Slow Tourism As A Strategy For Alternative Tourism Development In Light Of The Covid-19 Pandemic -Jijel State Case Study

S.Kihal Amel, Ph.D Land Use Planning Department, Space, and Environmental Analysis Laboratory, Badji Mokhtar – Annaba University, amal.kihal@univ-annaba.org

Pr. Guerfia Saddek, Land Use Planning Department, Space, and Environmental Analysis Laboratory, Badji Mokhtar – Annaba University, gsaddek1@yahoo.fr

Dr. Sid Ahmed Soufiane, Land Use Planning Department, Space, and Environmental Analysis Laboratory, Badji Mokhtar – Annaba University, sidsoufiane@gmail.com

Abstract:
Slow tourism is a topic of great importance today since the concepts of slow movements have finally made their way into the world of tourism, and it is now regarded as the most recent type of tourism in light of the Corona pandemic, which caused a slowing in the speed of life. The research intends to develop a tourism strategy in the context of slow tourism in the state of Jijel in light of the Coronavirus outbreak, a multi-faceted state that is distinguished by its natural tourism potential and its own local culture. The results suggested that developing and promoting a collaborative tourist product within the context of gradual action could lead to improved mountain tourism and cultural tourism by drafting a cooperative strategy. Furthermore, local life and local products play an active role in influencing the movement of tourists because they slow down their movement and disperse them equally in marginalized areas and encourage the temporal and spatial spread of tourists.

Keywords: tourism, Slow Tourism, Alternative Tourism Development, corona Pandemic.

1. INTRODUCTION :

As a "world-making force" [1], tourism has the potential to play a pivotal role in the reshaping society[2]. Slow tourism emerged as the antithesis of mass tourism and was viewed as potentially sustainable from a social, economic, and environmental perspective[3].
Slow tourism arose as a result of the fight against fast food in Italy in 1986, where the event aims to preserve the traditions of local cuisine, maintain consumer health by ensuring healthy food and support local livestock affecting the ecosystem. Thus, a slow

trend in food in 1989 a popular global organization 'Slow Food' was established to prevent the disappearance of local food cultures and traditions, confront the rise of short life and combat people's dwindling interest in food that They eat it, where it comes from and how our food choices affect the world around us. It has evolved into a global movement of millions of people in more than 160 countries, ensuring that everyone has access to good, clean and fair food, and believes that food is linked to many other aspects of life, including culture, politics, etc. agriculture, and the environment. Through our food choices, we can collectively influence how food is grown, produced, and distributed, and the world changes as a result.[4]

The idea of quiet life has been spread across different business areas, including slow travel; alternative tourism concerned with the sustainability of culture, economy, society, and the local environment.[5] Several authors have demonstrated that within Western society, many people have started to exchange materialistic values in favor of a new lifestyle characterized by more time, less stress, and a better equilibrium in daily life[6]

The corona crisis is one of the biggest obstacles to the movement of most sectors in the world. The unfolding COVID-19 pandemic has closed borders, grounded planes, quarantined more than half of the world's population, triggered anxiety en masse[7], particularly the tourism sector, which has been severely damaged. Therefore, it has become necessary to find an alternative in order to revive this sector in the face of the pandemic, especially since this sector is the pillar of development in many countries.

In light of the preceding, our research question is: How can slow tourism be as alternative tourism in light of the COVID-19 pandemic?

In order to answer the problem posed, two scientific hypotheses were proposed:

Hypothesis 1: Jijel may develop as a slow tourist destination if a joint strategy is prepared for the development and promotion of mountain tourism along with cultural tourism.

Hypothesis 2: Assuming that local life and local products play an active role in influencing the movement of tourists because it slows down the movement of tourists and disperses them equally in marginal areas and encourages the temporal and spatial dispersal of tourists.

1.1.Definition of slow tourism:

The slow philosophy should not be interpreted as a temporary phenomenon, a fashion, or an innovative touristic product, but rather as a life philosophy and a worldwide social movement that in recent years has characterized many social-economic elements in local communities[8], it is associated with savoring landscapes and atmospheres[9]

Slow tourism is slow travel to relax and increase energy as tourists spend time and absorb experience while traveling and learn from nature the local way of life[10], time spent at the accommodation[11], and the limited use of technology and machinery and to travel in an environmentally friendly and sustainable way for the benefit of the

tourists themselves and the local population[12] Minimizing tourist activities and gaining the first-hand experience instead[13].

Therefore, it is based on slow tourism-related activities and spending enough time in attractions, thus taking advantage of community activities and learning about local culture by experimenting with traditional cuisine and cooking slowly to attract high-quality tourists. At the same time, environmental awareness means choosing a low-carbon method. It seeks to protect the environment by reducing excessive use of technology and slow mobility, thereby reducing the emission of carbon hydroxide, which has become an enemy of the environment.

Slow tourism has helped tourists experience the attractions in details that cannot be seen in the fast case[10], And thus gaining new experiences, all of this is in plenty of time, so this category of slow tourists becomes a new type of tourists in the time of speed.

1.2.Characteristics of slow tourism:

Slow tourism has a range of characteristics that distinguish it from other species. It is shown in the table below:

Table 2. Characteristics of slow tourism.

Theorists	Characteristics of slow tourism
Lumsdon and McGrath (2011).[13]	Slowness and value of time
	Mode of transport and travel experience
	Environmental consciousness
	Locality and activities at the destination
Esichaikul and Songs on thonwong (2012).[10]	Nature
	Slow Vehicle
	Interaction with Local
	Participation and Support community
	Time and Opportunity
	Low Impact
	Passive Activity
	Interpretation
	Story
	Intangible Product
	Multi

2. MATERIALS AND METHODS :

2.1. Geographical and administrative situation Of study area:

The state sits on an area of 2,398.69 km² and overlooks the Mediterranean Sea north with a façade extending at an estimated distance of 1 20km (1/10 km long) from the

length of the Algerian coastal strip, bordered to the west by Bejaia, from the east to Skikda and the south to the states of Mila, about 375 km away to the capital.
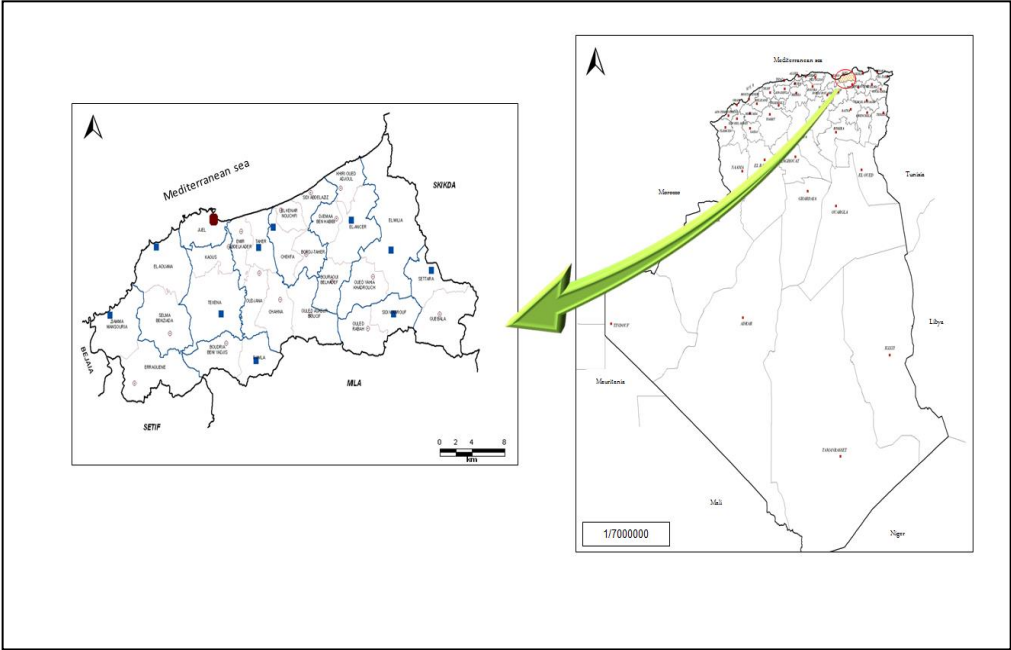
**Figure 01:** location map of the study area

2.2. questionnaire and quadrant analysis tool 'SWOT':

A questionnaire was relied upon to collect information to address the problem of research. A random sample of tourists coming to the area during the pandemic period was selected, as 1,000 forms were selected that were distributed to the visited tourist areas. The main reason for this questionnaire is to try to reach a specific and clear opinion of the steps to develop slow tourism in light of the outbreak of the Corona pandemic through the development and promotion of the joint tourism product between mountain tourism and cultural tourism. Within the framework of slow action, several complementary scientific approaches emerged, as the descriptive approach took the lead. It is based on the detailed description of the subject of the research and the description of the reality of the problem. And then comes the analytical approach to complete it by analyzing the various data collected on the subject and using the quadrant analysis tool 'SWOT' for strategic analysis. This analysis depends on highlighting the strengths and weaknesses and clarifying the opportunities and threats facing the phenomenon. So we designed a structure that includes four levels, clarifying the strengths and weaknesses, as well as opportunities and threats, in order to benefit from the results of the analysis and by resisting the weaknesses by taking advantage of the strengths and available opportunities, and the structure ends with strategic alternatives for slow tourism development.

3.RESULTS AND DISCUSSIONS :

**3.1.The preference for slow tourism by tourists:**

Slow tourism is based on less travel and experience of attractions in detail. It cannot be seen in fast conditions while preserving the environment
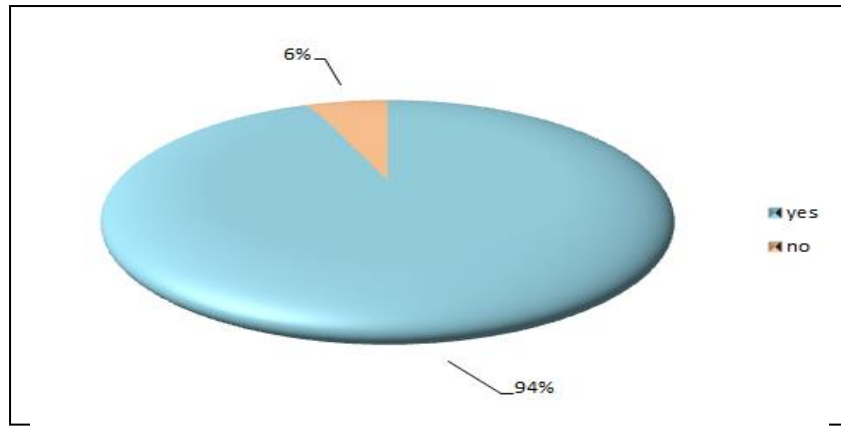
Figure 02: The preference for slow tourism by tourists

The results showed that 94% of the research sample stated that they prefer slow tourism, while the rest of the sample members, 6%, reported that they do not prefer this type of tourism. In contrast, they prefer speed, as we note through the answers of the sample members that a large percentage of the 94% prefer slow tourism. Moreover, it is an honest answer based on what the world is suffering from following the outbreak of the Corona pandemic, so they protect themselves from the gatherings left by mass tourism.

3.2. **Experience the local life in the state and experience the traditional products provided by the local community (traditional food,......)**
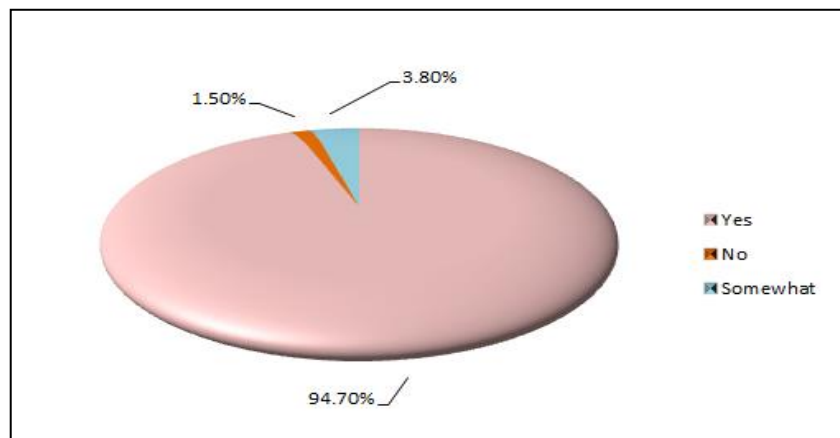

Figure 03: Experience the local life in the state and experience the traditional products provided by the local community

94.7 % of the research sample said they would like to experience local life, experience traditional products provided by the community, especially traditional cuisine, and observe how to cook traditionally. The importance of the symbolic significance of the Consumption of goods and services creates new relationships between producers and consumers. As a result, new ways of organizing distribution processes are analyzed based on the experiential economy [14]. However, the proportion of tourists who are primarily dissatisfied with the experience of traditional products and local life was only 3.8 %, and 1.5 % still rejects the experience of local life and the experience of traditional products.

Through the responses of the sample members, the percentage of tourists who want to experience local life and traditional local products received the most significant percentage of the answers of the members of the selected sample because they knew that the local life of a community enriches the culture of the tourist and becomes more familiar with the region and its culture. Consumption here is densely packed with social and cultural significance, while the smallest percentage was for people who do not want to experience local life and traditional products as we indicated earlier because they prefer to relax without the experience of local life.

### 3.3. Eco-friendly mobility (foot, bike) in the tourist area
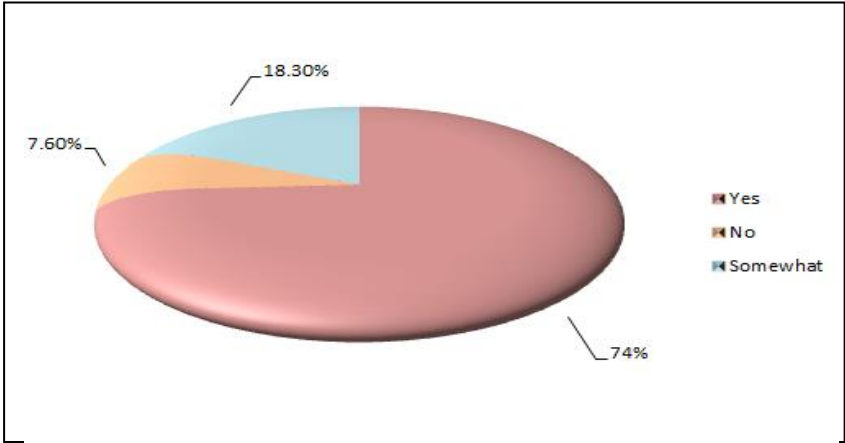
Figure 04: use of Eco-friendly mobility

74% of the sample members prefer to travel by environmentally friendly means in the tourist area as they preserve the environment on the one hand and enjoy the place on the other. In comparison, 7.6% admit that they totally refuse to use environmentally friendly means because they are slower than other means of speed and fast means shorten the time, and 18.3% still want to use environmentally friendly means for movement to some extent.
Slow tourism is characterized by taking development initiatives from the bottom up, thus instigating sustainability in the very foundation of their practices.[15]

### 3.4. The most visited places under the corona pandemic:
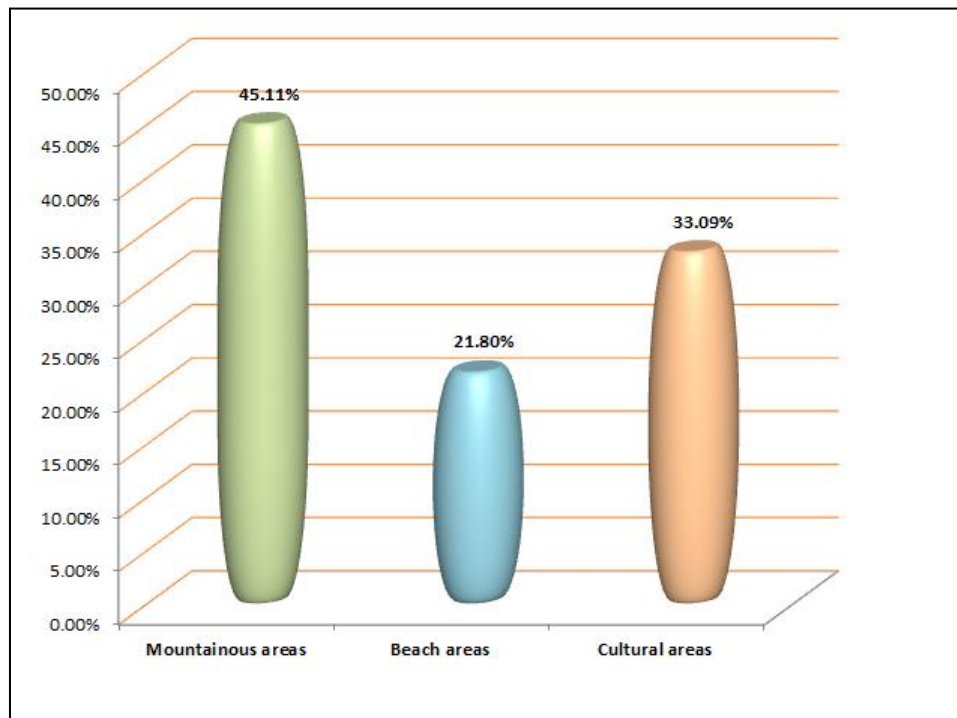
Figure 05: the most visited places under the corona pandemic

Most of the sample members, 45.11%, prefer to go to mountain areas following the Corona pandemic. This is because mountain areas can provide conditions for social spacing to avoid the epidemic on the one hand and enjoy stunning landscapes. On the other hand, unlike beach areas where gatherings abound simultaneously, 21.80% prefer to go to the beach areas despite the outbreak of the epidemic, 33.09% prefer cultural areas to engage in various cultural activities alongside the community and discover the region's culture.

We note that most of the sample members were directed to the mountainous areas during the outbreak of the Corona pandemic for recreation, contemplation of nature, and observing all the details in the intended area away from gatherings that pose the risk of spreading the virus. Furthermore, this is normal, as the beaches are among the areas that are Closing it due to the large spread of the virus, because of the large gatherings and ease of spread of the virus in them. The conditions of protection and the difficulty of applying measures cannot be controlled, unlike other areas where the conditions of protection can be controlled and the necessary measures applied to limit its spread.

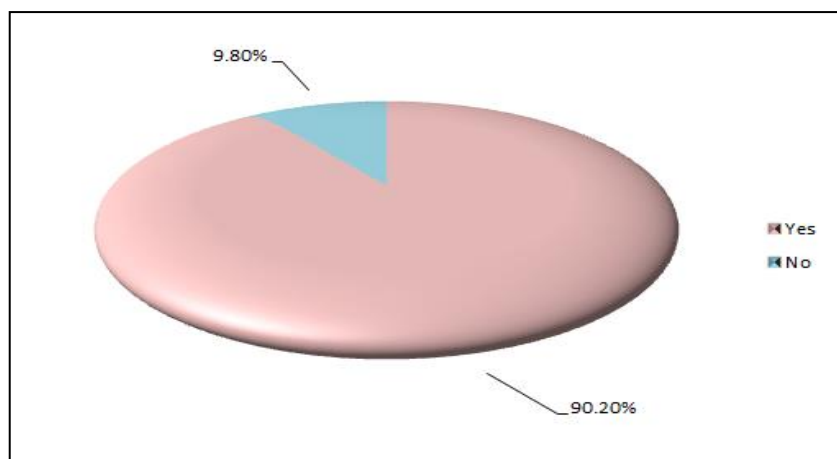### 3.5.Reception by the residents of the area:
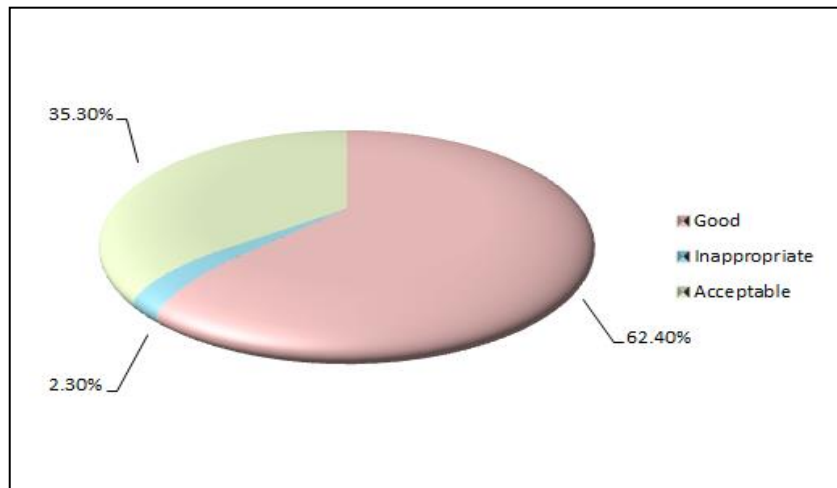
Figure 06: Reception by the residents of the area

62.4% of the respondents admit that they have received a good reception from the local population, while the percentage of tourists who believe that the reception is acceptable was 35.3%, while 2.5% of the respondents answered that the reception is inappropriate.

The answers of each group of sample members refer to the situations they encountered with the local population, which led to them expressing their opinion on how to receive them.

3.6.Stay longer for a better experience:

Figure 07: Reception by the residents of the area

The results showed that 90.2% of the research sample said that they would like to stay in the area for a longer period in return for a better experience, while the rest of the sample members, 9.8%, said that they did not want to stay for a longer period, as we

note through the answers of the sample members, that the tourists are willing to pay more for staying Longer for a better experience.

3.7. Evaluation using SWOT analysis:

Strengths	Weaknesses
Tourists accept the idea of slow tourism. Cultural and mountain possibilities Diversity. Local community Interaction with tourists.	Mountain areas Isolated. The lack of zero-carbon transportation. Weak shelter structures in mountainous areas.
Opportunities	Threats
Availability of vaccination against Coronavirus. It offers a variety of tourist areas.	Pollution problem. The exacerbation of the spread of the Covid-19 virus leads to a total quarantine.

4. CONCLUSION

The slow movement of tourism is gaining great popularity, which qualifies it to become the most sought-after tourism in the current crisis. As more destinations focus on the local environment and the local life experience, as well as visiting mountainous areas as the only safe place for tourists following the outbreak of the Corona epidemic, and encourage the local culture where the tourist benefits from the culture of the region and lives the local life and masters it as if he is a resident of that place, slow tourism can become sustainable. Its sustainability can inevitably affect the well-being of all people whose lives are linked to slow tourism and slow travel by environmentally friendly means earns. The tourist enjoys enjoying the place, achieving the travel experience, and preserving the environment alike.

The tourist's stay for a longer period means increasing tourism spending and the sectors benefiting from tourism activity. In addition, it allows the tourism sector to be restored to its recovery after being significantly affected by the Coronavirus crisis.

Slow tourist destinations must develop slow brands that incorporate a twofold objective. First, they could appeal to market segments already acquainted with 'slow concepts.' Second, they could encourage local participation in tourist activities at the destination[16]. Destinations should avoid using the term 'slow' because it has potentially negative connotations, especially the risk of potential visitors interpreting the destination as being 'boring' or 'backward.' [16], Furthermore, public investment in infrastructure is needed in order to reinforce the behavior of slow tourists. [17]

Slow tourism produces more comfortable trips to explore the destination more deeply, reduce the carbon footprint, and is committed to achieving a travel experience, so it must:

-Focus on local connectivity and nearby attractions, consumption of local products, use of clean energy, environmental and ethical vision, and preservation of the quality of life of residents and tourists alike.

- Developing other types of tourism compatible with slow tourism, such as eco-tourism, bird-watching tourism...etc.

- The development of mountainous areas within the framework of slow tourism allows improving its position as a tourist attraction and increase its economic income, especially when it is assumed that the tourist is willing to pay more for a superior experience.

- Develop sustainable models for planning the slow tourism path far from the adopted model for mass tourism.

5. REFRENCES :

[1] Huijbens, E. (2020, April 10). Future of tourism after the Corona crisis. https://centreforspaceplacesociety.com/2020/04/10/blog-future-of-tourism-after-the-corona-crisis-by-edward-huijbens/?fbclid=IwAR3j70471Qsj8zAtoeoGFJtofil7BNBVArcuxiQ9yi1lR0vv9Q5HGWfO2-M.

[2] Gibson, C. (2019). Critical tourism studies: new directions for volatile times. Tourism Geographies, 1–19. https://doi.org/10.1080/14616688.2019.1647453

[3] H. Oh, A.G. Assaf, S. Baloglu, Motivations and goals of slow tourism, Journal of Travel Research, 55 (2) (2016), pp. 205-219

[4] Slow Food Association. (2014). About Us. Retrieved October 06, 2020, from Slow Food
Association website: http//www.slowfood.com/international/1/about-us

[5] Conway, D., & Timms, B. F. (2010). Re-Branding Alternative Tourism in the Caribbean :
The Case for 'Slow Tourism.' Tourism & Hospitality Research, 18(4), 329-344.

[6] Hamilton, C. (2004). Growth Fetish. Sydney: Allen and Unwin.

[7] Mary Mostafanezhad, (2020), Covid-19 is an unnatural disaster: Hope in revelatory moments of crisis, Tourism Geographies, 22:3, 639-645, DOI:10.1080/14616688.2020.1763446,
https://doi.org/10.1080/14616688.2020.1763446

[8]Honoré, C. (2004). In praise of slowness: Challenging the cult of speed. New York, NY: HarperOne

[9]L.S. Rizzo, R.G. Rizzo, F. Smerghetto, Land-use and landscape changes: A methodological proposal for the creation of sustainable cultural tourism itineraries, M. Luc, U. Somorowska, J.B. Szmańda (Eds.), Landscape analysis and planning: Geographical perspectives, Springer, London (2015), pp. 21-44

[10] Esichaikul, Ranee., & Songsonthonwong, Chatchapol. (2012). Slow Tourism: Learning

 Through Interpretation for European Senior Tourists. Journal of Thai Hospitality & Tourism, 7(1), 41-57.

[11] Matos, R. (2004). Can Slow Tourism Bring New Life to Alpine Regions?. In Klaus Welermair & Christine Mathies (ed), The Tourism & Leisure Industry: Shaping the Future, New York: Hospitality Press.

[12] Juthatip Sutthitep.(2016). Slow Tourism. Journal of Thai Hospitality and Tourism, 11(2).

[13] Lumsdon, L. M., & McGrath, P. (2011). Developing a Conceptual Framework for Slow Travel :

A Grounded Theory Approach. Journal of Sustainable Tourism, 19(3), 265-279.

 [14] Pine, J., & Gilmore, J. (1999). The experience economy. Boston, MA: Harvard Business

School Press.

[15] Conway, D., & Timms, B. F. (2012). Slow Tourism at the Caribbean's geographical

margins, Tourism Geographies, 14(3), 396–418

[16] H.G. Parsa (Ed.), Sustainability, social responsibility and innovations in tourism and hospitality, CRC Press, Canada (2015), pp. 71-89

[17] J. Dickinson, L. Lumsdon, D. Robbins. (2011), Slow travel: Issues for tourism and climate change, Sustainable Tourism, 19 (3), 281:300