

Challenges and New Opportunities for Tourism in Inland Territories:

Ecocultural Resources and Sustainable Initiatives

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Chapter 8

Slow Tourism in the Sustainability of Local Culture

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ABSTRACT

The essence of slow tourism is the sustainability of the locals. Slow tourism includes tourism activities by visiting slow cities, tasting slow food, and enjoying the moment, avoiding the worry of uploading photos to social media accounts while experiencing all these. Slow tourism is based on the need to experience travel within the framework of sustainability and to prioritize the locals during these travels. What is important in this tourism activity is not how long a destination is spent or how many destinations are visited, but how productive time is spent at the destination and the emotions that emerge afterward. In addition to these, many practices are carried out to ensure the sustainability of local culture, especially in slow cities, within the scope of slow tourism. Practices such as the continuation of local handicrafts, ensuring the continuity of local life under the influence of ancient civilizations, and sustainability of the local architectural style are included in slow city destinations. The essence of all this is to ensure the continuity of the local culture.

INTRODUCTION

Local culture expresses the essence of societies and all their values from the past. Carrying the traces of the past into the future and ensuring the continuity of local cultures has become a very important issue today. Local cultures create their specific regions around the world to reflect the identity of the group to which they belong. Local culture reflects all their experiences from the past to the present, which affects the lifestyle of local people. The disappearance of local culture under the effect of globalization reduces local differentiation in the world. However, local distinction is one of the main attraction of tourism. Also tourism is the key point of intercultural communication. Recognition of different cultures, intercultural

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KEY TERMS AND DEFINITIONS

Authenticity: It refers to objects and people who do not lose their local characteristics.

Cittaslow: It is the philosophy that has evolved to prevent globalization from standardizing the fabric and lifestyle of cities, eliminating their local characteristics.

Culture: Culture is all of the tools used to use them with all kinds of values created in the process of historical and social development, to pass them on to subsequent generations, showing the measure of human sovereignty to its natural and social environment.

Local Culture: It is the life of a nation in the form of attitudes, values, traditions and customs that arise over time.

Local Identity: All of the cultural and natural values that the city has.

Slow Tourism: To protect nature, landscape, culture, gastronomy, history, and traditions to enjoy each individual's rights, responsible and innovative efforts to promote tourism.

Sustainability: It is that the life of humanity can be made permanent while ensuring the continuity of production and diversity. It is the ability of people to meet their own needs without compromising the needs of future generations.

ENDNOTE

- ¹ A hijab is a kind of covering and clothing that covers most or all of the top of the head especially used to protect the head from external factors that wear out the hair, ensure covering, not being recognized.