Chapter 7
Slow Movement and Forms of Evolution in the 21st Century

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ABSTRACT

We live in a world that is constantly evolving, which is taking place with an astonishing speed. Over the past 30 years, there have been concerns that have tried or are trying to promote the slowdown. Such a current is the slow movement, promoted initially by Carlo Petrini and which today has millions of followers worldwide. Under the slow umbrella there were developed many ideas, some with high impact such as slow food, CittaSlow, and others. In the chapter, the author makes an inventory of the evolution of the slow current and puts this evolution in a logical structure. In his research, the author uses the international databases as well as the multimedia resources available. The chapter underlines that the slow movement has its best results in the tourism industry, for which this movement is so important. The author points out three main directions of evolution, which may constitute points of interest for future research, especially in the direction that has connection with slow food, slow tourism, and CittaSlow.

INTRODUCTION

Slow food movement was initiate in Italy in the 1980’s as a protest opposing the opening of a McDonald’s in Rome (Heitmann et al., 2011). The slow food movement aims to preserve regional cuisine, local farming, communal meals, and traditional food preparation methods (Chrzan, 2004) (www.slowfood.com, 2019). This cultural initiative has since spout into a whole way of life known as the Slow Movement, which emphasizes relation: relation to food, relation to families and, in the case of travel relation to local peoples and cultures.

“Slow movement and forms of evolution in the 21st Century., meets the specific objective of characterizing “slow movement” worldwide, highlighting the decisive role “Slow Travel” and “Slow Food” plays in the development of this movement.

The old Latin adage “Festina lente” returns to present time (Steinmayer, 2001). We are, recently, advised to travel and look around without haste, leisurely to better meet those we meet and to take more...
care of the environment. “The democratization of the journey and the opening of new horizons for tourism have caused frenzied reactions - observes Maximilien Nardi, co-founder of the Swiss travel agency Synopsis. This has prompted many to visit the world in record time” (Dorobanţu et al., 2012). But Schéou objects - “too many trips kill the trip” (Schéou, 2007). Hence the urge to do less tourism to make it better.

The desire to keep our connection with the world and ourselves is not new. Most traditional cultures still have these connections. These people relate to their culture, the people around them, the places where they live. It is not long since the extended families lived under the same roof. The children grew up knowing their cousins, uncles and aunts, grandparents and other relatives. These children felt bound to the people around them. Not long-ago people were connected to their food. Most of them were cultivating vegetables and fruit in their gardens usually behind the houses where they lived. Many families had dairy cows, cheese and butter as well as a wide variety of meat. Families usually used fresh products to prepare traditional dishes, everyone was involved, and meals were social events. At the end of the events, the whole family was involved in cleaning and washing dishes used at the table (Slowmovement.com, 2019). In today’s times, the rush and speed of events, the stunning developments in technology that are emerging at a dizzying, have made these family ties weaker. This constitute into a reason why slow movement can contribute to the phenomenon of “slowing down”.

Recognizing the rhythm of activity in our lives as an unwanted item is a first step in restoring the connection and slowing down the pace of life. What we all want to know is how to make this reconnection with the traditional lifestyle, but at the same time to be able to fulfill our responsibilities in society.

On this background appeared the “slow movement” which aims to redefine the notion of spending free time, minimize environmental impact, enrich social and non-consumerist experiences (Fullagar et al., 2012).

Starting from these aspects the author presents in this paper the main types of evolutions in connection with the slow movement. Based on findings he groups the slow movement types of evolutions in 3 categories: a category which has strong connection with tourism, a category which has a strong connection with technology and a category which has a strong connection with social life. This way of presentation wants to be one of the first made in the scientific literature and wants to illustrate the importance of the slow movement implication in the lives of people.

**SLOW MOTION - COMPONENTS**

The movement is considered a constellation of diverse ideas and cultural activities that have a close connection with food, cities, money, the media and travel (Tasch, 2008). There is a wide variety of traveling stories, imagery and speech stories that promote slow travel through the press, travel blogs, magazines, travel guides, and advertisements (Funnell, 2010).

It began in 1986 with Carlo Petrini’s protest against the opening of a McDonald’s in „Piazza di Spagna” in Rome (Weiermair & Mathies, 2004). The philosophy of the movement starts from the premise of the negative effects of speed in a society obsessed with economic growth and consumerism. Slow Movement is crocheted, painstakingly, around the notions of “impoverishment” of time and the loss of connection with the world and yourself. Under the hat of the movement, sub-brands such as: Slow Cities, Slow Travel, Slow Living, Slow Money, Slow Tourism, Slow Food and others appeared, consecutively or simultaneously. On January 1, 2010, the first decade of the slow movement was celebrated.
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