which clearly shows that Vojvodina is an ideal destination for slow tourism, which focuses on travel approaches that will emphasize the quality satisfaction and peace of tourists (Shang, Qiao and Chen 2020).

Table 2: The main reason for visiting the destination of slow tourism in Vojvodina.

Reason for visiting	Percentage (%)
Vacation (need for rest)	63.8
Business	9.1
Visit to a friend/family	20.2
Excursion	3.3
Field teaching	2.1
School excursion	1.6

The main goal of the second segment of the survey was to explore what are the motives that drive respondents to visit one of the destinations in Vojvodina. Therefore, based on motivation factors, exploratory factor analysis was conducted to listed factors, and then a descriptive analysis of motivation factors was presented which showed which motives were more prominent than others. Finally, the ponential diference was in the motives of the respondents' socio-demographic characteristics.

4.1 Exploratory factor analysis

The scale of motivation of the respondents showed high statistical significance ($\alpha = .842$). To isolate motivation factors, a principal component exploratory factor analysis (EFA) was performed, with Promax rotation and Kaiser normalization. The Kaiser-Meier-Olkin (KMO) sampling adequacy measure was satisfactory 0.933 and the Bartlett test confirmed the adequacy of the factor analysis ($\chi^2 = 3049.7$, $df = 91$, $p < 0.01$). Such results indicate that factor analysis is suitable for these data (Tabachnick, Fidell and Ullman 2007). Two significant factors stood out with a total of 70.29% of the variance explained. Factor 1 (9 items) refers to motives that include research at the destination and learning new things, while factor 2 (5 items) refers to motives for leisure or relaxation at the destination itself. These two factors are shown in Table 3.

Only two driving motives (research and leisure) stood out in our research, as opposed to the study of Oh, Assaf and Baloglu (2016) from which the scale was derived. Previous research identified six motives (relaxation, self-reflection, escape, discovery, engagement, and learning), which was not the case in our study.

After separating the factors, a descriptive analysis of each motivation factor individually is presented (Table 4). The goal was to identify the elements that motivate respondents to travel to Vojvodina the most.

Table 3: Rotated matrix of components (motives).

Motives	Research $\alpha = 0.927$	Leisure $\alpha = 0.938$
I wanted to experience an adventure.	.933	
I wanted to have the opportunity to meet new people and do some new things.	.874	
I wanted to learn more about something new.	.823	
I wanted to expand my knowledge of what the destination I visited could offer.	.813	
I wanted to experience different things than usual on the trip.	.791	
I wanted to fit in perfectly with the local culture.	.789	
I wanted to develop my personal and spiritual values.	.537	
I wanted to feel that I belonged completely to nature.	.533	
I wanted to think more about myself.	.432	
I wanted to escape the hustle and bustle of my daily life.		.953
I wanted to avoid the pressure and stress of my daily life.		.951
I wanted to relax my mind on the journey.		.896
I wanted to experience peace / harmony.		.836
I wanted to get away from the daily routine.		.808

Table 4: Descriptive statistics of motives.

Factors and items	Mean	Standard deviation
Research	3.7	.9994
I wanted to experience an adventure on this trip.	3.7	1.2796
I wanted to have the opportunity to meet new people and do some new things.	3.7	1.2961
I wanted to learn more about something new.	4.1	1.1598
I wanted to expand my knowledge of what the destination I visited could offer.	4.2	1.1218
I wanted to experience different things than usual on the trip.	3.9	1.2202
I wanted to fit in perfectly with the local culture.	3.5	1.2504
I wanted to develop my personal and spiritual values.	3.5	1.3670
I wanted to feel that I belonged completely to nature.	3.7	1.2843
I wanted to think more about myself.	3.2	1.3147
Leisure	4.2	1.0120
I wanted to escape the hustle and bustle of my daily life.	4.1	1.1651
I wanted to avoid the pressure and stress of my daily life.	4.2	1.1211
I wanted to relax my mind on the journey.	4.3	1.1214
I wanted to experience peace/harmony.	4.1	1.1425
I wanted to get away from the daily routine.	4.3	1.0994

4.2 Factors influencing the motivation of the respondents

In order to determine the potential difference in the motives of the respondents by observing the type of residence from which they come, the monthly income of the respondents and their education, the ANOVA test was conducted.

Observing the type of residence from which they come, the respondents were divided into four categories: 1 – village, 2 – small town, 3 – medium-sized city, 4 – big town. The results are shown in Table 5. Respondents coming from the village are the least interested to research and relax while traveling. This can be explained by the fact that respondents from larger cities have a greater need to escape from urban environments, and also have a greater desire to rest and explore a new environment.

Table 6 reveals that there are statistically significant differences in the respondents' answers for both motives and according to the type of residence of the respondents.

Observing the monthly income of the respondents, they are also divided into four categories: 1 – income below the average, 2 – average income, 3 – income above the average, 4 – no income. The results are shown in Table 7.

Table 5: ANOVA test – the effect of the type of residence of respondents on motivation factors.

Factors	F-value	LSD post-hoc test
Research	5.678**	1 < 3, 4 2 < 4
Relaxation	4.963**	1 < 2, 3, 4

(* $p < 0.05$, ** $p < 0.01$)

Table 6: ANOVA test – the effect of monthly income of respondents on motivation factors.

Factors	F-value	LSD post-hoc test
Research	6.715**	1 < 2, 3, 4
Relaxation	9.446**	1 < 2, 3, 4 2 > 4

(* $p < 0.05$, ** $p < 0.01$)

Table 7: Correlation analysis – age of respondents and motivation factors.

Factors	Age
	Pearson correlation coefficient (r)
Research	.174**
Relaxation	.108

(* $p < 0.05$, ** $p < 0.01$)

There are statistically significant differences for both motivational factors when observing the monthly income of respondents. Namely, respondents who have incomes below the average are less motivated by relaxation and research of destinations in Vojvodina. It is also important to note that respondents with average incomes are more motivated by travel relaxation than non-income respondents.

The obtained results did not show statistically significant differences in motivation depending on the respondent's level of education.

An additional test was performed on motivational factors regarding the age of the respondents. Specifically, a correlation analysis was used to see if the motivation was related to the age of the respondents. The results are shown in Table 7.

The results from the previous table (Table 7) show that the older the respondents, the more they are motivated to go on a trip to explore new destinations and learn new things, discover new people, cultures and the like.

In addition to the ANOVA test and correlation, a T-test was performed to compare respondents' responses by gender in terms of motivation to travel to Vojvodina. The results of the T-test showed that women are the ones who are more motivated by relaxation at rest ($t = -2.023$, $p = .044$), while the same situation is with the research as a motive ($t = -2.842$, $p = .005$).

5 Discussion

The first goal of the research was to determine who are the tourists who visit Vojvodina and, based on their travel habits, to find out if they can be potential tourist who would use slow travel. Based on the results it can be noticed that the respondents fit into the concept of slow tourism that favors more independent than group travel (Cosar and Kozak 2014), advocates for reducing the frequency of travel (Losada and Mota 2019), encouraging tourists to stay longer in one chosen destination to which they dedicate time (Dickinson and Lumsdon 2010; Caffyn 2012). The results of the study by Yurtseven and Kaya (2011), which classified slow tourists and described their habits and found that these habits fully correspond with those of tourists visiting Vojvodina, support the claim that the respondents to this research can be classified as tourists who fit the slow tourism category.

The findings of the most popular tourist destinations are consistent with the research of the Tešin et al. (2020) who in their research found that the Fruška gora National Park and the Palić-Ludaš Nature Park are the most visited ecotourism destinations in Serbia. The findings imply that the most popular and alluring tourist destinations are those that offer a mix of rich cultural history and preserved natural areas, as well as having the necessary infrastructure to handle a particular volume of visitors. The results are encouraging and perfectly align with the slow tourism tenets.

So far, numerous authors have understood and through their work have emphasized the importance of sustainable tourism sustainability (Burns and Bibbings 2009; Gardner 2009; Hall 2011). Ecologically sustainable development is considered an important pillar of the philosophy of slow tourism (Matos 2004), and slow tourism is closely related to ecology and sustainable development (Moir, Mylonopoulos and Kondoudaki 2017), and thus to take into account the trace that tourism leaves in host environment (Meng and Choi 2016; Chhabra 2020). Vojvodina has a lot of potential in terms of natural resources that are protected (Tešin et al. 2020), and this kind of tourism could be the good solution for how tourism is run in the future.

Looking at Table 4 which shows the average values of each motive we notice that all values are above average. The items within factor two stand out, in which all mean values exceed grade 4. In this aspect, it is evident that travelers prioritize leisure and relaxation, which is consistent with research on what drives people to engage in slow tourism (Robbinson and Cho 2012; Oh, Assaf and Baloglu 2016). The average values contain things that are little lower but still above average, as factor one (research).

Differences in the number of respondents according to some of the socio-demographic characteristics were highlighted in terms of place of residence, monetary income, as well as sex of the respondents. Namely, the respondents who live in a village and a small town are less motivated by relaxation, and the desire to explore the destination. Such data show that the respondents from a smaller place do not have such a pronounced need to retreat from the city lifestyle and the stress of everyday life, which is present in larger cities. Thus, a conclusion is reached that money and the amount of monthly income are certainly the factors that most often influence the motivation and decision of tourists to travel or not travel (Jackson 2005). Additionally, it is very likely that are people who earn more money feel more pressure and stress out at work and require more rest. Additionally, the results of the t-test might be explained by the fact that older persons have more free time because they have fewer obligations in terms of employment and family (Nyaupane and Andereck 2008).

Slow tourism might be a viable option for the growth of tourism in rural regions like Vojvodina because it is closely related to rural tourism. It is necessary to further revitalize regions with significant untapped potential using innovative sustainable ideas, such as the idea of slow tourism (Matos 2004).

As the number of works on slow tourism increases from year to year (Mavric et al. 2021), and the concept of slow tourism becomes important, this topic requires further and more detailed academic studies in order to spread awareness of this important topic. The importance of this topic is reflected in the fact that slow tourism provides opportunities for a more sustainable and green form of destination tourism, and the concept of »slowing down« can be applied as an ideal marketing strategy in destinations (Park and Lee 2019). The results of this research can be significant both for Vojvodina and for neighboring European countries that have similar or the same tourism potentials, which are reflected in rural areas and preserved nature. Also, results can contribute to a better understanding of the topic of slow tourism and the potential of Vojvodina as a tourist destination, which in the future could be suitable as a destination of slow tourism. It is important to emphasize that slow tourism represents the future of tourism (Conway and Timms 2010) and that the development of this type of tourism would achieve many benefits for both destinations and local communities (Conway and Timms 2012).

6 Conclusion

Tourists who visited one of the destinations in Vojvodina fit into the concept of slow tourism. The topic of slow tourism in Vojvodina is not sufficiently researched. Therefore, there is no knowledge of what benefits this type of tourism can bring to communities and destinations. Despite the natural and cultural wealth, as well as all the characteristics of many places throughout Vojvodina that have a potential for the development of this type of tourism, tourists have shown that the most visited are precisely those destinations that are known to everyone. The main driving motives for travelers' decisions to travel slowly in Vojvodina were identified as leisure and research. The observed results are consistent with the authors Antić, Vujko and Gajić (2015) research, which found that tourists prefer to remain in rural locations to escape the stress of daily life. This research could present the beginning of research on the topic of slow tourism in the Balkans, which can stimulate further research that can lead to the creation of new tourism products (eg slow tourist routes between European countries).

In the future, it will be essential to concentrate more on emerging forms of tourism, such slow tourism, which can be used as an effective tool for the development of destinations. Due to the growth of sustainable tourism, which supports the sustainable social, economic, and ecological development of the destination, slow tourism can also have a number of benefits for local communities as well as for destinations.

ACKNOWLEDGEMENT: The authors acknowledge financial support of the Ministry of Education, Science and Technological Development of the Republic of Serbia (Grant No. 451-03-68/2022-14/200125).

7 References

- Antić, A., Vujko, A., Gajić, T. 2015: Tradicija kao pokretač razvoja turizma ruralnih destinacija. Škola biznisa 2. DOI: <https://doi.org/10.5937/skolbiz2-10357>
- Babou, I., Callot, P. 2009: Slow tourism, slow (r)evolution? Nouvelles mobilités touristiques. Cahier Espaces 100-56.
- Bác, D. P., Aksöz, O. E. 2019: A short history of the slow movement. Emerging Markets Economics and Business. Contributions of Young Researchers, Proceedings of the 4th Conference of Doctoral Students in Economic Sciences. Oradea. Internet: https://www.researchgate.net/profile/OzanAksoez/publication/336221449_A_Short_History_of_Slow_Movement/links/5d9503d0458515c1d38ed5b7/A-Short-History-of-Slow-Movement.pdf (17. 1. 2023).
- Balletto, G., Milesi, A., Battino, S., Borruso, G., Mundula, L. 2019: Slow tourism and smart community. The case of Sulcis-Iglesiente (Sardinia-Italy). International Conference on Computational Science and Its Applications 11624. Cham. DOI: https://doi.org/10.1007/978-3-030-24311-1_13
- Balletto, G., Milesi, A., Ladu, M., Borruso, G. 2020: A dashboard for supporting slow tourism in green infrastructures. A methodological proposal in Sardinia (Italy). Sustainability 12-9. DOI: <https://doi.org/10.3390/su12093579>
- Brovelli, M. A., Kilsedar, C. E., Minghini, M., Zamboni, G. 2015: Web Mapping technologies for the valorization of slow tourism: the Via Regina project. Internet: http://www.viaregina.eu/files/documenti/2015/Brovelli_Kilsedar_Minghini_Zamboni_22_01_2015_.pdf (17. 1. 2023).
- Burns, P., Bibbings, L. 2009: The end of tourism? Climate change and societal challenges. Twenty-First Century Society. Journal of the Academy of Social Sciences 4-1. DOI: <https://doi.org/10.1080/17450140802642424>
- Caffyn, A. 2012: Advocating and implementing slow tourism. Tourism Recreation Research 37-1. DOI: <https://doi.org/10.1080/02508281.2012.11081690>
- Chhabra, D. 2020: A conceptual paradigm to determine behavior of slow spiritual tourists. Living Heritage and Sustainable Tourism. Proceedings of the Heritage, Tourism and Hospitality International Conference. Mendrisio.
- Conway, D., Timms, B. F. 2010: Re-branding alternative tourism in the Caribbean: The case for »slow tourism.« Tourism and Hospitality Research 10-4. DOI: <https://doi.org/10.1057/thr.2010.12>
- Conway, D., Timms, B. F. 2012: Are slow travel and slow tourism misfits, *compadres* or different genres? Tourism Recreation Research 37-1. DOI: <https://doi.org/10.1080/02508281.2012.11081689>
- Cosar, Y., Kozak, M. 2014: Slow tourism (Cittaslow) influence over visitors' behavior. Advances in Culture, Tourism and Hospitality Research 9. DOI: <https://doi.org/10.1108/S1871-317320140000009002>
- Demirović, D. 2016: Konkurentnost Vojvodine kao destinacije ruralnog turizma. Ph. D. thesis, University of Novi Sad. Novi Sad.
- Demirović, D., Berjan, S., Milentijević, N., El Bilali, H., Syromiatnikova, Y. A. 2019: Exploration of tourist motivation and preferred activities in rural areas. Journal of the Geographical Institute »Jovan Cvijić«, SASA 60-1. DOI: <https://doi.org/10.2298/IJGI1901029D>
- Dickinson, J. E., Lumsdon, L. 2010: Slow travel and tourism. London.
- Dodds, R. 2012: Questioning slow as sustainable. Tourism Recreation Research 37-1. DOI: <https://doi.org/10.1080/02508281.2012.11081691>
- Đuranović, D., Tomić, S., Leković, K., Marić, D. 2019: Slow tourism in Vojvodina – Motives and goals of consumers. Journal of the Faculty of Economics in Eastern Sarajevo 8-18. DOI: <https://doi.org/10.7251/ZREFIS1918049D>
- Farhadi Uonaki, M., Rabani, R., Khorasani, M. 2022: The key drivers of slow tourism brand in rural destinations. Case study: Javaherdeh village – Mazandaran province. Journal of Rural Research 12-4. DOI: <https://doi.org/10.22059/JRUR.2022.331505.1682>
- Gardner, N. 2009: A manifesto for slow travel. Hidden Europe 25. Internet: <https://www.hiddeneurope.eu/a-manifesto-for-slow-travel> (17. 1. 2023).
- Hall, M. 2011: Policy learning and policy failure in sustainable tourism governance: From first- and second-order to third-order change? Journal of Sustainable Tourism 19-4,5. DOI: <https://doi.org/10.1080/09669582.2011.555555>
- Heitmann, S., Robinson, P., Povey, G. 2011: Slow food, slow cities and slow tourism. Research Themes for Tourism. DOI: <https://doi.org/10.1079/9781845936846.0114>

- Hernández-Mogollón, J. M., Di-Clemente, E., Campón-Cerro, A. M., Folgado-Fernández, J. A. 2017: The experiential value of slow tourism: A Spanish perspective. *Slow Tourism, Food and Cities. Pace and the Search for the »Good Life.«* London.
- Huang, S. 2010: Measuring tourism motivation: Do scales matter? *Tourismos: An International Multidisciplinary Journal of Tourism* 5-1.
- Jackson, E. L. 2005: *Constraints to leisure*. State College.
- Jensen, M. T. 2013: Slow tourism – Experiences and mobilities. *Annals of Leisure Research* 16-4. DOI: <https://doi.org/10.1080/11745398.2013.830555>
- Kim, K., Oh, I. K., Jogaratnam, G. 2007: College student travel: A revised model of push motives. *Journal of Vacation Marketing* 13-1. DOI: <https://doi.org/10.1177/1356766706071201>
- Košić, K. 2009: *Ruralni turizam Vojvodine i održivi razvoj*. Doctoral dissertation, University of Novi Sad.
- Losada, N., Mota, G. 2019: 'Slow down, your movie is too fast': Slow tourism representations in the promotional videos of the Douro region (Northern Portugal). *Journal of Destination Marketing and Management* 11. DOI: <https://doi.org/10.1016/j.jdmm.2018.12.007>
- Lumsdon, L. M., McGrath, P. 2011: Developing a conceptual framework for slow travel: A grounded theory approach. *Journal of Sustainable Tourism* 19-3. DOI: <https://doi.org/10.1080/09669582.2010.519438>
- Malinović-Miličević, S. B., Mihailović, D. T., Drešković, N. M., Đurđević, V. S., Mimić, G. I., Arsenić, I. D. 2016: Climate change effects and UV-B radiation in the Vojvodina region, Serbia under the SRES-A2. *TSCI141207031M*
- Matos, R. 2004: *Can slow tourism bring new life to Alpine regions? The Tourism and Leisure Industry: Shaping the Future*. New York.
- Mavric, B., Ögretmenoglu, M., Akova, O. 2021: Bibliometric analysis of slow tourism. *Advances in Hospitality and Tourism Research* 9-1. DOI: <https://doi.org/10.30519/ahtr.794656>
- Meng, B., Choi, K. 2016: The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior. *Tourism Management* 57. DOI: <https://doi.org/10.1016/j.tourman.2016.07.003>
- 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. DOI: <https://doi.org/10.18848/2470-9336/CGP/v02i02/1-10>
- Moore, K. 2012: On the periphery of pleasure: Hedonics, eudaimonics and slow travel. *Slow Tourism: Experiences and Mobilities*. Bristol. DOI: <https://doi.org/10.21832/9781845412821-005>
- Murayama, M., Parker, G. 2012: 'Fast Japan, slow Japan': Shifting to slow tourism as a rural regeneration tool in Japan. *Slow Tourism: Experiences and Mobilities*. Bristol. DOI: <https://doi.org/10.21832/9781845412821-015>
- Noor, F. A. M., Nair, V., Mura, P. 2011: Conceptualizing a framework for slow tourism in a rural destination in Malaysia. *Advanced Science Letters* 21-5. DOI: <https://doi.org/10.1166/asl.2015.6046>
- Noor, F., Nair, V. and Mura, P. 2016: Towards the conceptualization of a Slow Tourism theory for a rural destination. *Innovation and Best Practices in Hospitality and Tourism Research. Hospitality and Tourism 2015: Proceedings of the Hospitality and Tourism Conference 2015*. Melaka.
- Nyaupane, G. P., Andereck, K. L. 2008: Understanding travel constraints: Application and extension of a leisure constraints model. *Journal of travel research* 46-4. DOI: <https://doi.org/10.1177/0047287507308325>
- Oh, H., Assaf, A. G., Baloglu, S. 2016: Motivations and goals of slow tourism. *Journal of Travel Research* 55-2. DOI: <https://doi.org/10.1177/0047287514546228>
- Özdemir, G., Çelebi, D. 2018: Exploring dimensions of slow tourism motivation. *Anatolia* 29-4. DOI: <https://doi.org/10.1080/13032917.2018.1460854>
- Pearce, P. L. 2011: Travel motivation, benefits and constraints to destinations. *Destination Marketing and Management: Theories and Applications*. Wallingford. DOI: <https://doi.org/10.1079/9781845937621.0039>
- Pécsek, B. 2018: *Slow tourism as the sustainable alternative for developing urban tourism destinations*. Ph. D. thesis, Szent István University. Gödöllő.
- Petrović, D. M. 2014: *Kvalitet agroturizma Vojvodine i njegov uticaj na stavove lokalnog stanovništva*. Ph. D. thesis, University of Novi Sad. Novi Sad.
- Robbins, D., Cho, J. 2012: Slow travellers – Who are they, and what motivates them? *Conference Proceedings of the BEST EN Think Tank XII: Mobilities and Sustainable Tourism*. Internet: https://www.besteducationnetwork.org/?module=file&act=procFileDownload&file_srl=5901&sid=29adb2906cf572c088be59c44e631fdb&module_srl=879 (17. 1. 2023).

- Serdane, Z. 2017: Slow tourism in slow countries: The case of Latvia. Ph. D. thesis, University of Salford. Salford.
- Shang, W., Qiao, G., Chen, N. 2020: Tourist experience of slow tourism: From authenticity to place attachment – a mixed-method study based on the case of slow city in China. *Asia Pacific Journal of Tourism Research* 25-2. DOI: <https://doi.org/10.1080/10941665.2019.1683047>
- Singh, S. 2012: Slow travel and Indian culture: Philosophical and practical aspects. *Slow Tourism: Experiences and Mobilities*. Bristol. DOI: <https://doi.org/10.21832/9781845412821-018>
- Svård, V. 2013: Features of slow philosophy in Kajaani: Slow tourism as a tool in destination development in the land of hunger. Ph. D. thesis, University of Applied Sciences. The Lapland University Consortium. Tabachnick, B. G., Fidell, L. S., Ullman, J. B. 2007: Using multivariate statistics. Boston.
- Tešin, A., Kovačić, S., Jovanović, T., Vujičić, M. D., Obradović, S. 2020: Ecotourism constraints: What prevents domestic tourists in Serbia from visiting eco-destinations? *Journal of the Geographical Institute« Jovan Cvijic»*, SASA 70-3. DOI: <https://doi.org/10.2298/IJGI2003255T>
- Timms, B. F., Conway, D. 2012: Slow tourism at the Caribbean's geographical margins. *Tourism Geographies* 14-3. DOI: <https://doi.org/10.1080/14616688.2011.610112>
- Tsephe, N. P., Obono, S. E. 2013: A theoretical framework for rural tourism motivation factors. *International Journal of Economics and Management Engineering* 7-1. Internet: <https://publications.waset.org/3031/a-theoretical-framework-for-rural-tourism-motivation-factors> (17. 1. 2023).
- Valls, J. F., Mota, L., Vieira, S. C. F., Santos, R. 2019: Opportunities for slow tourism in Madeira. *Sustainability* 11-17. DOI: <https://doi.org/10.3390/su11174534>
- Woehler, K. 2004: The rediscovery of slowness, or leisure time as one's own and as selfaggrandizement? *The Tourism and Leisure Industry: Shaping the Future*. New York.
- Wong, B. K. M., Musa, G., Taha, A. Z. 2017: Malaysia my second home: The influence of push and pull motivations on satisfaction. *Tourism Management* 61. DOI: <https://doi.org/10.1016/j.tourman.2017.03.003>
- Xu, J. B., Chan, S. 2016: A new nature-based tourism motivation model: Testing the moderating effects of the push motivation. *Tourism Management Perspectives* 18. DOI: <https://doi.org/10.1016/j.tmp.2016.01.001>
- Yurtseven, H. R., Kaya, O. 2011: Slow tourists: A comparative research based on cittaslow principles. *American International Journal of Contemporary Research* 1-2. Internet: https://aijcrnet.com/journals/Vol_1_No_2_September_2011/12.pdf (17. 1. 2023).