DEVELOPING AN EVALUATION INDEX (SCTEI) FOR SLOW CITY TOURISM: A DELPHI-AHP APPROACH

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PhD

The Hong Kong Polytechnic University

2020

The Hong Kong Polytechnic University
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A thesis submitted in partial fulfillment of the requirements for the degree of Doctor of Philosophy

July 2019

CERTIFICATE OF ORIGINALITY

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Jeong Hyun Kim

Abstract

It has become increasingly accepted that current and future generations should understand the principles of sustainable development. However, there are ongoing challenges about implementation, including through the medium of tourism. This dissertation explores the potential for implementing sustainability at a local level using the example of Slow City. Slow City is a global network of small towns that embrace sustainable place-making in smaller cities by creating a unique sense of place. The movement has potential to help members to differentiate themselves from lookalike cities that have neglected their traditions and identities with potential benefits for both residents and visitors through the means of tourism.

This dissertation builds a case for the Slow City Tourism Evaluation Index (SCTEI), a robust framework that reflects Slow City principles and provides an integrative tool to assess the "grassroots" development of sustainable tourism. The researcher identified and refined a series of domains, sub-domains, and items that offer a means of evaluating Slow City in the tourism context. She has followed the Delphi-analytic hierarchy process (AHP) method and conducted multiple rounds of expert surveys. The final round involved using the AHP method to identify the relative importance of each domain, sub-domain, and SCTEI item. Furthermore, the researcher applied SCTEI to compare and identify the different perceptions of stakeholder groups in local settings, with particular reference to the importance of SCTEI items.

The study reaches some important findings. First is the development of SCTEI, which comprises of 7 domains, 18 sub-domains, and 60 items. The researcher identified the following domains within SCTEI: heritage and local identity, tourism and hospitality, quality of urban landscape, environment and energy, infrastructure, education, and conviviality. Of the seven, the particular importance of locality, conviviality, and education for implementing the goals of Slow City is notable. It was found that activities which support the conservation of local

heritage and culture are critical for the future of the Slow City movement, because they are fundamental for place-making in smaller cities. If such cities are to build and develop a distinct brand, they must retain and/or create a sense of uniqueness. Involving local residents in the development and promotion of Slow City principles is an essential component of conviviality. In embracing this attribute, it is of significance to include the voice of local residents in decision-making. This will include promotion of the Slow City philosophy which encourages relationship-building amongst and between residents and visitors. The findings of the dissertation have also shown the importance of sustainability education, emphasizing the relationship between education levels, local empowerment, and sustainable development.

Finally, the researcher compared the perceived importance of the various SCTEI items amongst three local stakeholder groups: residents, government officials, and residents. Generally speaking, visitors had higher mean scores than residents and civil servants. In addition, visitors and residents attached greater importance to the promotion of green mobility under the infrastructure domain. In seeking to identify any differences amongst and between the groups, it was found that most items demonstrated no significant differences at the 0.05 level. The fact that there was no significant difference between the various stakeholder groups about the perceived importance of the SCTEI items indicates that all generally agree with the proposed items selected.

Slow City principles are both complex and interconnected. By developing a comprehensive framework that reflects Slow City goals and by investigating the perceptions of multiple stakeholders, this dissertation contributes to understanding the Slow City movement by identifying its core concepts and ideas. Furthermore, the proposed SCTEI provides a practical guide to the delivery and implementation of sustainable tourism.

Acknowledgements

I would like to express my sincere gratitude to my supervisor Professor Brian King and my co-supervisor Professor Sam Kim, for your utmost support and guidance during my PhD journey. It has been such an honor and a privilege to have you as my supervisors. I am heavily indebted to your care and encouragement.

I would also like to thank the BoE chair Professor Cathy Hsu and the external examiners Professor Timothy J. Lee and Dr. Sung Hee Park for providing valuable insight to improve my thesis. Likewise, I would like to thank the supervisory committee members Dr. Honggen Xiao and Dr. Vincent Tung for their comments and suggestions. I also extend my gratitude to the School of Hotel and Tourism Management under the leadership of Professor Kaye Chon for providing appropriate care and environment throughout my study.

I was extremely fortunate to have my friends from Room 803, especially Elaine, Sunny, Vanessa and Richard. They have been such a great support to me and made sure that I was feeling at home even though I was away from home. Memories of my life in Hong Kong is full of the great times I spent with them. I hope.

Most importantly, I dedicate this work to my family. I could not have begun my journey to Hong Kong without them, and I could not have completed this journey without their endless love, support, and encouragement. I am grateful to my parents and my brother for always being there for me.

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Chapter 1 INTRODUCTION

1.1 Background

Given the various threats to the survival of the planet there is an urgent need to reevaluate the nature of progress and to place a stronger emphasis on sustainability. As demonstrated by the Paris Agreement, the need for new sustainability governance models has become globally recognized. In September 2015, world leaders adopted a set of universal sustainable development goals to replace the Millennium Development Goals (MDGs) and to promote the Rio+20 agenda. Known as the Sustainable Development Goals (SDGs), these are understood as a guiding framework for international cooperation until 2030 that focuses on the themes of people, planet, and prosperity (Gore, 2015). In the context of Agenda 2030, the United Nations (UN) designated 2017 as the International Year of Sustainable Tourism for Development and sought to raise global awareness about the importance of tourism and its impact on sustainable development. These global actions indicate a worldwide shift in the understanding of sustainability as an essential and common goal for future generations. The SDGs are major accomplishments for humanity which took years to achieve, and their potential has generated considerable hope.

However, the question of "how" to achieve these goals remains a challenge. The UN SDGs have been criticized for lacking specific examples of activities that support their delivery (Sullivan, Thomas, & Rosano, 2018). In addition, lack of coherence and vision has been identified as the cause of implementation challenges (Kim, 2016). In response to such challenges, scholars point to the integration of the third UN, which comprises independent agents such as NGOs, academics, and the private sector. Persson, Weitz, and Nilsson (2016) identified civil society and the private sector as key agents for delivering the SDGs. Simon, Arfvidsson, Anand, Bazaz, Fenna, Foster, . . .and Moodley (2016) also asserted that enhancing

policy relevance for local authorities is important for implementing the SDGs. These perspectives acknowledge the need for "how" at the local level. Accordingly, this dissertation proposes that grassroots sustainable tourism could guide the fulfillment of such needs.

This study takes the example of Slow City (*Cittaslow* in Italian), as a potential solution to implement sustainability practices at the grassroots level. Slow City is an international network of small-scale towns and cities that aim to improve the quality of life among residents and visitors by conserving a unique sense of place, thereby differentiating their member towns from lookalike cities that have lost their own local traditions and identities because of homogenization and globalization. Founded in 1999 by the mayors of three small Italian towns, Slow City has now expanded into an international network consisting of 236 cities in over 30 countries across the world (Cittaslow International, 2018). Slow City has been lauded for providing small towns practical sustainable development guidelines through its "Requirements for Excellence" certification process (Hatipoglu, 2015; E. Park & Kim, 2016; Pink, 2007). The history and evolution of the network is living proof of an already working mechanism for sustainable tourism development that has been adopted in different parts of the world.

The author will develop an index to evaluate Slow City from the tourism perspective. By investigating the views of various groups that are experiencing Slow City, the author hopes to enhance the understanding on how sustainability practices can ensue through the development of Slow City tourism.

1.2 Research Gap

The literature on Slow City is quite limited, and four particular research gaps are evident. The first is one of scope. Although Slow City is an international network that has expanded continuously, especially into Asia, researchers on Slow City have not adopted a genuinely international perspective. Most investigations have focused on European case studies, notably in Italy (Baycan, Fusco Girard, Young, & Stevenson, 2013; Grzelak-Kostulska, Hołowiecka, & Kwiatkowski, 2011; H. Jung, M. Ineson, & Miller, 2014; Mayer & Knox, 2006; Mayer & Knox, 2009; Miele, 2008) or in Turkey (Ekinci, 2014; Erdogan, 2016; Hatipoglu, 2015; Karabag, Yucel, & İnal, 2012; Korkmaz, Mercan, & Atay, 2014). This pattern may be attributable to the understudied nature of the Slow City phenomenon. However, given that the movement is gaining global recognition as a network that focuses on local growth through the cooperation of member cities at an international level, it is timely to adopt an international approach to investigate Slow City. In this context and with a view to developing an international standard of the Slow City criteria, it will be important to consider opinions from diverse nationalities and contexts.

The second research gap is methodological. As the Slow City movement is a relatively new phenomenon, many of the applicable studies have been exploratory and descriptive. They typically introduce the history, principles, and certification process of Slow City in detail and then outline a case study in their area of interest (Carp, 2012; Grzelak-Kostulska et al., 2011; Knox, 2005; Pink, 2008). In addition, most researchers have adopted in-depth interviews in case study settings (H. Jung et al., 2014; Hatipoglu, 2015; Lowry & Lee, 2011; Mayer & Knox, 2006). Consequently, few of the findings have been empirically based. Given that the previous research has so many methodological gaps, the current study adopts a systemic and rigorous methodology, namely the Delphi-Analytic Hierarchy Process (AHP) method, to develop

evaluation criteria for Slow City that incorporate the opinions of international experts and determine the importance of the criteria.

The third gap involves the limited research comparing multiple stakeholder groups in the Slow City context. Although it is widely recognized that Cittaslow has brought benefits relating to quality of life, livability, and sustainable development in a broad sense, Presenza, Abbate, and Micera (2015) highlighted the need to attach greater importance to the integration and collaboration between different stakeholder groups, such as residents, local businesses, and political leaders. Despite the need to facilitate cooperation, few studies have incorporated the perceptions of major stakeholder groups into the framework of Slow City. Thus, it is timely to investigate the perceptions of different stakeholders regarding Slow City development in tourism context.

Lastly, few studies have examined the validity and reliability of the criteria for qualifying as a Slow City. Existing research has focused on describing the network as an example of sustainable development (Hatipoglu, 2015; Mayer & Knox, 2009; Miele, 2008; Nilsson, Svärd, Widarsson, & Wirell, 2011; Pink, 2009), urban design (Knox, 2005; Radstrom, 2011; Servon & Pink, 2015), cultural planning (Baycan et al., 2013), slow tourism (Lowry & Lee, 2011; Yurtseven & Kaya, 2011), and destination marketing (Coşar, Timur, & Kozak, 2015). Although most studies have recognized the significance and effectiveness of the qualification criteria, few have questioned why and how the requirements were developed. Meanwhile Hoeschele (2010) asserted that Slow City requirements are silent on equity-related policies. Semmens and Freeman (2012) also highlighted the gap between Slow City principles and practices, with an implication that the requirements may not be a panacea for all small towns. Despite such concerns, limited attention has been paid to what constitutes valid qualification criteria for Slow City and how they are developed. The most recent update of Slow City

requirements was issued in 2014. There is no publicly available information on the Slow City official website or in its charter to explain how the list of requirements was developed or how the weighting and evaluating system operates. Therefore, adopting a more scientific approach to develop a list of Slow City criteria should provide guidelines for realizing the comprehensive goals of Slow City.

1.3 Research Objectives and Contributions

On the basis of identified research gaps, the following objectives for the dissertation are proposed:

1. To develop a Slow City Tourism Evaluation Index (SCTEI) using the Delphi-AHP method.
2. To identify domains, sub-domains, and items for the purpose of evaluating Slow City.
3. To identify the relative importance of the SCTEI domains, sub-domains, and items as perceived by experts.
4. To compare differences across SCTEI items among concerned stakeholder groups.

An overall integrative planning framework for implementing Slow City tourism development will be needed to achieve the goals of the study that includes objectives and strategies.

Theoretical contribution

In terms of its potential theoretical contribution, this study sets out to be a seminal work that will contribute to the understanding on Slow City. Considering the limited scale and scope of previous research, the development of the SCTEI is valuable in that it identifies the core concepts and principles of Slow City. Furthermore, while most existing studies on Slow City have introduced the overall phenomenon and its components, supported by a proliferation of case studies, limited number of researchers have undertaken an empirical investigation that adopts a systematic approach to the development of constructs. This study responds to the methodological gap by adopting a Delphi-AHP approach. This will allow a systematic gathering of expert opinions and will identify the importance (weighting) of each component of the SCTEI.

This study will extend the application of stakeholder theory by analyzing the perceptions of multiple stakeholder groups regarding SCTEI. Acknowledging the subtle distinctions between the needs and interests of stakeholders, the study adopts stakeholder theory not only to identify the groups, but also to respond to the varying perceptions of multiple stakeholder groups. This inclusive approach responds to the call for the increased involvement and collaboration of diverse stakeholders in sustainable tourism development, particularly in the case of local residents and visitors.

Practical contribution

This study can aid current and potential Slow City practitioners from a practical and/or managerial perspective. Equipped with a comprehensive evaluation index consisting of items deemed important by international experts, the practitioners of national and local Slow Cities in different parts of the world can implement sustainable tourism development more effectively. The index will offer a practical guideline for local government officials when they apply and implement Slow City principles and policies. Potential applicant cities can gain a good understanding of what should be included in their future policies. The study findings may also provide Slow City member towns with a self-assessment tool. Furthermore, knowledge of the policies that are considered to be important by various stakeholder groups will contribute to cooperation and collaboration between experts and relevant Slow City stakeholders.

1.4 Definition of Key Terms

Slow City: Slow City refers to a social movement that aims to improve quality of life and to achieve sustainable development in local places, which led to the creation of a network of small towns.

Cittaslow: *Cittaslow* means Slow City in Italian.

Slow City International: Also known as Cittaslow International, Slow City International refers to the official association that embraces Slow City principles and certifies member towns.

Slow City member towns: Member towns refer to small towns and cities that have passed the qualification criteria of Slow City international.

Slow Food: Slow Food is a social movement that embraces the idea of good, clean, and fair food. It is also a sister movement of which Slow City movement was originated from.

Slow Food International: Slow Food International refers to the official organization that embraces the idea of Slow Food

1.5 Structure of Thesis

The structure of the thesis is visualized and briefly explained in Figure 1.1. The thesis comprises seven chapters as follows:

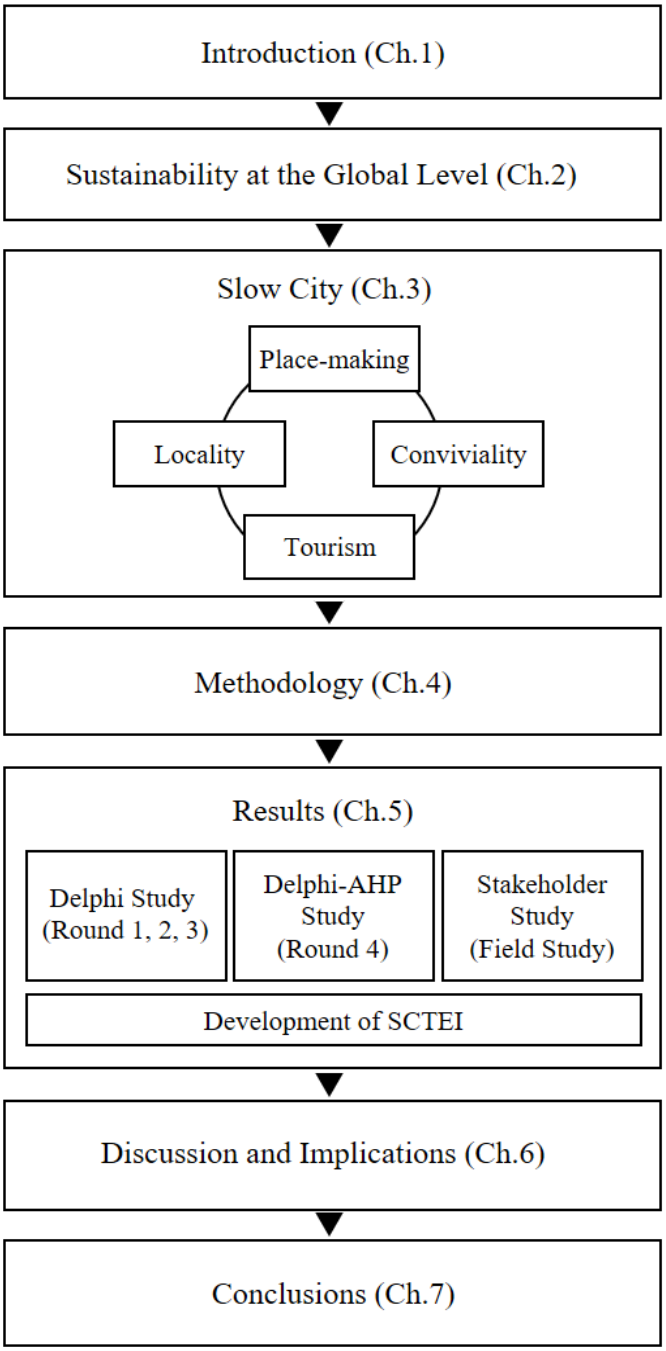

Figure 1.1 Thesis Structure

Chapter 1: Introduction presents the background of the study. After identifying the research gap, the research objectives and contributions are addressed, followed by a short definition of key terms.

Chapter 2: Sustainability at the Global Level presents knowledge about how the concept of sustainability and sustainable development has evolved at the global level. It includes the history of sustainable development as a concept and how it has led to the Sustainable Development Goals in relation to sustainable tourism. Stakeholder theory is also introduced as an appropriate framework for this study.

Chapter 3: Slow City introduces the beginnings of Slow City movement. It also explains the goals of Slow City and its connection to its core principles including place-making, locality, conviviality, and tourism.

Chapter 4: Methodology outlines the methodology for the thesis. It includes explanation of why each methodological approach is chosen and how the data is analyzed.

Chapter 5: Results demonstrates how the findings of first, second, third, and fourth study round led to the development of SCTEI. The results of stakeholder analysis are also presented. *Chapter 6: Discussion and Implication* analyzes the results by revisiting each domain of the SCTEI. It also underpins new findings obtained from the research and discusses implications for future Slow City tourism development. Suggestions for future research and the limitations of the thesis is also provided.

Chapter 7: Conclusion presents the SCTEI and also summarizes the key findings of the thesis according to each domain of the SCTEI. The theoretical and practical contribution of the research are explained.

Chapter 2 SUSTAINABILITY AT THE GLOBAL LEVEL

2.1 Evolution of Sustainable Development Concept

No definitional consensus exists about sustainable development, despite its widespread use. The current understandings on sustainable development have evidently evolved over time. A series of milestones toward a definition and implementation has been achieved, and developments are ongoing (Figure 2.1). A brief history of sustainable development can explain the efforts that have been made to envision a hopeful future for humanity.

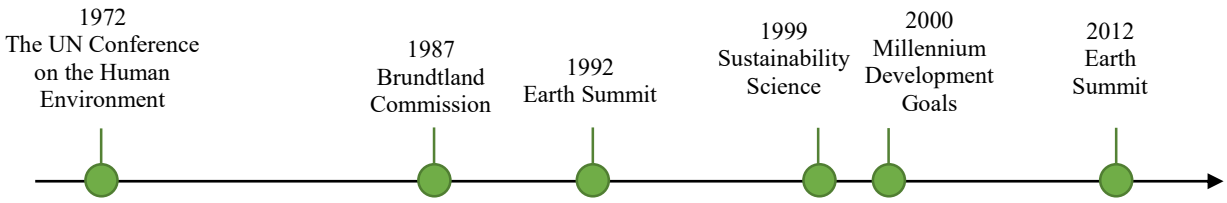

Figure 2.1 Major initiatives in the pursuit of sustainable development

Our Common Future, a report of the UN World Commission on Environment and Development (WCED) in 1987, is widely recognized as a starting point for sustainable development, though the conceptualization for such a development began even earlier (Mebratu, 1998). The 1972 UN Conference on Human Environment in Stockholm was a major stepping stone for the establishment of the sustainable development concept. The conference recognized the significance of environmental management and hinted at a possible conflict between the models of environment and contemporary development (DuBose, Frost, Chamaeau, & Vanegas, 1995). Another major milestone in the conceptualization of sustainable development occurred at the bequest of the International Union for the Conservation of Nature (IUCN), which formulated the World Conservation Strategy and attempted to integrate

environment and development into the idea of conservation (Mebratu, 1998; Trzyna, 1995). The Strategy's subtitle, "Living Resource Conservation for Sustainable Development," further highlights its connection to the concept of sustainability (Khosla, 1995). This was where the phrase "sustainable development" was first used in an international forum. "Indeed, the general definition of sustainable development links it with other ideas with which it shares similar principles, and this is why approaches such as the new urbanism, the ecological city, sustainable tourism, local development, etc. tend to go hand-in-hand in the literature" (Domínguez-Gómez & González-Gómez, 2017, p. 136).

A few years later, in its report, *Our Common Future* (also known as the Brundtland Commission), the WCED used one of the most widely known definitions of sustainable development, that is, "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987, chapter 1). The Brundtland Commission was a turning point for sustainable development by stimulating the use of the "catchphrase," which has been widely discussed since then (Mebratu, 1998).

Another major building block of sustainable development is the UN Conference on Environment and Development (UNCED) in 1992, known both as the "Rio Conference" and the "Earth Summit." The UNCED produced vital documents, such as the Rio Declaration and Agenda 21. It deserves credit because the concept of sustainable development became popular since the Rio Declaration (Kim, 2016). Agenda 21, a non-binding action plan, lists objectives under 39 action program areas that guide businesses and government policies. Such objectives are considered to be the intellectual roots of the SDGs (Persson et al., 2016). Then, in 1999, the US National Research Council Report coined the term "sustainability science" (Huang, Wu, & Yuan, 2015, p.1176).

In September 2000, the UN Millennium Declaration committed nation states to the

MDGs, a series of eight goals with a deadline of 2015. Unlike previous commitments, the MDGs are noted for having specific and concrete solutions to eradicate extreme poverty (Hulme & Scott, 2010). Although the level of progress in meeting the MDGs has been patchy, MDGs are lauded for providing the elements of change in how global poverty is treated by the international community and mobilizing international support to eliminate poverty (Chasek, Wagner, Leone, Lebada, Risse, 2016; Hulme & Scott, 2010). Importantly, the MDGs achieved success in attracting the interest of the global public despite not being legally binding (Sachs, 2015). Persson et al. (2016) viewed MDGs as a normative shift in international development objectives from economic growth to human well-being.

At the Rio+20 Summit in June 2012, governments called for new SDGs in its final report, *The Future We Want*. They sought to adopt a novel procedure for international cooperation on sustainable development challenges through goal setting (Chasek et al., 2016). The participating nations recommended that the UN General Assembly come up with a new set of goals by the end of 2015, which was the completion date of the MDGs. Delegates at the Rio+20 Summit also called for the establishment of an Open Working Group which would decide on the method of work for goal setting (Chasek et al., 2016). Hence, the SDGs were adopted to end poverty, protect the planet, and ensure prosperity for all as part of Agenda 2030.

2.2 Understanding the Sustainable Development Goals(SDGs)

According to Ocampo and Gómez‐Arteaga (2016), the Sustainable Development Agenda adopted by the UN General Assembly in 2015 demonstrated the elements of global consensus regarding sustainability (Figure 2.2). The first element is that the new agenda should be sufficiently holistic to capture the three pillars of sustainable development. The second is to recognize the need to consider regional, national, and local circumstances to allow national governments and societies to take ownership of the agenda. The third is that the agenda should be a set of universal goals for all countries. Consequently, these agreements on what the new global agenda should be like were reflected in Agenda 2030.

The SDGs mark a historic step for the UN toward "one sustainable development agendum" (Biermann, Kanie, & Kim, 2017, p.26). SDGs aim for a universal and holistic approach to the three major pillars of sustainable development (Sachs, 2015). The SDGs consist of 17 goals, which, in turn, include 169 specific targets as well as metrics such that SDGs can serve as practical guidelines for public and private organizations (UN, 2015).

Figure 2.2. UN Sustainable Development Goals

The SDGs have been commended for making substantial improvements to the previous global governance efforts. First and foremost, SDGs demonstrate a paradigm shift in global agendum formation in that they are the product of the grassroots process involving inputs from a wide range of stakeholders, including advocacy groups, citizens, and governments, as quoted by Amina Mohammed, the UN Secretary-General Ban Ki-Moon's special adviser on post-2015 development planning (as cited in: H. LaFranchi, "In New UN Goals, an Evolving Vision of How to Change the World", Christian Science Monitor [1 September 2015]). Second, the SDG's new approach to global governance by goal setting (Biermann et al., 2017), together with its non-binding nature, facilitates intergovernmental arrangements. This characteristic suits the realization of universal goals that attempt to integrate economic, social, and environmental objectives. Third, the social dimensions of the SDGs have been broadened to move beyond social development to include issues such as equality and sustainable production and consumption. The social dimensions of development have also become rights-oriented by moving toward the idea of universal access for education and health (Koehler, 2015). Fourth, while earlier global governance efforts were elaborated within the UN Secretariat, the new SDGs were adopted through public and transparent processes involving diverse representatives from public and private entities. Last but not least, the SDGs constitute a universal agendum that recognizes national, regional, and global challenges and applies to developing and developed countries (Chasek et al., 2016). All in all, the development agenda as exemplified by the SDGs have become holistic at the conceptual level and should be recognized as a major accomplishment of global governance.

Despite great hopes about the potential for the global governance of SDGs through goal strategies, key implementation challenges remain. The UN SDGs have been criticized for lacking specific examples of activities that support their delivery, whether directly or indirectly (Sullivan et al., 2018). In addition, the absence of coherence and vision has been identified as

a cause of implementation difficulties (Kim, 2016).

In response to such challenges, scholars point to the integration of the third UN, which comprises independent agents such as NGOs, researchers, and the private sector. Civil society and the private sector must be recognized as key agents for delivering the SDGs (Persson et al., 2016). Simon et al. (2016) asserted that enhancing policy relevance for local authorities is important when implementing the SDGs. Therefore, acknowledging the significance of grassroots movements (which were previously largely ignored from the global perspective) should be understood as a solution for realizing sustainability practices. The present study in particular examines Slow City as an exemplary case of a grassroots movement that is delivering sustainable development in the tourism context.

2.3 Sustainable Development Goals(SDGs) and Sustainable Tourism

In the context of Agenda 2030, the UN designated 2017 as the International Year of Sustainable Tourism for Development. This action increased global awareness about the importance of tourism and its impact on sustainable development. Tourism's connection to the SDGs has been specifically recognized in Goals 8, 12, and 14. Goal 8 aims to promote sustained, inclusive, and sustainable economic growth; full and productive employment; and decent work for all. As the tourism industry creates 1 in 11 jobs in the world, its contribution to job creation is well recognized. Target 8.9 in the SDG further states its aim of promoting "sustainable tourism that creates jobs and promotes local culture and products." Goal 12 is geared toward ensuring sustainable consumption and production patterns. The travel industry experienced an unprecedented boom with a record of 1.3 billion international travelers, accounting for 10% of the world GDP, 7% of total world exports, and 30% of world services exports (UNWTO, 2018). By 2030, international tourists are expected to reach 1.8 billion (UNWTO, 2017). Hence, the need for the sustainable management of tourism cannot be ignored. Accordingly, Target 12.b states that "developing and implementing tools to monitor sustainable impacts for sustainable tourism that creates jobs and promotes local culture and products" are imperative. Goal 14 is related to conserving and sustainably using the oceans, seas, and marine resources for sustainable development. This aim largely involves coastal and maritime tourism. The need for tourism development to be part of coastal zone management is mentioned in Target 14.7: "by 2030 increase the economic benefits of SIDs and LCDs from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism."

The staggering statistics and particular goals and targets of the SDGs, however, are not the only reasons tourism receives considerable attention for sustainable development. The inherent nature of tourism reflects the importance of the phenomenon. In fact, it can be argued

that the concept of sustainable tourism was evident even before the official use of the term "sustainable development" (Hardy, Beeton, & Pearson, 2002). For instance, Rosenow and Pulsipher (1979) used "new tourism" as a way to preserve towns, watch carrying capacities, conserve environmental and heritage values, and educate tourists. The well-known destination life cycle model (Butler, 1980) is another example of tourism reflecting the concept of sustainable development. Furthermore, Prosser (1994) identified four causes that lead to sustainability in tourism: growing concern for environmental protection and cultural sensitivity, realization of limited resources in destinations, changing attitudes of developers and tour operators, and dissatisfaction with existing products.

The links between sustainability, sustainable tourism, and sustainable development are well established in that the terms have been used interchangeably by scholars (Liu, 2003). In addition to efforts by Butler (1999) as well as Harris and Leiper (1995) to differentiate these terms, Liu (2003) defined sustainability in terms of three aspects. These aspects were "steady life conditions for generations to come" (p. 461), sustainable development as process-oriented development that is associated with bringing improvement in conditions for such change, and sustainable tourism as all types of tourism that can contribute to sustainable development. These definitions further highlight the close connection between sustainable development and sustainable tourism. Moreover, "sustainable tourism thus appears as an alternative form of sustainable development in a sector historically marked by its alienation from the local social and environmental realities of the communities in which it takes place" (Domínguez-Gómez & González-Gómez, 2017).

Concerns about the SDGs mainly involve challenges for implementation, and a review of the literature on sustainable tourism suggests that sustainable tourism could be a solution for realizing SDGs. With the aid of proper regulation and development control, sustainable tourism

is expected to play a significant role in generating positive benefits to destinations (Bramwell & Lane, 1993). Given the varying range of views on sustainable tourism development and the possibility that interests may conflict, sustainable tourism should involve a holistic and integrative approach (Byrd, Bosley, & Droneberger, 2009; Moyle, McLennan, Ruhanen, & Weiler, 2014) by achieving a balance among the aspects of economic growth, social equity, and environmental protection while also considering the cultural integrity and improved quality of life of the host community (Fayos Solà, Fuentes Moraleda, & Muñoz Mazón, 2012; Murphy & Price, 2005). By doing so, the viability of the destination can be maintained for an "indefinite period of time" (Butler, 1999). Sustainable tourism development has likewise been regarded as having a significant role in producing positive benefits to destinations through appropriate regulation and development control (Bramwell, & Lane, 2011). In all, the literature suggests that sustainable tourism can function as a tool to deliver sustainable development.

2.4 Stakeholder Theory

Since a well-designed and effective governance is an essential requirement for sustainable tourism development (Bramwell & Lane, 2011), a summative approach, often involving political economy, of governance could be used as a theoretical framework to study Slow City (Scott, Laws, Agrusa, & Richins, 2011). The concept covers a wide range of mechanisms such as regulation and executing actions, decision-making rules and practices. Such an approach, however, focuses on the forms and trends of governing. In other words, while it recognizes the existence and significance of multiple stakeholders in sustainable tourism development, how various stakeholder groups perceive such form of governance may not be addressed directly. Hence stakeholder theory has ultimately been chosen by the researcher as an appropriate framework for this study of Slow City tourism development.

2.4.1 Understanding Stakeholder Theory

Stakeholder theory is often used to understand the development of sustainable tourism. This is because of the importance of local stakeholder perceptions when seeking a collaborative approach to planning and the resolution of conflicts (Hall, 2010; Jamal & Getz, 1995). Sustainable tourism development recognizes that each stakeholder group has a unique set of priorities and that the subjective needs of stakeholders must be addressed. It is a holistic approach to planning and management that addresses the varying aspects of the satisfaction of related stakeholders in economic, environmental, and social dimensions (Hardy & Beeton, 2001). Hence, stakeholder theory is considered as an important approach in sustainable tourism studies.

Stakeholder theory was proposed and brought into prominence by Freeman (1984), who contended that an organization is characterized by its relationships with various groups

and individuals. The underlying tenet of the theory is that organizations should consider the interests and concerns of those who are affected by their policies and activities (Frederick, Post, & Davis, 1992) because that is the moral obligation of a firm and its managers (Donaldson & Preston, 1995). Such a stakeholder focus generates the competitive advantage of the organization and, ultimately, its success (Jones, 1995). This view was also supported by Clarkson (1995) , who recognized the significance of utilizing stakeholder theory because the survival of an organization depends on the level of stakeholder satisfaction.

With its roots in the business and management literature, stakeholder theory was developed with a corporate entity in mind. This focus arose in part because of the traditional understanding that firms concentrate on the needs of shareholders or stockholders to satisfy their profit-oriented interests (Freeman, 1984, 1998; Friedman, 1970). In response, Freeman (2010) attempted to redefine how a firm may and should deal with its stakeholders in its socio-economic and political context by insisting that "if business organizations are to be successful in the current and future environment, then executives must take multiple stakeholder groups into account" (p. 52). Donaldson and Preston (1995) also confirmed that stakeholder theory is *managerial* because it recommends the attitudes, structures, and practices of stakeholder management. They further emphasized the importance of the legitimate interests of relevant stakeholders during the decision-making process.

Stakeholder theory is applied to study the complex relationships that arise among stakeholders with varying interests and goals. There is a substantial literature on stakeholders in the fields of business management (Donaldson & Preston, 1995; Freeman, 1984; Jones, 1995; Stoney & Winstanley, 2001) and public administration (Beierle, 1998; Crosby, Kelly, & Schaefer, 1986; Curry, 2001; El Ansari, 2001). In particular, its connection to the study of marketing is of significance, as scholars have considered the need to understand the interests of both customers and stakeholders in formulating marketing decisions (Donaldson & Preston,

1995; Greenley & Foxall, 1998; Miller & Lewis, 1991; Ogden & Watson, 1999). In this context, stakeholder theory suggests that the interests of a varying range of influence-makers (e.g., employees, investors, suppliers, legislators, environmentalists, retailers, the media, special interest groups, federal government, and the general public) should be considered instead of the external environment (Polonsky, 1995). Donaldson and Preston (1995) provided three approaches to utilize stakeholder theory: descriptive, instrumental, and normative. The core of stakeholder theory involves its normative aspect, which is used for interpreting the function of an organization based on underlying or philosophical values. The normative approach understands that an organization participates in a certain activity because it is the right thing to do and that its dominant role lies in its ability to provide moral guidelines for the management of an organization (Donaldson & Preston, 1995). In addition, Byrd, Cárdenas, and Greenwood (2008) proved that "all stakeholders have the right to be treated as an end, and not as a means to an end" (p. 196). In this regard, the interests and expectation of diverse stakeholders should be acknowledged and be responded to regardless of the relative power of interests of each stakeholder (Sautter & Leisen, 1999). Such a normative approach is a unique trait of stakeholder theory (Whysall, 2000).

2.4.2 Stakeholder Identification

The term "stakeholder" functions as a key defining term for the foundation of stakeholder theory. Consequently, there are various stakeholder definitions. Freeman (1984) originally defined a stakeholder as "any group or individual who can affect, or is affected by, the achievement of a corporation's purpose" (vi). While this definition allows for a broad perception of a stakeholder, others have defined stakeholders differently. Cochran (1994), for instance, used narrow frames by involving direct economic links to an organization (M. Clarkson, Starik, Cochran, & Jones, 1994). By contrast, Shankman (1999) viewed stakeholders

as encompassing virtually all of society. On a similar note, Carroll and Buchholtz (1996) identified stakeholders as "any individual or group who can or is affected by the actions, decisions, policies, practices, or goals of the organization" (p. 74). This description includes not only individuals and groups who are affected by the organization directly but also those it could potentially affect. Clarkson (1995) fell somewhere in between by stating that stakeholders are "those persons or interests that have a stake, something to gain or lose as a result if it's [the corporation's] activities" (p. 2). In addition, a more recent work by Buchholz and Rosenthal (2004) defined a stakeholder as "an individual or group that has some kind of stake in what [a] business does and may also affect the organization in some way (p. 144)." This explanation goes back to the original definition proposed by Freeman (1984) by emphasizing that an organization is affected by the activities of stakeholders. The broad nature of the term "stakeholder" thus requires criteria for identifying a stakeholder to an organization. Freeman (2004) also indicated the need for an agreement, implicit or explicit, from the organization on who the stakeholders are.

Thus, identifying stakeholders and their perceptions lie at the core of stakeholder theory, along with the processes required to manage the relationship with stakeholders and the management of exchanges between the organization and its stakeholders (Freeman, 1984). Indeed, adequate consideration of stakeholders and management of their interests are vital to the success of an organization and its activities.

Accordingly, diverse efforts have been exerted to categorize stakeholders according to their characteristics. Goodpaster(1991) classified stakeholders into strategic and moral stakeholders. Clarkson (1995) identified the primary stakeholder as the one who is critical to the organization's survival and the secondary stakeholder as the one who is not essential to the organization. Campbell(1997) categorized stakeholders as active and passive based on the

direct influence that a stakeholder has on the performance of the company. Wheeler and Sillanpa(1998) used the terms “social” and “non-social” to classify stakeholders according to their direct and indirect influence, and each group was further divided into primary and secondary groups. Sirgy (2002) adopted a categorization based on Freeman and Reed’s (1983) definition of stakeholder and developed three classifications: internal, external, and distal. Other ways of stakeholder categorization are also available. Savage, Nix, Whitehead, and Blair (1991) used a stakeholder’s potential to threaten or cooperate with the organization as a way to group stakeholders into swing, defensive, offensive, and hold stakeholders. Archer (1995) employed stakeholder relationship as a means to categorize stakeholders into compatible and incompatible relationships that can either improve or hinder progress. Stakeholders have been differentiated as dormant, discretionary, demanding, dominant, dependent, dangerous, and definitive stakeholders according to their levels as regards an attribute, such as power, legitimacy, and agency (Mitchell, Agle, & Wood, 1997). Kamann(2007) grouped stakeholders according to their power and level of interests, which leads to understanding the stakeholder perspective in relation to forming an appropriate organizational strategy. Furthermore, Fassin (2009) utilized the levels of influence to categorize stakeholders into classical stakeholders, stakewatchers, and stakekeepers.

In all, the range of classification of stakeholders reflects how different the needs and interests of stakeholders can be and how important it is to consider all of them. Identifying the stakeholders depends on the research objectives and the study context as well (Robson & Robson, 1996). While discrepancies exist due to its business and commercial origin, stakeholder theory is useful for identifying stakeholders and for explaining their goals and needs. In this context, the application of stakeholder theory enables Slow City to identify stakeholders in a destination and respond to the varying perceptions of multiple stakeholder groups.

2.4.3 Stakeholders in Tourism Studies

Stakeholder groups and their interests have constituted a significant focus of investigation in the tourism literature (Andereck & Nyaupane, 2011; Andereck, Valentine, Knopf, & Vogt, 2005; Bramwell & Sharman, 1999; Castellani & Sala, 2010; Yuksel, Bramwell, & Yuksel, 1999). Despite the varied ways of defining a stakeholder, in tourism studies, a stakeholder can be generally defined as "anyone who is impacted upon by development positively or negatively and, thus, reduces the potential conflict between the tourists and host community by involving the latter in shaping the way in which tourism develops" (Aas, Ladkin, & Fletcher, 2005, p.31).

A review of the literature reveals four main types of stakeholder groups in tourism (Byrd et al., 2009; Stylidis, Belhassen, & Shani, 2015): tourists, residents, entrepreneurs, and local government officials. Stakeholder theory asserts that the interests of these groups who may be affected by tourism development should be considered, and the theory is generally applied to identify the primary stakeholders and discover their interests. For instance, previous researchers have recognized the need for the involvement and collaboration of diverse players in destination planning and management (Bramwell & Sherman, 1999; Jamal & Getz, 1995; Sautter & Leisen, 1999). The support of stakeholders in a community has been identified to play a key role in the success and implementation of tourism development (Bramwell & Sherman, 1999). In 2009, Currie, Seaten, and Wesley further broadened the scope of stakeholder theory to sustainable development by assessing stakeholder orientation and salience in terms of power, legitimacy, and urgency.

The majority of research on stakeholders and tourism has focused on the perceptions and interests of individual stakeholder groups, such as visitors (Correia & Crouch, 2003; Denstadli, Jacobsen, & Lohmann, 2011; Poria, Butler, & Airey, 2006), residents (Andereck &

Nyaupane, 2011; Andereck et al., 2005; Xu, Barbieri, Anderson, Leung, & Rozier-Rich, 2016), entrepreneurs (Alonso & Liu, 2012; Komppula, 2014; Peters & Schuckert, 2014; Tew & Barbieri, 2012), and government officials(Arnold, 2011; McGehee, Meng, & Tepanon, 2006; Panyik, 2015). Only a few investigations have examined multiple stakeholder groups. Lankford (1994) studied residents, entrepreneurs, and officials, and Holden (2010) explored the perceptions of visitors, entrepreneurs, and officials. Waligo, Clarke, and Hawkins (2013) inspected all four stakeholder groups. Although an inclusive approach is needed to understand the needs and interests of varied stakeholder groups, there has been a tendency to focus on an individual or smaller number of stakeholder groups in the literature.

Furthermore, there have been increasing calls for participatory approaches in tourism studies (Ap, 1990; Byrd et al., 2009; Nunkoo & Ramkissoon, 2011; Tosun, 2006), indicating a movement toward inclusive stakeholder analyses such that the interests and influences of all stakeholder groups can receive attention (Lyon, Hunter-Jones, & Warnaby, 2017). This trend is particularly important for sustainable tourism development, in which a comprehensive framework that encourages stakeholder engagement in the decision-making process is understood as a critical component (Hatipoglu, Alvarez, & Ertuna, 2016; Wray, 2011). Unsurprisingly, the World Tourism Organization has identified “informed participation of all relevant stakeholders” as one of the key factors of sustainability (Byrd et al., 2008, p.193). The participatory approach also signals a transition of the public sector from traditional “top-down” to “bottom-up” governance, which gives the local community increased responsibility in the management process (Hall, 2010).

For the local community to participate meaningfully, local people must understand current issues and have access to the information which will determine the ultimate level and form of their participation (McCool, 2009). Hence, the ability to participate in decision-making

processes regarding sustainable tourism development relates partly to their levels of education (Tosun, 2000) and their understanding of sustainability (Byrd et al., 2008). As knowledge will empower the local community and enable them to influence the development process, learning should likewise be encouraged within an institutional framework by providing platforms for knowledge sharing (Moscardo, 2011; Wray, 2011).

Chapter 3 SLOW CITY

3.1 The Beginnings of Slow City

3.1.1 Slow Food

The origins of Slow City date back to the earlier formation of the so-called Slow Food movement. The evolution of Slow Food will first be explained, which dates back to 1986 and to the work of the Agricola group of Italian left-wing activists who published reviews on projects, events, tastings, and restaurants (Parkins & Craig, 2006). When the proposed opening of a McDonald's outlet was announced in 1989 for Piazza di Spagna in Rome, there was widespread expression of outrage in Italy. Following a series of organized protests, the Slow Food Manifesto was signing in response (Andrews, 2008). Carlo Petrini, the founder of Slow Food, and those who joined the movement viewed fast food as being culturally invasive and as be a threat to not only healthy diets, but also to the sociability of eating and to traditional patterns of life (Mayer & Knox, 2010). The term "Slow Food" was proposed in opposition to the idea of fast food and as a means of conveying the movement's "critical reaction to the symptoms of incipient globalization" (Parkins & Craig, 2006; Petrini, 2003, p.8). Early Slow Food initiatives advanced the movement's desire to emphasize food as a medium for maintaining and enriching local economies. There was an emphasis on local distinctiveness through traditional food and its productions and cooking methods (Mayer & Knox, 2010).

Slow Food International is now an international organization with a network of over 100,000 members in 53 countries, organized through 1,300 convivia (Slow Food International, 2018). The organization functions at the international, national, and local levels. A range of related entities, including the Slow Food Foundation for Biodiversity, the Terra Madre Foundation, and the University of Gastronomic Sciences, coordinate projects that seek to address the Slow Food objectives.

Slow Food focuses on the right to enjoy and access food that is good for the people, for those who grow food, and for the planet. The philosophy of Slow Food is based on three principles: good, clean, and fair food (Slow Food International, 2018). The main activity of Slow Food International is the promotion of eco-gastronomy and the movement describes itself as an ecological and gastronomic movement (Nilsson et al., 2011). Its projects aim to promote food biodiversity, build links between producers and consumers, and raise awareness about issues related to the food system (Slow Food International, 2018). The movement espouses caring for the sustainability of local businesses and to retaining the vitality of local economies.

Slow Food is not, however a panacea, and it has detractors. For instance, it has been criticized as representing "upper-class" gourmets (Semmens & Freeman, 2012). Agger (2004) warned that it risks being understood as a pastoral — and almost pre-modern — bourgeois alternative. Slow Food may also be misunderstood as an anti-globalization movement (Parkins & Craig, 2006). According to Petrini (2003), the primary purpose of Slow Food is not to oppose globalization but to challenge the social and ecological destructiveness of corporate industrial agriculture by returning to small-scale agri-food systems. Hence, the movement should be understood as "virtuous globalization" by identifying and protecting the diversity of taste and flavors of endangered food as well as the communities that produce them (Andrews, 2008, p.154). Importantly, by linking food, local farms, and traditional cuisine with cultural sustainability, Slow Food has served as a philosophical foundation for Slow City (Radstrom, 2011).

3.1.2 Slow City

The Slow City movement (*Cittaslow*) in Italian, began in 1999. Paolo Saturnini (the mayor of Freve-in-Chianti) organized a meeting with the three mayors of three other small cities - Orvieto (Stefano Cimicchi), Bra (Francesca Guida), and Positano (Domenico Marrone). Saturnini recognized the need to maintain the unique identities of small urban regions because cities were becoming increasingly homogeneous (Radstrom, 2011). The four mayors agreed on a series of principles and practices that aim to encourage the development of places where food, healthy environments, sustainable economies, and traditional rhythms of community life may be enjoyed and appreciated (Mayer & Knox, 2010). Slow City drew upon contributions from the Slow Food concept and aimed to encourage "a different style of city development by improving quality of life" of both residents and visitors (Ekinci, 2014).

The respective aims of Slow Food and Slow City are complementary in that both promote livability, quality of life, and sustainability through a network of small towns (Mayer & Knox, 2006, 2010). Though they have some common features, the two movements are not identical. While the Slow Food movement focuses on promoting local distinctiveness through the concept of "territory" in the atmosphere of food, Slow City emphasizes the enhancement of livability and quality of life by providing an explicit agenda for such development through its qualification process (Mayer & Knox, 2006).

3.2 Slow City Philosophy

3.2.1 The Goals of Slow City

3.2.1.1 Quality of life

While Slow City can be variously described, it has two clear objectives: improving the quality of life and achieving sustainable development in local places. The present study considers how Slow City tourism development can play a role in enhancing the quality of life in small towns through the example of Slow City. Enhancing the quality of life is an integral part of sustainable development (Hatipoglu, 2015), since the underlying concept of the latter focuses primarily on addressing the age-old question, "What constitutes a good quality of life?" The answer, of course, will be dependent on the different levels and systems that are operating (Le Blanc, 2015). Slow City adopts a holistic approach to improving quality of life and to achieving sustainable development for small towns by focusing on the conservation of local identities and on adopting creative approaches to co-creating such experiences amongst residents and visitors.

The implementation of Slow City principles should be consistent with the original goals of the founder of Slow City, Paolo Saturnini - to lead towns to find their own identity and soul (Hatipoglu, 2015). An appreciation of "individuality and creativity at the local level" in opposition to the otherwise relentless process of homogenization allows Slow City principles to extend beyond a concept of simply being slow (Parkins & Craig, 2006, p.31). In the contemporary era, many cities and towns have sought creative and meaningful ways for their citizens to enjoy high quality of life, whilst remaining attractive to visitors (Marques & Borba, 2017). Slow City epitomizes a possible approach to this, with its focus on introducing place-based identities through implementing policies that promote economic and cultural strength. A key issue for a Slow City is preserving local identities through support for local production

(Heitmann, Robinson, & Dieke, 2011). Slow City encourages members to adapt its guiding principles to local needs and conditions, consistent with its emphasis on locality. In fact, such flexibility whilst maintaining strict certification criteria has been identified as the major contributor to the popularity of Slow City (Miele, 2008).

Sohn, Jang, and Jung (2015) defined the Slow City movement as "a philosophy of the coexistence of 'slowness' and 'city' that is the epitome of 'fast' and promotes living in a free and easy manner in a hectic city as a new urbanism." Contrary to the widespread misapprehension that the Slow City movement aims to transform a fast lifestyle into a slower version, it is worth noting that the movement seeks to *balance* fast and slow. At the core of the movement lies the principle that one can enjoy a high quality of life by slowing down and taking the time to enjoy the harmonious rhythms of life (Sohn et al., 2015). In a similar vein, the goals of Slow City demonstrate how to grow cities in a mindful and leisurely way by creating an "alternative, more inclusive, less corporate-centered urban regime" (Mayer & Knox, 2006, p.322).

3.2.1.2 Sustainable development

Commonly defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987), sustainable development has been recognized as a key Slow City principle with a focus on quality of life (Nilsson et al., 2011). Since a city or a town is primarily a space lived and created by residents, one cannot ignore the relationship between a city and tourism development. In addition, implementing sustainable development is especially significant for the survival of small cities because more homogenous communities are best suited to Slow City (Mayer & Knox, 2006; Semmens & Freeman, 2012). Sustainable development is commonly examined as an interplay between three Es: economy, environment, and equity. According to Mayer and

Knox (2006), these provide a useful lens to analyze Slow City member towns in that the movement only focuses on the three Es as well as on unique localities. Nilsson et al. (2011) have advocated that Slow City should be considered as a model for the practice of sustainable local development.

The holistic and detailed approach that the Slow City entails connects it with sustainable tourism development, thereby distinguishing it from the vague prescriptions of other sustainable development methods (Heitmann et al., 2011). The requirements for both Slow Food and for Slow City certification include elements of sustainable practice, such as education, community participation, and environmental friendliness. Moreover, researchers have proposed Slow Food and Slow City as solid frameworks for sustainable tourism development (Heitmann et al., 2011; Kang & Do, 2011). The specification of criteria for certification, strong emphasis on regulations-for-action, support for localized economic development, and environmentally friendly infrastructure of Slow City allow it to transform the theoretical underpinnings of sustainable development into a powerful and practical plan for action (Mayer & Knox, 2006). The implementation of Slow City criteria can also be beneficial by preventing local economic decline and addressing sustainability concerns in general (Hoeschele, 2010).

In order to achieve its two major goals of improving quality of life and realizing sustainable development, Slow City has a focus on locality and conviviality, concepts closely connected with place-making.

3.2.2 Place-making

The Slow City Association pursues the goals of quality of life and of sustainable development to support the place-making activities of member cities. The term “place-making” refers to a multi-faceted approach towards planning, designing, and managing public spaces that can improve the urban environment and the quality of life (Sofield, Guia, & Specht, 2017).

Similarly, Nowak (2007) defined place-making as a process of creative community development that involves multiple stakeholder groups and enhances quality of life. The term originated in the United States in the 1970s with descriptions of the process of creating monumental places that attract a multitude of people, ranging from parks, streets, and plazas (Sofield et al., 2017). The place-making and tourism connection has seldom been recognized, even though the practice of place-making of a tourism destination is at the core of tourism. Place-making was conducted in a top-down manner with professional planners in charge, consistent with an "experts know best" approach. However, the incorporation of stakeholder opinions was progressively given greater consideration (Sofield et al., 2017). Gradually, the contribution of place-making to community development and quality of life was noticed, including the function of public art in open public areas (Fleming, 2007).

Nowak (2007) described how place-making can restore and recreate the connections between local, city, and regional markets, thereby transforming the place into an attractive location that nurtures people, capital, and ideas. Similarly, Markusen and Gadwa (2010) proposed creative place-making as a solution to rejuvenate the local community by serving livability, diversity, and economic development goals. In documenting case studies of successful creative place-making, the authors identified six success factors: commitment to the place and its uniqueness; successful partnering; support from the public, private, and arts and cultural non-profit sectors; ability to leverage support; and funds from varying agencies.

This aim can be achieved by conserving, promoting, and reinventing traditions, arts, and lifestyles and engaging visitors with local practices such that visitors and residents can co-create a unique experience, thereby attaching extra meaning to the place. By establishing a virtuous cycle among the four sensibilities of regional food, environmentalism, entrepreneurship, and creativity, Slow City builds resilience for small towns that are strongly

rooted in their own territory. Furthermore, adopting a bottom-up approach that encourages the participatory experiences of residents and visitors truly adheres to the practice of conviviality. Hence, locality and conviviality play crucial roles in Slow City's place-making.

3.2.3 Locality

The emergence of the Slow City movement was partly an effort to escape the negative consequences of homogenization and the threats to sustainable local ways of life. Unsurprisingly, the Slow City movement shows concern for unique local cultures that distinguish one town from another. Conservation of traditional cultures advocates a town's unique slow lifestyle thereby protecting local culture and environment and stimulating local industries (Shi, Zhai, Zhou, Chen, & He, 2019). Locality, therefore, is a critical component of the Slow City philosophy and contributes to the place-making dimension of Slow City. Mayer and Knox (2010) identified organic and slow food, environmentalism, entrepreneurship, and creativity as four sensibilities that are associated with the small-town development of Slow City. In drawing upon the concept of sustainability, they reflect the idea of conserving localities, which ultimately contributes to the place-making of Slow City.

3.2.3.1 Food

Slow City movement cares about unique local cultures that distinguish one town from another. Locality, therefore, is a critical component of Slow City and encourages engagement in the practice of place-making. Mayer and Knox (2010) identified organic and slow food, environmentalism, entrepreneurship, and creativity as four sensibilities that are associated with the small-town development of Slow City. In drawing upon the concept of sustainability, they reflect the idea of conserving localities, which ultimately contributes to the place-making of Slow City.

Food in particular is understood as an essential part of life, as what one eats, with

whom one eats, and how one eats are all closely related to everyday lifestyle (Mayer & Knox, 2010). Furthermore, local food and experiencing eating habits is generally viewed as a heritage factor, which also function as an attractive trait for destination from tourism perspective.

3.2.3.2 Environmentalism

Various movements and initiatives have been formed over the past two decades to advance sustainability. Drawing from Beck's (1992) "risk society," in which numerous risks are indicated to be inevitable with the global ecological crisis, Mayer and Knox (2010) discussed environmentalism as a movement that promotes sustainability. Environmentalism in general can be defined as a movement that seeks to balance human society and the natural environment, based on an empirical belief that "many of the planet's ecosystems and species are under a threat, and a normative belief that humans should take greater care of the environment" (Falkner, 2012, p.511).

Environmental degradation could be detrimental for small towns and Slow City member cities (since they tend to be small in size) because much of a town's or city's charm may come from the natural environment. Natural resources represent another agent that contributes to forming a unique color of the town. In addition, as the physical character of both natural and built environments can foster a sense of community, small towns should implement "an environmentally sensitive approach" to the planning and development of small towns. While environmental sustainability has been considered its core element, recent discussions on sustainability have evolved into having a balanced approach to the three Es, namely, environment, economy, and equity. On a similar note, Mayer and Knox (2010) called for a comprehensive understanding of sustainability for small town development in which sociocultural attributes such as conviviality and neighborliness are included.

3.2.3.3 Entrepreneurship

Economic stagnation and the consequences for depopulation have always been major challenges for small towns. Traditionally, one of the most widely adopted economic development approaches was to attract businesses from outside. However, this is a risky strategy for small towns because the economic benefits may be short-lived (Mayer & Knox, 2010). As an alternative, supporting local entrepreneurship is perceived as a sustainable way of promoting the economic development of small towns. Known as "alternative economic spaces," local businesses can create jobs, which can further contribute to restoring the community and increasing self-reliance (Korsching & Allen, 2004; Leyshon, Lee & Williams, 2003; Mayer & Knox, 2010).

Economic growth, however, is not the only positive aspect of entrepreneurship. In articulating the relationship between place, community, and entrepreneurship, McKeever, Jack, and Anderson (2015) argued that subsequent developments are likely to satisfy the needs and fulfill the community potential when entrepreneurs are involved in and understand the community. Fortunately, local entrepreneurs are generally committed to their community, unlike external businesses (McNamara, Kriesel, & Rainey, 1995). Similarly, Peredo and Chrisman (2006) introduced the concept of community-based enterprise (CBE) as a solution for sustainable local development that is embedded in a network of local relationships and pursues both the economic and social goals of a community. In CBE, the community acts as an enterprise while residents work together to improve the social structure. Peredo and Chrisman (2006) recognized that in doing so, the presence of an enterprise contributes to strengthening the local, social, and cultural system because involving community members in local entrepreneurial activities enhances the sense of community (Bowen, Martin, Mancini, & Nelson, 2000). Hence, a virtuous cycle is created through local entrepreneurship: local culture values a sense of community, which, in turn, encourages community action to reinforce local

culture and entrepreneurship. Therefore, entrepreneurship is perceived as a tool to enhance the sustainability of a small-town community through economic means by focusing on the community.

3.2.4 Conviviality

Conviviality is another central principle of Slow City. The term is generally used to describe friendly, sociable, and festive traits (Bradley, 2016; Nowicka & Vertovec, 2014). The term "conviviality" originates from the Latin word *convivialitas*, which combines the meanings of "with" and "living" (Guercini & Ranfagni, 2016). Contemporary academic understanding on the idea of "living together" reflects varying stances, but conviviality arguably focuses on the "with" aspect of conviviality more than the "living" aspect (Guercini & Ranfagni, 2016; Lloyd, 2002; Nowicka & Vertovec, 2014).

Tourism researchers have devoted little attention to conviviality, though the fields of anthropology and sociology offer some conceptualizations towards an explanatory framework (Illich, 1973; Maitland, 2008; Williams & Stroud, 2013). Illich (1973) was one of the first and the most influential social scientists to explain conviviality. In his work *Tools for Conviviality* (1973), Illich introduced conviviality as a tool to realize individual freedom. A convivial society, in his opinion, is one which allows individuals to exercise autonomy and creative activities without being reliant on a body of experts who may control the necessities of life (Bradley, 2016; Guercini & Ranfagni, 2016). Such descriptions of conviviality oppose the concept of industrial productivity with the concern that technology would only serve industrial systems rather than individuals. Illich's understanding of conviviality can be said to differ from the popular association with the term. Nevertheless, his ideas were utilized by Overing and Passes (2000), who proposed the concept of a "convivial society" based on the context of Amazonia. The authors affirmed that conviviality refers to living together in "amiable, intimate sets of

relationships" (p. 14). Their understanding of conviviality is such a critical and intrinsically ethical value for Amazonian people that it is perceived as a tool for achieving collective well-being. No sociality would be possible without convivial relationships.

The notion of conviviality was further brought into prominence by Gilroy (2004, 2006), who applied the concept as an alternative to multiculturalism for multicultural populations in the UK. Gilroy (2006) defined conviviality as:

> … a social pattern in which different metropolitan groups dwell in close proximity, but where their racial, linguistic and religious particularities do not – as the logic of ethnic absolutism suggests they must – add up to discontinuities of experience or insuperable problems of communication. (p. 27)

Gilroy (2004, 2006) highlighted the multicultural aspect of a community by elevating conviviality as interactions in which differences can be negotiated (Nowicka & Vertovec, 2014). Discussions on conviviality have expanded, and the term is commonly expressed with ideas that are related to how the informal aspect of life is lived in varying contexts (Neal, Bennett, Cochrane, & Mohan, 2019, p.2). Along similar lines, Erickson (2011)proposed conviviality as an alternative to multicultural politics. He perceived "convivencia" as an influential factor that shapes host–immigrant relationships in a multiethnic community of Catalonia by demonstrating that conviviality is understood as the mutually respectful relationships among inhabitants in communal areas. Also in the multicultural context, Karner and Parker (2011) focused on conflict that goes hand-in-hand with conviviality. Looking into an ethnically and religiously diverse area of Birmingham, UK, they showed how everyday conviviality can be established while being accompanied by local conflicts due to businesses and religious interests.

Conviviality refers to a collectivity, without pointing at a specific ethnic group in an era of the multicultural society, and it can also be discussed in terms of space. Using Peattie's (1998)

idea that conviviality should be included in urban planning and that it arises from small connections, such as sociable eating, Fincher (2003) recognized the significance of convivial settings as a way to overcome challenges in increasingly multicultural urban settings such that convivial interaction can be created. Others also approached conviviality as a value that can be achieved through spatial setting. Understanding that living in a city is, after all, about living with others, Laurier and Philo (2006) examined cafes as public spaces of a convivial city in which strangers are greeted. Wood, Frank, and Giles-Corti (2010) corroborated that a sense of community can be enhanced through convivial urban design, of which leisurely walking and social interaction among local residents can be encouraged. They further affirmed that non-residents can have a positive contribution to the vibrancy and conviviality of the community and that further investigation is needed. Koch and Latham (2012) also focused on the ways in which everyday public spaces are assembled because they recognized how doing so can turn a city into a convivial space for its inhabitants. Finally, Amin (2008) regarded conviviality as a momentary experience of space that allows an individual to realize that he or she is part of the "larger fabric of urban life" (Nowicka & Vertovec, 2014).

Although the fields of anthropology and sociology have contributed most to understanding conviviality, Guercini and Ranfagni (2016) approached it in the context of a longitudinal research model to examine two business communities in the Italian fashion industry, the authors demonstrated how conviviality plays a significant role in the formation of business relationships. Perceiving conviviality as "ritualized forms of sharing," Guercini and Ranfagni (2016) considered it a major factor for creating a sense of community and facilitating trust between business enterprises. This sharing can lead to the opening up of communication channels such that ideas and beliefs can be exchanged, which, in turn, fosters a sense of community. Hence, conviviality's function as a tool for promoting "greater collective knowledge, the development of trust, and … the development of business relationships" (p.

775) is emphasized, though this is not its only function. Guercini and Ranfagni (2016) validated that social networks arising from convivial relationships lead to the development of a strong business network.

Perhaps the most significant element of conviviality is everyday life. Although no systematic reflection on the everyday aspect in relation to conviviality can be found, a line of research continuously examines settings in which everyday practices lead to conviviality (Nowicka & Vertovec, 2014). Germov, Williams, and Freij (2011) explored discourses on the Slow Food movement as represented in the Australian print media. Defining the term conviviality as "social pleasures of sharing good food" (p. 89), they introduced the objective of the Slow Food movement to promote the pleasures of gastronomy and conviviality. Their analysis demonstrated how public discourses on Slow Food are positively framed by highlighting the joy of connecting with a community, in which "the local, individual, and traditional come together" through sustainable festivities in everyday practices (p. 100). Similarly, Neal and Walters (2008) examined how a sense of belonging to a community is produced, maintained, and recreated in the everyday practices of the local rural environment. On the basis of Thrift's (2005) argument that the ties created from friendship and conviviality contribute the most toward creating resilient and caring cities, Neal and Walters (2008) regarded the potential of conviviality for application in a rural setting. They paid attention to the daily and mundane practices of social organizations and argued that the experiences of conviviality through everyday practices play a significant role in community making. Furthermore, they verified that such convivial practice for a healthy community does not simply occur but requires constant effort.

The everyday aspect is also recognized in tourism studies. Maitland (2008) affirmed that tourists find the mundane routine and the presence of local people as signs of authenticity,

which they appreciate. Instead of setting tourist zones marked by major landmarks, he suggested creating areas where various city users—residents and tourists—can experience conviviality. In addition, with the rise of popular culture, the Internet, and social media, the perception on tourism has shifted from a "special time" to an active form of visitors' involvement in the everyday life of tourism destinations (Richards, 2011). Contemporary tourism is also becoming an extension of everyday life (Stylianou-Lambert, 2011), and tourists are consequently seeking to develop relationships with the everyday life of the destination they are visiting by engaging their creative skills (Richards, 2011). Hence, visitors want to experience what the locals do and engage with local residents, and such practice and experience of co-creation require creativity.

In this regard, creativity has been emphasized as a way for residents and visitors to experience and interact with spaces (Marques & Borba, 2017). This experience and interaction, in turn, will enable individuals to enhance their understanding of the place and build an emotional connection to it. In their discussion of creative tourism, Richards and Raymond (2000) highlighted the importance of involving tourists and of the destination itself in creatively designing the former's distinctive experiences. In addition, creative place-making is proposed as a novel way of looking at a city, mainly by having residents involved in the process of such place-making (Markusen & Gadwa, 2010). Destinations, therefore, must think of ways to motivate tourists to visit their towns where they can participate, together with the citizens, in creating their experiences. In doing so, visitors will be able to co-create a sense of place, thereby producing the authenticity of the place, while residents will be able to enhance their sense of ownership of the local space, thereby making them feel integrated to the community.

In all, conviviality is gaining recognition as a concept for positive and interactive relationship building for cohesion and integration through everyday practices that

accommodate differences (Fincher & Iveson, 2008; Nowicka & Vertovec, 2014; Peattie, 1998). Hence this is a core principle for Slow City and its tourism development which encourages the idea of place-making through active engagement of both residents and visitors.

3.2.5 Tourism in Slow City

Because the primary concern of Slow City is improving quality of life, its connection with tourism has seldom been recognized (Nilsson et al., 2011). Although tourism is not a principal objective, it is clear that "a livable and accessible city is one which welcomes guests and offers a high quality of life to everyone, including those who live there or are simply passing through" (Radstrom, 2011, p.111). Despite the lack of recognition for the connection Slow City is evidently related to tourism (Nilsson et al., 2011).

The connection takes two forms. First, designation as a Slow City can lead to tourism development, because one of its principal aims is to turn its member towns into visitor-friendly destinations (Hatipoglu, 2015). Its impact on destination development and marketing ability can lead to a tourist influx. In fact, tourism has been identified as one of the "greatest benefits of Slow Cities" (H.-J. Park & Lee, 2019, p.1406). Consequently, tourist spending will increase, contributing to the local economy, and this development will allow small, local producers and enterprises to become sustainable (Nilsson et al., 2011). The efforts of Slow City to preserve cultural heritage will also lead to increased community involvement, thereby increasing the number of community-based tourism projects. Its slow philosophy guides the process of tourism development and destination management, influencing the quality of a city's appearance, environment, and public image (Heitmann et al., 2011; Presenza et al., 2015). As noted by Nilsson et al. (2011), the significance of Slow City for tourism development can be understood from the fact that member towns are mostly rural in character. Tourism can be a revitalizing force that adds new sources of income and provides a way of sustaining

communities in the countryside (Cawley, Marsat, & Gillmor, 2007; M. Mitchell & Hall , 2005; axena, Clark, Oliver, & Ilbery, 2007). These connections of Slow City to tourism have even led to concern about the prospect of too much tourism in Slow Cities. Due to the potentially negative side of tourism in Slow City, Hatipoglu (2015) emphasized the importance of careful planning and execution of tourism activities in Slow Cities to minimize potentially negative effects to the environment and the society. In a similar vein, Mayer and Knox, (2010) corroborated that towns should pay careful attention to the management of the Slow City to prevent cities from being "overwhelmed by tourism" while engaging residents and visitors (p. 1555). This coincides with the recent debate about overtourism (Koens, Postma, & Papp, 2018), which has highlighted the desire of many tourists to live like a local, leaving the residents of many tourism-dependent destinations to observe the disappearance of their sense of place. The ironic side of Slow City tourism development should also be considered as the city of Jangheung in South Korea failed to recertify as a Slow City due to the negative effects of overtourism. All in all, the importance of proper management of Slow City with a focus on sustainability should be recognized.

Second, the label "Slow" can function as a powerful marketing and branding tool to promote towns as destinations by highlighting a reputation with a specific quality (Mayer & Knox, 2006; Nilsson et al., 2011; H.-J. Park & Lee, 2019; Parkins & Craig, 2006). Member towns can use the Slow City brand as a way of differentiating themselves from other cities and using their destination image to persuade tourists to visit cities and towns (Korkmaz et al., 2014). In addition, the common brand identity formed by a close connection with Slow Food will benefit related slow products and services from member towns (Yurtseven & Kaya, 2011). Furthermore, study findings by H.-J. Park and Lee (2019) demonstrated positive influence of slow City's brand attitude, which is likely to lead to intention to visit. The official Slow City website espouses the tourism connection by claiming that Slow City and its member towns

allow guests to engage with the local community and experience local spirits as well as conviviality. The website further indicates that taking actions inspired by Slow Food is a new dimension of responsible tourism.

Thus, Slow City has much of the essential ingredients for sustainable tourism (E. Park & Kim, 2016). However, limited attention has been given to understanding Slow City from the tourism perspective. Slow City is not a tool for tourism promotion per se, but it may affect tourism by supporting sustainable local development (Hatipoglu, 2015). Tourism and its impact are intrinsically linked to how successful Slow City projects are managed, thereby creating a unique locality that appeals to others to visit.

3.3 Cittaslow International

3.3.1 Structure of the Organization

Since Slow City movement operates through Cittaslow International, it is appropriate to explain the structure and certification process of the organization. Cittaslow International is an official network of member towns that works at the international, national, and local levels through multiple channels. The headquarters of the international organization is located at Orvieto, Italy and works together with its national umbrella organizations and a regional network of local chapters (Carp, 2012).

Cittaslow International consists of eight entities: an International Assembly, International Coordinating Committee, International President, President Council, Board of Guarantors, International Scientific Committee, Accounting Auditor, and National Coordinating Committee. Figure 3.3 illustrates the organizational structure of Slow City and the relationships between each entity.

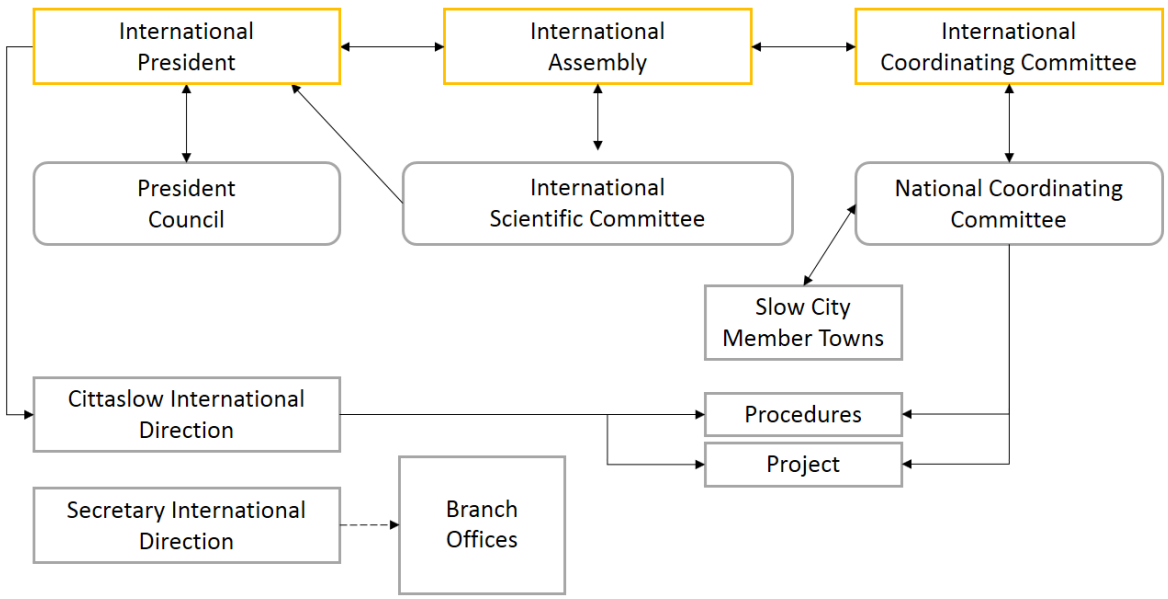

Figure 3.3 Organizational Structure of Slow City (Oliveti, 2010)

According to the Cittaslow International Charter (2017), the responsibilities of each organ are described as follows:

International Assembly

The International Assembly brings together all of the representatives of the member towns. It deliberates on the strategies, promotional activities, and challenges of international coordination. Specifically, the Assembly determines the objectives that will be pursued each year, as well as the working guidelines and parameters for assessment. It also determines the intended initiatives that will be of general interest and associated budgets, determines the annual fee for the association, approves the forecasted and final budget according the procedures of Article 7 of the Slow City Charter, and approves the annual Mutual Fund statement. It elects the president and the International Coordinating Committee and appoints the Accounting Auditor and Board of Guarantors.

International Coordinating Committee

The Committee is in charge of appointing the President Council. Most importantly, it oversees the membership procedures for applicant cities. Based on opinion expressed by the Board of Guarantors, the committee deliberates on the exclusion of a member (town) for any behavior that is contrary to the purposes of the Association. The Committee also deliberates on initiatives to implement decisions of the Assembly; the management of the Mutual Fund, the budgets, and accounting; general subjects and guidelines for the National Coordinating Committee of the Slow City; and the coordination of procedures and operational methods for member towns.

International President

The president is responsible for overseeing the activities of the Association and calls together the Assembly as well as the Coordinating Committee. He or she is elected by mayors of the

Slow City member towns, for a term lasting three years.

President Council

The President Council consists of the president, the deputy president, and the vice presidents. Its main role involves cooperating with the president for all activities pertaining to the calls for the meeting of the International Assembly as well as meetings of the International Coordinating Committee.

Board of Guarantors

The Board reviews disciplinary cases that have been submitted by members and issues written measures that should be enacted within 60 days.

International Scientific Committee

The Scientific Committee organizes the activities and projects of the Slow City Association and verifies the results at least once a year. It establishes an annual calendar for events that are organized by member towns. It appoints members of the Scientific Committee as well as the members of the Board of Guarantors. The Committee also approves the forecast and final budgets for the following year.

Accounting Auditor

The auditor oversees the expenses and supervises the operating administration of the association and reports to the General Assembly.

National Coordinating Committee

The Committee elects the national coordinator who will act on behalf of member town representatives. The Committee organizes activities and audits their results at least once a year. These are reported to the International Coordinating Committee. It also reports the forecasted

and final national budget for the following year to the International Coordinating Committee and manages the national network fund. Most importantly, the Committee verifies the membership applications of new candidate towns and submits the case to the International Coordinating Committee. In addition, the Committee can notify the International Coordinating Committee about requests to expel a member, based on behavior contrary to the purposes of the Association.

The complex interplay and cooperation amongst working bodies within the organization exhibit the systematic functioning of Slow City as an organization. The applicable structure and system have enabled Slow City to expand globally, while working closely at the regional and national levels. This is a great example of the global and the local collaborating to achieve a common goal. In 2018, Slow City enjoys a global network of 240 cities in 30 countries (Cittaslow International, 2018).

Table 3.1 Members of Cittaslow International

Region	Country	Number of Slow Cities
Africa	South Africa	1
Asia	China	6
	Japan	2
	South Korea	13
	Taiwan	4
	Turkey	15
	Turkish Republic of Northern Cyprus	3
Australia and Oceania	Australia	3
	New Zealand	1
Europe	Austria	3
	Belgium	6
	Denmark	2
	Finland	1
	France	7
	Germany	18
	Great Britain	5
	Hungary	1
	Iceland	1

	Ireland	1
	Italy	82
	Netherlands	10
	Norway	4
	Poland	28
	Portugal	6
	Spain	8
	Sweden	1
	Switzerland	1
North America	Canada	4
	USA	2
South America	Colombia	1

Clittaslow International, 2018

3.3.2 Certification Process

Based on the idea that small towns are well-suited for easy and enjoyable living (Presenza et al., 2015), Slow City aims to improve the quality of life in small communities. Cities applying for membership should have fewer than 50,000 residents. The initial application involves an assessment fee of 600 Euros and a visit from the representatives of the closest national or international Cittaslow network for evaluation purposes (Cittaslow International, 2018).

The two primary elements of Slow City certification are the level of commitment and the implementation of the applicable criteria (Mayer & Knox, 2009). Applicants must pledge to introduce measures that will implement the Slow City guidelines. Prospective member cities are admitted only after trained operatives have provided an initial self-assessment report on the town's commitment to Slow City principles. This is followed by the preparation of an audit report by the National Coordinating Committee focusing on seven areas: energy and environment; use of infrastructure; quality of urban life; agriculture, tourism, and artisan production; hospitality, awareness, and training; social cohesion; and partnership. Also known as the "Requirements for Excellence," Slow City indicators can be found in the Slow City International Charter (Appendix 1). An applicant city or town must initially meet

approximately 50% of the above criteria to be accepted as a member (Semmens & Freeman, 2012). After acceptance, the town must continue to work toward achieving Slow City goals by documenting progress, implementing necessary policies, and conducting relevant projects (Knox, 2005; Pink, 2009). These activities aim to establish or recover a collective identity that will promote a unique sense of locality in the era of homogenization due to globalization (Hoeschele, 2010). Measuring progress should also serve as a motivating and powerful way of achieving social change (Semmens & Freeman, 2012). Given the involvement of many stakeholders, the success of Slow City towns depends on a shared understanding of goals and commitment to their achievement (Parkins & Craig, 2006).

The policy domains in the Requirements for Excellence have been described as the "foundation and visible face of Cittaslow" (Radstrom, 2011, p.96). Each domain in the Requirements for Excellence is worth explaining since it provides the basic guidelines for the certification process. The energy and environment domain mainly concerns environmental quality and sustainability. The infrastructure domain refers to policies related to alternative forms of transportation as well as encouraging urban design that sustains the town's unique sense of place. As one of the major aims of Slow City, the quality of urban life takes a holistic approach toward achieving all policies and incorporates technology in the process. The policies for agriculture, tourism, and artisan production involve Slow City's effort in sustaining traditional agricultural and artisan production, thereby protecting local identity, and they also focus on promoting tourism. The hospitality, awareness and training domain emphasizes policies for spreading Slow City principles through education and enhancing visitors' experience. The last two domains of social cohesion and partnership are composed of policies that are not obligatory for certification but provide a general guideline that member towns should aim to accomplish.

Assessment Criteria

As mentioned previously, in the initial application stage, the city or town must receive a score of above 50% on the "Requirements for Excellence" to be accepted as a member (Semmens & Freeman, 2012). The total percentage is calculated by multiplying the value of the sum of the received scores by 100. This figure is derived by multiplying the weight of item by the evaluation score, divided by maximum score, which, in turn, is obtained by multiplying the weight by the ideal score (K. M. Park, Cho, Choi, & Chang, 2008).

(Sum of scores for each item / maximum score) × 100 = total percentage score

Table 2 exhibits that the weight of the various items consists of three levels, as determined by the importance of each (K. M. Park et al., 2008). The evaluation score was previously composed of four levels, based on the degree of implementation. However this has subsequently been changed to five (Cittaslow International, 2018). The scoring criteria have not been revealed publicly. In addition, the importance given to each policy criterion may vary between towns, because each has unique conditions and needs (Mayer & Knox, 2009). Hence the weighting and scoring systems are not transparent.

Table 3.2 Valuation criteria of weighting and scoring of Slow City Requirements*

Level		Criteria
Weight	1	Less important item
	2	Important item
	3	Required item
Evaluated score	0	Has no policy or program
	1	Can find a policy or program but is not in practice
	2	Can find a policy/program and is in partial practice
	3	Can find a policy/program and is in full practice

*modified from K. M. Park et al., (2008)

Table 3.3 below illustrates an example of how the final percentage score of an applicant town used to be calculated on the basis of weight, received score, and maximum score. As stated previously, Slow City indicators have undergone several amendments. Any literature about the certification process, therefore, has been based on the previously applicable indicators with the six main areas of focus.

Table 3.3 Example of Slow City Assessment

Requirement	Weight	Marks	Assessment score[1]	Ideal s core[2]	Maximum score[3]
Environment					
Apparatus to test air quality and report conditions	3	2	6	3	9
Rules for the quality of water supplies and pollution-free water in rivers and waterways	2	2	4	3	6
Apparatus to measure noise pollution and plans to reduce it	2	3	6	3	9
Application of an environmental management system	3	2	6	3	9
⋮					
Cittaslow awareness creation					
Directory of organizations contributing to the aims and objectives of Cittaslow.	3	2	6	3	9
Promotion of the movement's aims and objectives	3	2	6	3	9
Website showing how Cittaslow themes are applied	3	2	6	3	9
⋮			⋮		⋮
Total			231		402

Based on Application of Mold, UK (2006)

Significance of Certification Process

The various Slow City indicators are valuable for several reasons, most evidently because the certification items provide a framework for achieving Slow City development goals and for guiding stakeholders, such as local governments and residents (Hatipoglu, 2015; E. Park & Kim, 2016; Pink, 2007). They are also a systematic provision of useful information for policy makers (Presenza et al., 2015). From a tourism perspective, they also provide a basis for destinations to assess their respective strengths and weaknesses as a basis for strategy

*Modified on the basis of Cittaslow UK; K.M. Park et al., 2008
[1]Weight × mark
[2]Maximum score for each item
[3]Weight × ideal score

development that will improve visibility and appeal (Presenza et al., 2015). The assessment also offers a planning tool for future reassessment (Carp, 2012) - member towns are re-certified every three years.

Notably, applicant cities are not obliged to satisfy all of the Requirements for Excellence items. Each item is indicated with one, two, or no stars. One star items are obligatory for the initial assessment, and those with two stars are required for the re-certification. In addition, the importance of each policy item, as determined by weightings, may vary by town (Mayer & Knox, 2009). Potential applicant towns have capacity to express their uniqueness and to diverge from the characteristics of existing member towns, as long as they meet initial requirements. This characteristic allows for a qualitative and performance-based assessment, consistent with the Slow City objective of embracing unique local city identities (Carp, 2012; Hatipoglu, 2015). Semmens and Freeman (2012) referred to the requirements as a "transferable guideline" rather than a "fixed characteristic." This flexibility embraces the principle of sustaining local identity, a core principle of Slow City.

While it is acknowledged that current Slow City requirements provide a useful guideline for policy implementation purposes, limitations should also be recognized. First, given that the list of requirements reflects the level of policy implementation and commitment, the criteria are not quantifiable outcomes and are difficult to measure (Mayer & Knox, 2009; Hatipoglu, 2015).

Second, the development process for the list of the criteria is unclear and the validity and reliability of the existing criteria cannot be verified. This renders measurement of the level of commitment to implement such criteria less meaningful. It is timely to acquire an enhanced understanding of the scientific background for the development and amendment of the list of Slow City indicators.

There has been no recent study of the Slow City criteria and descriptions of the certification process are very limited. The last update on the currently applicable Slow City Requirements was issued in 2014, and no research has been undertaken to provide information about the updated version (the 2017 version of the Cittaslow International Charter shows no change to the requirements from 2014). Hence, there is a need for the qualification criteria of the Cittaslow Association to reflect the contemporary needs and goals of member towns.

Slow City certification has been criticized as "a superfluous brand" that imposes unnecessary regulations (Semmens & Freeman, 2012, p.1). Despite such criticisms, Slow City indicators are more comprehensive and powerful than those applying to other sustainable community development systems (Mayer & Knox, 2009). They are also easy for stakeholders to follow and have the capacity to show improvements that have been made (Hatipoglu, 2015).

Chapter 4 METHODOLOGY

This chapter addresses the methodology used in the study to develop an evaluation framework of Slow City tourism evaluation and identify the differences in the perceptions of multiple stakeholder groups. This is of particular importance to the study because existing literature on Slow City is mostly descriptive and exploratory, hence lacking an empirical finding. In addition, no information is publicly available on how the current qualification criteria were made. It is therefore timely to adopt a systematic way of developing Slow City evaluation criteria in the tourism context.

According to the Cittaslow International (2018), the current requirements to be certified as a Slow City are composed of 72 items with seven areas of policies. Slow City is based on a number of different goals and philosophies, and thus many factors can influence the assessment of such criteria. In addition, it cannot be assumed that each item or each domain of those requirements will be of equal importance when certifying a Slow City, as it is the combination of varying degrees of items that contribute to the concept. Applying a systematic approach to evaluate the various elements that involve large numbers of decision factors is needed for decision making among experts.

For the purpose of this study, an integrated Delphi-AHP method was applied, followed by a stakeholder analysis using one-way ANOVA at the end. This study administered four rounds of survey with expert panelists. A Delphi technique was used to refine and identify additional indicators for Slow City tourism evaluation. After the items for evaluation were regenerated, the AHP was applied to determine the weight or relative importance of each item and domain of Slow City requirements. Each survey round utilized Qualtrics Survey Software to contact and distribute the questionnaires via e-mail to the expert panelists. For the final study, a one-way ANOVA was conducted to compare the perceived importance of the SCTEI items

among three stakeholder groups. The methodological framework of this study is presented in Figure 4.4.

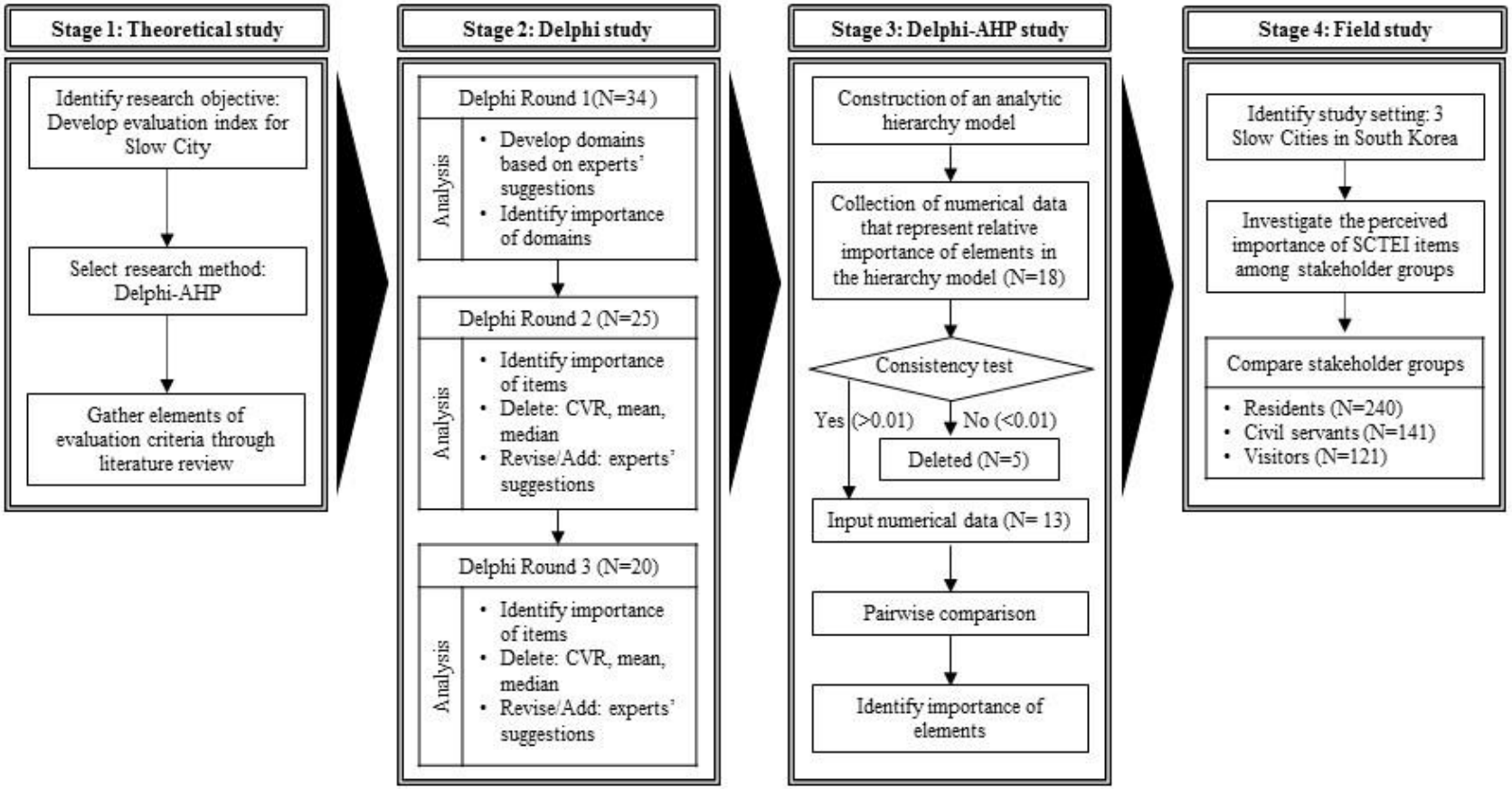

Figure 4.4 Methodological Framework of the Study

4.1 Study 1: Delphi Technique

4.1.1 Understanding Delphi Technique

The Delphi method was developed by Dalkey and Helmer in the 1950s at the Rand Corporation during "Project DELPHI," a Cold War study that aimed to investigate U.S. industrial target system (Dalkey & Helmer, 1963). It involves a structured process that provides the "most reliable consensus of opinion of a group of experts by a series of intensive questionnaire interspersed with the controlled opinion feedback" (Helmer & Helmer-Hirschberg, 1983, p.135). The key purpose of the Delphi method is to collect informed judgments about issues that are "largely unexplored, difficult to define, highly context and expertise specific, or future-oriented" (Fletcher & Marchildon, 2014, p.3; Ziglio, 1996). The method capitalizes on the positive dimensions of group interactions (e.g., knowledge from experts), while minimizing the negative aspects originating from difficulties or conflicts that arise in social, political and personal contexts. It has been identified that the method is suitable for policy information purposes, measuring, forecasting and decision making (Rowe & Wright, 1999; Rowe, Wright, & Bolger, 1991).

A number of issues should be considered when using the Delphi method. These include the number of panelists, the subjects, the number of survey rounds, and the responses of the subjects (M. Oh, Kim, & Lee, 2013). Different views exist regarding the number of panelists. It has been considered appropriate, for example, to have between 5 and 20 panelists (Rowe & Wright, 2001). Okoli and Pawlowski (2004) recommend 10 to 18 panelists while others have suggested 15 to 35 panelists as a more appropriate number (Donohoe & Needham, 2009; Gordon, 1994).

A typical Delphi study goes through three to four rounds of surveying (Powell, 2003). Each Delphi round consists of data generation and analysis, followed by the development of a

new questionnaire and response format that is shared with the expert panelists in the following survey round (De Urioste-Stone, McLaughlin, & Sanyal, 2006). Known as the "explanation phase" (Ziglio, 1996, p.9), the first round consists of open-ended questions that seek open responses (Fefer, De-Urioste Stone, Daigle, & Silka, 2016; Powell, 2003). The subsequent rounds tend to be more specific, since the researcher incorporates the results from what has been discovered previously and seeks quantification of those findings (Jairath & Weinstein, 1994; Powell, 2003).

Ensuring Validity

The CVR was proposed by Lawshe in 1975, based on critical values for selecting experts calculated by his colleague Lowell Schipper, as a way to indicate the level of agreement on how many experts rate an item as essential (Wilson, Pan, & Schumsky,2012). The CVR can be calculated as the following:

$$CVR = \frac{n_e - (N/2)}{N/2} ,$$

where n_e refers to the number of panel members who indicated an item "essential," and N is the total number of participants. CVR values range between – 1, meaning perfect disagreement, and + 1, meaning perfect agreement. A CVR value of zero means that more than half of the participants agree that an item is essential. Due to the recent concern that the methods used for determining CVR values were not identified in the original work of Lawshe (1975), Wilson et al., (2012) identified how those values were calculated and provided a recomputed table of critical values (Appendix 2). The mean, median and CVR values were used to determine the items to be deleted. Based on Heiko's (2012) study which reviewed the measurement of consensus in Delphi studies, interquartile range was used to represent the level of agreement, and changes in the coefficient of variation was used to test stability of the items.

4.1.2 Why the Delphi Technique?

The present study aims to formulate an instrument that supports the evaluation of Slow City and which is applicable at both international and local levels. The existing Slow City Requirements (Appendix 1) provide no explanation about how the various items were generated, perhaps because the international network remains at the early stages of development. It was deemed appropriate to collect the opinions of Slow City experts. Previous researchers have noted that the Delphi approach is useful for information-gathering and for model-building (Lee & King, 2008), and it is commonly used to explore information and knowledge amongst an expert group that may contribute to forming group judgements (Tsai & Ho, 2008). The method was therefore selected for the purposes of this study.

4.1.3 Application to the study

Since the Slow City phenomenon is relatively new, there has been limited time to accumulate a systematic body of knowledge. The researcher therefore opted to collect opinions and suggestions from experts. The development of a Slow City evaluation system was deemed as appropriate. The criteria to determine the suitability of prospective panelists were as follows:

(1) Academic researchers or scholars who have written articles related to Slow City and/or comparable concepts
(2) Experts who are members of the Scientific Committee of Slow City
(3) National representatives from the Slow City Association
(4) Project managers of Slow City and/or comparable concepts

Since the study was intended to be international in its coverage, the residence of the panelists was taken into account.

The researcher undertook four rounds of surveys, with an AHP survey at the final round. The first round of surveys was used to determine the domains of the SCTEI. The survey was

composed of closed-ended question that asked respondents to indicate the importance of each domain, as well as some open-ended questions. Statistics were identified including means, medians, and standard deviations. The domains of the SCTEI were based on the results of the first round of survey, and items were allocated with each domain accordingly for the second round of survey.

The second and third survey rounds were used to examine the responses to items belonging to each domain and to refine the SCTEI items. The questionnaires for the Round 2 and 3 surveys contained a mixture of open- and closed-ended questions to elicit the knowledge and suggestions of panelists and to identify which items need to be omitted, added or revised. The experts were asked to identify the importance of each item using a 7-point Likert scale. The results were analyzed in terms of the mean, standard deviation, median, CVR (Content Validity Ratio), interquartile range and coefficient of variation, as part of a feedback that indicates the level of agreement and stability among expert panelists (Jones, 1992; Heiko, 2012).

The researcher took account of respondent comments for prospective revisions and additions. Since the Delphi method seeks to collect expert opinions and to present transparent findings through each round of survey in a progressive and systematic way, personal opinions of each panelist were not distributed to other participants. However, the overall results of second survey were summarized and presented, using the aggregate numbering of items in the second round, the number of deleted items, the number of revised items, the number of added items, and the number of items in the next round.

4.2 Study 2: AHP Method

4.2.1 Understanding AHP Method

The Analytic Hierarchy Process(AHP) method was first introduced by Satty(1980), and is particularly well suited for setting priority and decision-making that involves multiple criteria (Hsu, Tsai, & Wu, 2009). The method measures ratio scales through pairwise comparisons and relies on expert judgments to derive priority scales (Satty, 2008). The AHP process involves three main steps: (1) construction of the hierarchy; (2) obtaining pairwise matrices of the criteria from the hierarchical structure and the alternatives comprising relative importance and (3) synthesis of priorities, or construction of an overall rating of priority (Harker & Vargas, 1987).

In the first step, the problem is analyzed and the decision elements are rearranged into a hierarchy. As Albayrak and Erensal (2004) indicated, a hierarchy has at least three levels: an overall goal of the problem at the top; multiple criteria that define the alternatives in the middle; and the decision alternatives at the bottom. Thus, a complex decision making problem is decomposed and reformulated as a more basic form.

The second step involves defining and executing the data collection based on pairwise comparative judgements. Once the hierarchy has been constructed, the elements within the same level are compared to the parent elements in the level above, thus forming a pair (C.-F. Lee & King, 2010). The opinion of the decision maker determines the relative importance. The Saaty scale (1980) has been used to determine the values of AHP pairwise comparisons, as is demonstrated in Table 4. This allows the respondent to assign relative priority when comparing two elements (Deng, King, & Bauer, 2002). The respondent can express his or her preference between every two elements and can translate the description or definition of the preferences into numerical ratings of 1, 3, 5, 7, and 9, and into 2, 4, 6, and 8 as intermediate values for compromising two successive qualitative judgments.

Table 4.1. Pairwise Comparison

Intensity of Relative Importance	Definition	Explanation
1	Equally important	Two activities contribute equally to objective
3	Moderately more important	Experience and judgment slightly favor one over another
5	Strongly more important	Experience and judgment strongly favor one over another
7	Very strongly more important	An activity is strongly favored and its dominance is demonstrated in practice
9	Extremely more important	The importance of one over another affirmed on the highest above
2, 4, 6, 8	Intermediate values	Used to represent compromise between the priorities listed above
Reciprocals of the above nonzero numbers	Reciprocal for inverse comparison	If activity *i* has one of the above nonzero numbers assigned to it when compared with activity *j* has the reciprocal value when compared with *i*

Once the preference matrices are formed, the relative weights of the elements of each level or domain can be computed, based on Saaty's eigenvector procedure. This involves the process of normalizing the pairwise comparison matrix and then computing the composite weights of the alternatives by aggregating the weights from the hierarchy (Hsu et al., 2009; Tsai & Ho, 2008). According to Deng et al. (2002), the comparative priority from the pairwise comparisons may lead to some inconsistencies. The inconsistency ratio (IR) is therefore used to check the consistency as well as the reliability of the judgments. Two terms need to be considered, namely the consistency index (CI) and the consistency ratio (CR). The CI can be calculated to measure each participant's consistency in the pairwise comparison using the following formula:

$$CI = (\lambda\max \ - n)/(n-1)$$

λ_{max} refers to the maximum eigenvalue of a matrix, and n is the dimension of the matrix. The CI value is then used to derive the consistency ratio (CR) in order to measure the coherence of

the comparison based on the formula below:

$$CR = (CI/RI)$$

Saaty developed the RI (Random Index), a constant value that corresponds to the mean random consistency index value according to n, and it can be found in the following table.

Table 4.2. Random Index (RI) values for different values of N (Saaty, 1980)

N	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
RI	0.00	0.00	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49	1.51	1.48	1.56	1.57	1.59

The critical point for the consistency ratio is 0.1. Therefore, if the CR value is less than 0.1, the judgment is considered as having an acceptable consistency (Satty, 1980). After checking the CR values, the relative weights of each item and domain are then integrated to evaluate the final ranking priorities and weights.

4.2.2 Why use AHP?

The AHP method was selected for the purposes of the present study, because it allows weightings to be determined for critical components, is easy to operate, and can incorporate various stakeholders' opinions that can be both tangible and intangible (Badri, 2001; Deng et al., 2002). Since the nature of the Slow City certification requirements encompasses multiple attributes that reflect complex values and philosophy, it is important to acknowledge that each item or each dimension cannot be of equal importance to qualifying as Slow City. It is essential to identify the varying degrees of importance of each item. Thus for the final round of Delphi survey, AHP was used to determine the relative level of importance and the weight of each domain and the items of SCTEI, which were refined from the results of previous Delphi survey rounds.

4.2.3 Application to the study

In the first step, the decision elements were rearranged into a hierarchy based on the findings of previous Delphi surveys. The hierarchy was composed of the main goal, domains, sub-domains, and items. An expected hierarchical model for the present study is provided below (Figure 4.5).

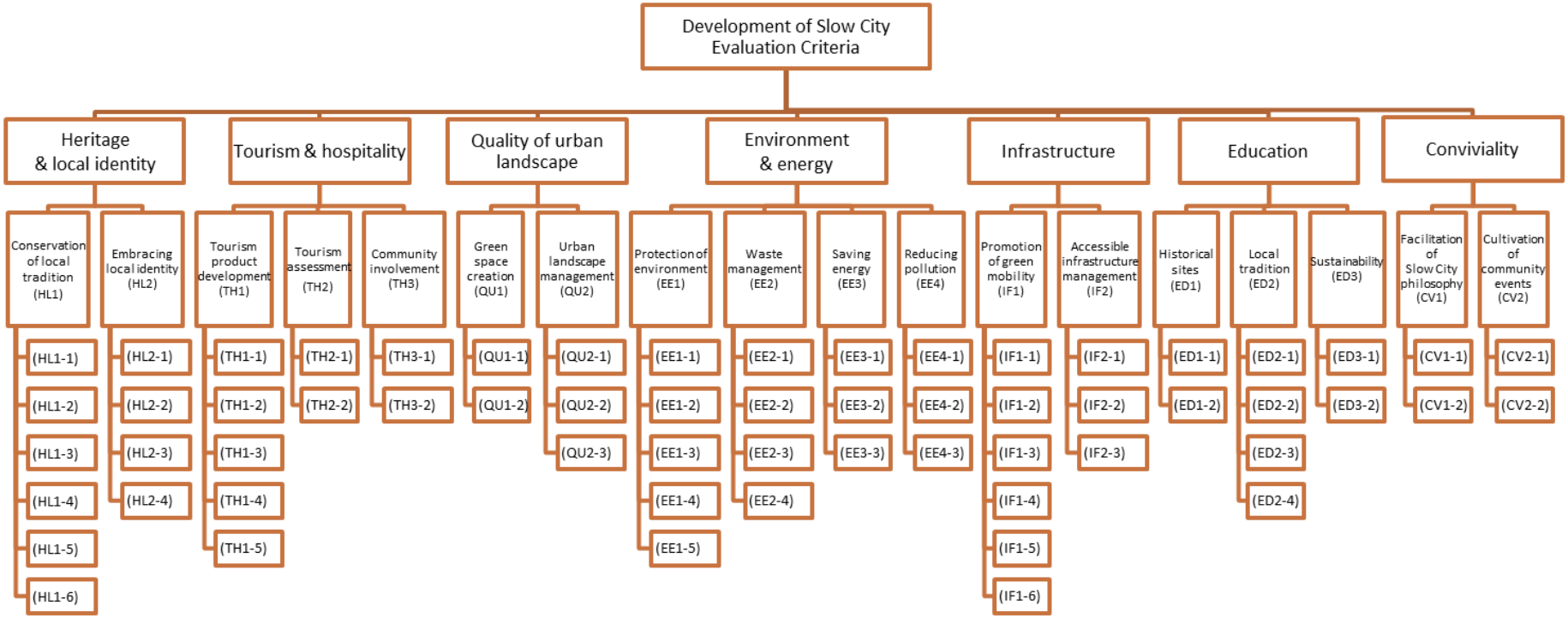

Figure 4.5. Hierarchical Model of the Study

The second step of AHP involved asking expert participants to compare the key domains, sub-domains and indicators at each level so that the relative importance values can be determined based on the Saaty's scale (1, 3, 5, 7, 9). After collecting the questionnaires, consistency testing was conducted for all the participants. Answers that had lower C.R. values than 0.1 were subsequently deleted from the data. As a result, out of 19 participating expert panelists, 13 responses were used to analyze the data. Pairwise comparison matrices were developed among each domain, sub-domains, and indicators using RStudio.

The third step of AHP involved obtaining eigen vector for each pairwise comparison, which allows to identify the relative importance (raw weights) of key domains, sub-domains, and items within each level.

In the last step, final weights were obtained of each evaluation criterion by multiplying the raw weight of each by the priority of its corresponding criteria. The final importance (weight) was determined after the calculation had been conducted for every indicator, by adding the obtained scores. The results of the AHP analysis are as follows.

4.3 Study 3: Stakeholder Analysis

One of the study aims was to formulate an instrument that can assist in evaluating a Slow City and can be applied to both international and local levels, meaning that it can be applied to other countries. Hence, it was deemed necessary to apply the SCTEI in a local setting, which in this case, would refer to South Korea. The stakeholder concept has been applied in varying ways in tourism studies, including applications to planning, marketing, development, and management. The particular importance of collaborations amongst stakeholders has been noted in tourism studies (Sautter & Leisen, 1999). The multidimensional nature of the phenomenon adds to the significance of understanding the different opinions and interests of stakeholder groups. Such differences have been identified as potential barriers to stakeholder participation in the pursuit of sustainable development (Hatipoglu, 2015). Furthermore, Choi and Turk (2011) have stated that it is necessary for all stakeholders to articulate their needs and interests since the context of sustainability is politically charged. Frauman and Banks (2011) further noted that sustainable tourism is nearly impossible without the proper understanding and support of stakeholders.

Many studies have undertaken examinations of individual stakeholder groups (Almeida-García, Peláez-Fernández, Balbuena-Vázquez, & Cortés-Macias, 2016; Andereck et al., 2005; Brunt & Courtney, 1999; Pizam, Uriely, & Reichel, 2000). Resident perceptions have received particular attention in tourism because of the impacts of tourism at local level, both positive and negative (Ap & Crompton, 1993; Nunkoo, Smith, & Ramkissoon, 2013; Sheldon & Abenoja, 2001; Tosun, 2002). However, few studies have undertaken multi-stakeholder approaches. Thus, understanding how different stakeholder groups perceive the items developed to evaluate Slow City member towns can contribute to a more holistic application of the SCTEI. For the purposes of the present study, a one-way ANOVA of the perceived

importance of the SCTEI items was conducted to identify differences between stakeholder groups.

4.3.1 Slow Cities in Korea

Although Slow Cities are primarily located in Europe, membership has been increasing in other continents, especially in Asia. South Korea in particular has the largest number of Slow Cities of any country in Asia. The National Cittaslow Corea Network (NCCN) was established in 2006 and was recognized as a non-profit corporation by the Korean Ministry of Culture, Sports, and Tourism in 2009. NCCN is mainly in charge of supporting candidate towns with the process of seeking Slow City certification, while the Ministry of Culture, Sports, and Tourism works to establish the administrative system for the management of Slow City (H. Cho & Hwang, 2009).

In 2007, Shinan, Wando, Jang-heung[4], and Damyang in Jeonnam province were the first four cities in Asia to be certified as Slow Cities (Slow City Korea). Hadong and Yesan were later designated in 2009, followed by Namyangju and Jeonju in 2010, Sangju and Cheongsong in 2011, and Yeongwol and Jecheon in 2012.[5]

The following is a table with information about each of the 13 Slow Cities in Korea which was gathered by the author (Table 4.3). The table presents information about the locations, populations, date first certified, major local products, and major tourist attractions of each city.

[4] Jang-heung failed to be recertified and is no longer a Slow City.

[5] It was found that the CEO of Taepyong Salt Farm in Jeungdo in Shinan played a key role in Korea's application to be certified as Slow City. He had requested using the Cittaslow mark to CIN (Cittaslow International Network) and was told that the mark cannot be given to an individual corporation. As a result, he made a request to Jeonnam Province, and the governor of Jeonnam who happened to be interested in organic agriculture for local governance accepted the suggestion to submit an application to Slow City (Baek, 2008).

Table 4.3 Slow Cities in South Korea (2016)

Slow City	Province	Area (㎢)	Population	Certified date	Local products	Tourist attractions
Damyang	Jeonnam	33.8	4,007 (Changpyeong)	December 2007	Fermented sauce with bamboo salt, Changpyeong yeot (glutinous rice jelly), Changpyeong Hangwa (traditional confectionary)	Old stonewalls in Samjicheon town, Cycling, Dalmay gallery, Damyang bamboo festival
Shinan	Jeonnam	40.03	2,612 (Jeungdo)	December 2007	Sun-dried salt	Jjangdungeo bridge, Ujeon beach, Taepyeong salt farm, Tideland eco gallery, Salt gallery
Wando	Jeonnam	41.95	2,514 (Cheongsando)	December 2007	Abalone, garlic	Jiri beach, Beombawi (Tiger Rock), Shinheungri beach, Chobun (grass burial), Gudeuljang (Stone floor) rice paddies
Hadong	Gyeongnam	51.8	3,823 (Acyang)	February 2009	Daebong persimmons, wild green tea	Pyeongsari Park, Pyeongsari village, Maeam tea culture museum, The house of Mr. Go and walkways around stonewalls
Yesan	Chungnam	37.54 / 39.18	2107 / 1,276 (Daeheung / Eungbong)	February 2009	Yesan apples, steamed crucian carp, freshwater Eojuk	Yesan folk tale festival, Yedang national fishing competition, Yedang reservoir, Imjonseung fortress, Daeheung Dongheon, Filming spot of “Hometown over the Hill”
Namyangju	Gyeonggi	50.68	4,324 (Joan)	November 2010	Organic ssamchae & strawberry, Zipul (straw & plant) handcraft, Lotus root & lotus processed goods	Silhak (Realist School of Confucianism) museum, Dasan's historical site, Ulgisan Sunjongsa temple, Namyangju studio complex, Slow Food culture center, Organic farming theme park, Namyangju Hangang bicycle road, Neungnae lotus village
Jeonju Hanok village	Jeonbuk	0.3	1,322	November 2010	Traditional Korean hanok houses,	Hanok living experience center, Dongnagwon house, Traditional wine museum, Crafts exhibition hall, traditional janji center
Sangju	Gyeongbuk	52.35 / 39.53 / 43.36	2309 / 2353 / 7083 (Ian / Gongum / Hamchang)	June 2011	Sangju gotgam (dried parsimmon), silkworm cocoons, rice	Bicycle road
Cheongsong	Gyeongbuk	846.05	26,654	June 2011	White porcelain, onggi, natural dyeing, folk painting, apple	Juwangsan national park, Jusanji lake, Songso old house
Yeongwol	Gangwon	171.6	1,683 (KimSatGat)	October 2012	Grape, trout	Gossi cave, Naeri valley, Kimsatgat valley

Jecheon	Chungbuk	88.89	2,127 (Susan / Bakdaljae)	October 2012	vegetables, pine mushroom, medicinal herbs, home-brewed liquor, grains	Oksunbong peak, Neunggang valley, Geumsusan mountain
Yeongyang	Gyeongbuk	122.03	2,210 (Seokbo)	November 2017	Red pepper, wild greens (cow parsnip, gomchwi, bracken)	Umsikdimibang learing center, Boesun trail, International dark sky park,
Taean	Chungnam	64.23	5,732 (Sowon)	December 2017	Red clay pumpkin sweet potato, apple, sea breeze chili pepper, 6-clove garlic, sweet algae grown in clean tidal flats, manila crème, salt, rice	Tidal flat eco park, Cheollipo arboreturm, Kkotji coastal park, Anmyono jurassic museum, Farmkamille (Herb garden), Gonam shell mound museum, Beaches, Ports, Islands

South Korea was not only the first Asian country to designate Slow Cities, but has also maintained the largest number. In fact, eight out of nine provinces in South Korea have one or more Slow City member towns. Evidently, South Korea has embraced the Slow City concept with enthusiasm. Some factors that influenced such enthusiasm for Slow City certification can be found in Korea's efforts to protect its environment and its traditional artisan products, as well as preserve and restore its local culture (K. M. Park et al., 2008). The Slow City movement in Korea is also unique in that it has largely been led by administrative bodies within the Korean government that established the processes (Baek, 2008).

Academics in Korea have shown an interest in studying the spread of Slow Cities and the first relevant publications appeared in 2008. Initial topics of interest consisted of preliminary studies on concepts such as Slow Food, slow tourism, and Slow City, as well as exploratory investigations of Slow Cities in other countries and the process of Slow City certification. From 2009, much of the academic literature focused on the application of Slow City principle. These were investigations of Slow Cities in Korea through surveys and in-depth interviews. These provided practical suggestions for the evaluation of Slow City projects and the promotion of tourism. Most studies have approached Slow City as an alternative model that can revive rural economies. Many studies have focused on improving the experience of Slow City visitors, rather than considering the quality of life for residents.

A brief summary of the path that Korea has undergone will be useful to understand the background Korea has accepted Slow City with enthusiasm. During the 1960s and following the Korean War South Korea underwent a rapid process of industrialization. This growth transformed much of Korea from a rural into an urban society. By the late 1970s, urbanization had reached 50%, followed by 75% in the 1990s and 90.5% in 2008 (D. Oh & Hong, 2009). An increase in urban employment opportunities caused rural-to-urban migration, facilitated by

the development of transportation systems and the transition into an information-oriented society (Kwon, 2009; C. K. Lee, 2002). The development and quantitative expansion of big cities produced a concentrated population with associated urban problems, with decreasing quality of life for urban residents emerging as a significant concern (D. Oh & Hong, 2009; K. M. Park et al., 2008). Consequently, urbanites living the fast life have been expressing their needs to decelerate and are seeking well-being as well as a green lifestyle (D. Oh & Hong, 2009; H. Park & Jang, 2009). There is increasing recognition that Korea needs regeneration efforts for cities and regional growth (Jun, Kim, Kim, Choi, & Kim, 2010).

Rapid urbanization in South Korea caused a crisis for both urban and rural areas since the latter were excluded from the processes of modernization and industrialization (Baek, 2008). They suffered from population outflows, not to mention problems such as low birthrate and an aging population, leading to a deterioration of the social fabric in rural areas (H. Cho & Hwang, 2009; K. M. Park et al., 2008). With rural regions losing their local charm and potential for future development, sustainability has emerged as a critical issue. As a result, the central government of South Korea has enforced administrative policies to bridge the gap between rural and urban areas, while local governments have sought ways to enhance sustainability and community development (Ahn & Hong, 2011; S. H. Cho & Kim, 2008; Son, 2010).

In this context, Slow City gained popularity in South Korea because it was understood as a social movement that empowers local communities to support sustainability (Ahn & Hong, 2011). In order to mediate the gap between urban and rural areas and respond to the call for more balanced regional development, the government of South Korea turned to Slow City as a potential solution. Slow City has received attention as a way to mediate the current state of South Korea's rural areas and to improve regional competitiveness (S. Cho & Yoon, 2011). It has also been introduced as a way for urbanites to experience a slow life.

Member towns of Slow City in South Korea, however, have approached the development forms in slightly different ways. First, the government has led the development of the movement (Son, 2010). Although the essence of Slow City is as a grassroots movement, Slow Cities in Korea received support from local government through the initial development stage. This is because the principal objectives of Slow City coincided with the government's pursuit of alternative approaches to regional development. As early as 2009, the government of South Korea established low-carbon green growth as its guiding policy paradigm, including projects related to plans for turning Slow City into tourism resources (H. Cho & Hwang, 2009). Furthermore, the Ministry of Culture, Sports, and Tourism had a designated budget of 3.2 billion won to support Slow City-related policies when the initial four member towns of Slow City in Korea were officially certified (H. Cho & Hwang, 2009).

Another distinguishing aspect of the South Korea experience has been that Slow City has been used as a medium to promote the tourism economy. Local media commonly describe Slow City as an "alternative tourism destination", mainly because the budget to support Slow City policies was provided by the Ministry of Culture, Sports, and Tourism, with local governments implementing the relevant policies through the administration of tourism departments (Yang, 2011, p.15). This meant that many Slow City projects were tourism-focused. Slow Cities in Korea have also experienced substantial increases in visitation following their Slow City certification (S. Cho & Yoon, 2011; S. Park, 2012).

Some concerns exist regarding Slow City certification. Within Korea, there is a widely held view that the primary objective of Slow City is to revitalize the local economy through tourism, rather than improving the quality of life for its residents (S. Cho & Yoon, 2011). Certain established Slow Cities in Korea have also encountered difficulties with the process of re-certification. Jangheung, one of the four initial cities in Korea to be designated, failed to

pass the Slow City recertification process. Shinan was requested to reapply for recertification after being granted a year to prepare (Hwang, 2014). You and Park (2015) identified the tourism-oriented approach as a cause of failure and advocated that development should focus on core Slow City principles, such as quality of life and preservation of local traditions and environment. Given that the Slow City Charter "Requirements of Excellence" guide the certification process, it is timely to acquire better insights about such requirements, notably the relative importance that is given to certain items. Such insights could potentially guide the implementation of Slow City philosophy within the context of overall city policies.

4.3.2 Data Collection Activities

Gyeongbuk Province in South Korea was chosen for data collection purposes. All three Slow Cities in the Province – Cheongsong, Sangju, and Yeongyang – were selected for a visit by the researcher. While Gyeongbuk province is only a single region in South Korea, which is a geographic limitation to the study, the fact that all Slow Cities in that particular province were covered has provided depth of coverage for the investigation.

As the purpose of the stakeholder survey was to explore the diversity of perceptions about the SCTEI items, having a decent sample size was considered to be important. Hence each city was visited during the hosting of a local festival week, which allowed meetings and encounters to be held with visitors and residents over the course of a single visit. The trip to Cheongsong was undertaken during its Apple Festival, Sangju was visited during its Persimmon Festival, and Yeongyang was visited during *Kimjang* (Preparation for making Kimchi) Festival. Furthermore, the researcher visited local schools in order to distribute and collect the survey amongst local residents. Each student was asked to take one or two surveys for his or her parent(s) to complete. Lastly, the researcher visited local government complexes and/or buildings and asked civil servants to share their opinions regarding the SCTEI.

Chapter 5 RESULTS

5.1 Demographic Profile of Expert Panelists

Since the conduct of a Delphi study involves participation by experts as key informants, the researcher considered the demographic characteristics of participants in each round of surveying. The demographic profile of respondents in the Round 1 survey is presented in Table 5.1.1 based on gender, role/title, and country of residence. The table indicates that males (55.9 %) outnumber females (44.1%) and that 61.8 % were academics and 38.2% were practitioners. In terms of country of origin, 41.2% of the panelists were from East Asia including South Korea (26.5%), China (11.8%), and Japan (2.9%). A further 8.8% of were from Turkey, 2.9 % from New Zealand, and 8.8 % from the United States. Panelists from Europe accounted for 41.2 % including Sweden (8.8%), UK (5.9%), Netherland (5.9%), Croatia (2.9%), Germany (2.9%), France (2.9%), Italy (2.9%), Poland (2.9%), and Switzerland (2.9%).

Table 5.1.1 Profile of Expert Panelists for Survey Round 1

Variable		Category	No.	Percentage (%)
Gender		Male	19	55.88
		Female	15	44.12
Position		Academic	21	61.76
		Practitioner	13	38.24
Area	East-Asia	South Korea	9	26.47
		China	4	11.76
		Japan	1	2.94
		Sub-total	14	41.18
	Asia	Turkey	3	8.82
		Sub-total	3	8.82
	Oceania	New Zealand	1	2.94
		Sub-total	1	2.94
	Europe	Sweden	3	8.82
		UK	2	5.88
		Netherland	2	5.88
		Croatia	1	2.94
		Germany	1	2.94
		France	1	2.94
		Italy	1	2.94
		Poland	1	2.94
		Switzerland	1	2.94
		Sub-total	13	38.24
	America	US	3	8.82
		Sub-total	3	8.82
Total			34	100

The demographics of the Round 2 panelists is outlined in Table 5.1.2. The number of participants had fallen from 34 to 25 in the second round. Regarding gender, 64% were male, and 36% were female and 72% were academics with 28% practitioners. In terms of country of origin, 44% of the panelists were from Asia including South Korea (28%), China (12%), and Japan (4%). In addition, 12% of the panelists were from Turkey, and another 12% were from the USA. European panelists comprised 32% of the participants, including from the UK (8%), Netherland (4%), Croatia (4%), Germany (4%), France (4%), and Sweden (4%).

Table 5.1.2 Profile of Expert Panelists for Survey Round 2

Variable		Category	No.	Percentage (%)
Gender		Male	16	64
		Female	9	36
Position		Academic	18	72
		Practitioner	7	28
Area	East-Asia	South Korea	7	28
		China	3	12
		Japan	1	4
		Sub-total	11	44
	Asia	Turkey	3	12
		Sub-total	3	12
	Europe	UK	2	8
		Netherland	2	8
		Croatia	1	4
		Germany	1	4
		France	1	4
		Sweden	1	4
		Sub-total	8	32
	America	US	3	12
		Sub-total	3	12
Total			25	100

Table 5.1.3 demonstrates the demographic profile of expert panelists for the Round 3 survey. A total of 20 panelists participated in the third round. Regarding gender, 65% were male, and 35% were female. For position, 70% were academics while 30% were practitioners. In terms of country of origin, 40% of the panelists were from Asia including South Korea (25%), China (10%), and Japan (5%). In addition, 10% of the panelists were from Turkey, and 15% were from the US. European panelists composed 35% of the participants, including Netherland (10%), UK (5%), Croatia (5%), Germany (5%), France (5%) and Sweden (5%).

Table 5.1.3 Profile of Expert Panelists for Survey Round 3

Variable		Category	No.	Percentage (%)
Gender		Male	13	65
		Female	7	35
Position		Academic	14	70
		Practitioner	6	30
Area	East-Asia	South Korea	5	25
		China	2	10
		Japan	1	5
		Sub-total	8	40
	Asia	Turkey	2	10
		Sub-total	2	10
	Europe	Netherland	2	10
		UK	1	5
		Croatia	1	5
		Germany	1	5
		France	1	5
		Sweden	1	5
		Sub-total	7	35
	America	US	3	15
		Sub-total	3	15
Total			20	100

Table 5.1.4 demonstrates the demographic profile of expert panelists for the Round 4 survey. A total of 18 panelists participated in the second round. For gender, 66.67% were male, and 33.33% were female. Regarding position, 72.22% were academics while 27.78% were practitioners. In terms of country of origin, 38.89% of the panelists were from Asia including South Korea (22.22%), China (11.11%), and Japan (5.56%). In addition, 11.11% of the panelists were from Turkey, and similarly, 11.11% were from the US. European panelists composed 38.91% of the participants, including Netherland (11.11%), UK (5.56%), Croatia (5.56%), Germany (5.56%), France (5.56%) and Sweden (5.56%).

Table 5.1.4 Profile of Expert Panelists for Survey Round 4

Variable		Category	No.	Percentage (%)
Gender		Male	12	66.67
		Female	6	33.33
Position		Academic	13	72.22
		Practitioner	5	27.78
Area	East-Asia	South Korea	4	22.22
		China	2	11.11
		Japan	1	5.56
		Sub-total	7	38.89
	Asia	Turkey	2	11.11
		Sub-total	2	11.11
	Europe	Netherland	2	11.11
		UK	1	5.56
		Croatia	1	5.56
		Germany	1	5.56
		France	1	5.56
		Sweden	1	5.56
		Sub-total	7	38.91
	America	US	2	11.11
		Sub-total	2	11.11
Total			18	100

5.2 Delphi Round I

A total of 34 experts participated in the Delphi Survey Round 1. The results that are presented in Table 5.2.5 show that the "Quality of Life" domain exhibits the highest mean value (4.5), followed by "Environment & Energy" (4.35), "Local Production" (4.27), "Tourism & Hospitality" (4), "Education" (4), "Infrastructure" (3.97), "Social Cohesion" (3.91), and "Collaboration" (3.85). The table presents the domains from highest scores, meaning greater importance, to lowest scores, meaning less importance.

Table 5.2.5 Results of Delphi Survey Round 1 (N=34)

Domain	Mean	SD	Median
Quality of life	4.5	0.65	5
Environment & energy	4.35	0.68	4
Local production	4.27	0.70	4
Tourism & hospitality	4	0.77	4
Education	4	0.69	4
Infrastructure	3.97	0.71	4
Social cohesion	3.91	0.85	4
Collaboration	3.85	0.94	4

Note: All the domains are measure of their importance, ranging from 1(least important) to 5(most important).

Drawing upon suggestions that were made provided by the expert panelists and the results from the first round of surveying, discussion among three researchers from related fields followed. This process resulted in revisions to the names of the domains as is shown in Table 5.2.6. The "Quality of Life" domain was renamed "Quality of Urban Landscape," and the "Local Production" domain was changed to "Heritage and Local Identity." Furthermore, the domains "Social Cohesion" and "Collaboration" generated the lowest mean values. However, the researchers agreed that the ideas of social cohesion and collaboration are an important component of the philosophy of Slow City. In an attempt to remain faithful to the data, and also to seek elegance and simplicity the two domains were combined into "Conviviality."

Table 5.2.6 Revision of the Domains

Before	After
Quality of life	Quality of urban landscape
Environment & energy	Environment & energy
Local production	Heritage & local identity
Tourism & hospitality	Tourism & hospitality
Education	Education
Infrastructure	Infrastructure
Social cohesion	Conviviality
Collaboration	Conviviality

Having revised the various SCTEI domains, 97 items were deemed appropriate. This determination was based on literature review of sustainable tourism indexes. Once each item was allocated to each domain, it was sent to participants for their review.

5.3 Delphi Round II

A total of 25 experts participated in the second round of survey. From the initial 97 items, 22 items were eliminated because they failed to meet the following three criteria: a CVR value of larger than 0.465, mean value larger than 5.0, or median value larger than 6.0. CVR value was determined on the basis of Wilson et al. (2012), who identified the cut-off value of content validity for 25 participants as 0.465 at a significance level of 0.01. Once the current researcher had revised and/or added items, based on the expert panelist opinions, 22 of the 98 items in the first round survey were deleted. A further 10 items were revised, and 18 were added. For the purposes of the next round of surveying, a total of 93 items were developed for use and these are shown in Table 5.3.7. The following section presents a detailed description of the items in each domain that were deleted because they failed to meet the required criteria.

Table 5.3.7 Results of Delphi Survey Round 2 (N=25)

Domain	Items used in 1st survey round	Deleted items	Revised items	Added items	Items used in 2nd survey round
Heritage & local identity	14	2	2	5	17
Tourism & hospitality	14	4	4	6	16
Quality of urban landscape	15	5	0	1	11
Environment & energy	15	1	0	2	16
Infrastructure	16	6	0	1	11
Education	10	1	2	2	11
Conviviality	13	3	2	1	11
Total	97	22	10	18	93

Heritage and Local Identity

The results of the Round 2 Survey in the "heritage and local identity" domain are presented in Table 5.3.8. Two items were eliminated. The first of these was "enhance the value of rural areas (greater accessibility to resident services)". This had a CVR value of less than 0.465 and was hence removed. Taking account of the comments from the open-ended questions, the "develop local tourism products and service" item was removed from the "heritage and local identity" domain to the "tourism and hospitality" domain as advised by the participants. Based on participant suggestions, the "protect historical buildings" item was also revised to read "protect historical buildings and open for reuse of the community," and the "maintain traditional methods for preserving local food and wine (e.g., growing methods, recipes)" item was revised to read "maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)". Based on the opinions of the respondents, five additional items of "foster local independent businesses," "restrict national/international chain stores, supermarkets and fast food outlets," "simulation of local historical events and the reproduction in certain activities," "develop protection and certificate system for masters of local arts and practices," and "encourage projects for developing the social network of communities" were added. Ultimately, 17 items were developed for consideration in the third round of survey.

The item within the "heritage and local identity" domain that had the highest mean value (6.32) was "implement measures for the preservation of unique local foodstuffs". The grand mean value of the items in the domain was 5.97. Five items that had higher than average mean values were: "conserve and increase the value of local cultural events," "protect historical buildings," "maintain local rituals and festivals," "protect and increase the value of local workshops and markets," and "maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)." Except for a single item that had a CVR value of lower than 0.5, the CVR values of all the other items ranged from 0.36 to 0.92, indicative of a

substantial level of validity amongst the items. The items with the highest CVR values were: "conserve and increase the value of local cultural events" and "protect and increase the value of local workshops and markets."

Table 5.3.8 Results of Round 2 in the Heritage and Local Identity Domain (N=25)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Conserve agro-ecology (ecological processes applied to agricultural production systems)	5.92	0.89	6.00	0.76	2.00	0.33	O
2	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	6.28	0.83	6.00	0.84	1.00	0.15	O
3	Enhance the value of working techniques and traditional crafts	5.80	0.75	6.00	0.84	1.00	0.17	O
	Enhance the value of rural areas (greater accessibility to resident services)	5.56	1.17	6.00	0.36	3.00	0.50	X
4	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	5.80	0.94	6.00	0.84	2.00	0.33	O
5	Conserve and increase the value of local cultural events	6.12	0.77	6.00	0.92	2.00	0.33	O
6	Prohibit the use of GMOs (Genetically Modified Organisms) in agriculture	5.80	1.39	6.00	0.60	2.00	0.33	O
7	Enforce plans to recover the fertility of soil used previously for agriculture	5.64	0.97	6.00	0.60	1.00	0.17	O
8	Protect historical buildings *	6.24	0.86	6.00	0.84	1.00	0.15	O
9	Maintain local rituals and festivals	6.08	0.84	6.00	0.84	2.00	0.33	O
	Develop local tourism products and services (removed to Tourism and Hospitality domain)	5.80	1.02	6.00	0.76	2.00	0.33	X
10	Implement measures for the preservation of unique local foodstuffs	6.32	0.79	6.00	0.84	1.00	0.15	O
11	Protect and increase the value of local workshops and markets	6.08	0.74	6.00	0.92	2.00	0.33	O
12	Maintain traditional methods for preserving local food and wine (e.g., growing methods, recipes) *	6.16	0.73	6.00	0.84	1.00	0.17	O
	Mean	5.97	0.91	6.00	0.77	1.64	0.27	
	Revised or Added Items							
8	Protect historical buildings and open for reuse of the community	-	-	-	-	-	-	RV
12	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)							RV
13	Foster local independent businesses	-	-	-	-	-	-	AD
14	Restrict national/international chain stores, supermarkets and fast food outlets	-	-	-	-	-	-	AD
15	Simulation of local historical events and the reproduction in certain activities	-	-	-	-	-	-	AD
16	Develop protection and certificate system for masters of local arts and practices	-	-	-	-	-	-	AD
17	Encourage projects for developing the social network of communities	-	-	-	-	-	-	AD

* Indicates revised item
RV: Revised item
AD: Added item

Tourism and Hospitality

Based on the findings of the Round 2 survey, the initial 14 items in the "tourism and hospitality" domain were evaluated and then removed according to the three criteria that have been mentioned previously (see Table 5.3.9). The removed items were those with median values of less than 6, namely: "support Slow City promotional campaigns," "encourage bottom-up processes to involve residents in decision-making regarding tourism development," "provide tourist accommodation and facilities (e.g., hotels, travel information, interpretive services, medicine and emergency services)," and "provide multilingual signposts, directions and instructions". Four items were revised on the basis of participant opinions in the open-ended questions. The item of "encourage active participation by associations in the administration of Slow City themes" became "encourage local associations to participate actively in promoting Slow City themes," and the "provide Slow City guide" item became "provide Slow City tour guides." The "encourage community participation in tourism activities" item became "encourage community participation in tourism activities for visitors to meet local people." The "assess visitor satisfaction" item became "assess visitor and resident satisfaction." Furthermore, six new items were added, as was suggested by the expert participants. These were respectively: "develop local tourism products and services"; "encourage tourism and welcoming policy supported by local community"; "provide access to tourism accommodation and facilities (e.g., hotels, travel information centers)"; "facilitate opportunities for walking and cycling ('slow' transport modes)"; "facilitate up-to-date digital devices (e.g., Wi-Fi and charging stations for e-bikes)"; and "provide slow travel features of the hotel room and cultural activities." In aggregate, 16 items were developed to be used in the third round of surveying.

The second round of surveying for the "tourism and hospitality" domain revealed that the grand mean value of the items was 5.64. Six items recorded higher than average mean

values: “provide a warm welcome,” “use an appropriate Slow City logo on documents and websites,” “provide “slow” itineraries (e.g., on brochures, websites),” “Encourage community participation in tourism activities for visitors to meet local people,” “assess the quality of tourism services,” and “provide information about the local way of life”. It was demonstrated that the items with the highest mean values of 5.96 were: “provide a warm welcome” and “provide information about the local way of life.” The CVR values ranged from 0.52 to 0.84, indicative of substantial levels of validity among the items in the domain. The items with the highest CVR values of 0.84 were: “use an appropriate Slow City logo on documents and websites” and “provide ‘slow’ itineraries (e.g., on brochures, websites).”

Table 5.3.9 Results of Round 2 in the Tourism and Hospitality Domain (N=25)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Provide a warm welcome	5.96	1.31	6.00	0.68	2.00	0.31	O
2	Use an appropriate Slow City logo on documents and websites	5.80	1.17	6.00	0.84	2.00	0.33	O
3	Provide “slow” itineraries (e.g., on brochures, websites)	5.76	1.18	6.00	0.84	2.00	0.33	O
4	Encourage local associations to participate actively in promoting Slow City themes *	5.56	1.33	6.00	0.68	2.00	0.33	O
5	Provide Slow City guides *	5.60	1.23	6.00	0.60	2.00	0.33	O
	Support Slow City promotional campaigns	5.36	1.20	5.00	0.60	1.00	0.20	X
	Adopt techniques suitable for launching bottom-up processes in administrative decision-making	5.32	1.09	5.00	0.60	1.00	0.20	X
	Provide tourist accommodation and facilities (e.g., hotels, travel information, interpretive services, medicine and emergency services)	5.60	0.98	5.00	0.76	1.00	0.18	X
6	Assess visitor satisfaction *	5.36	1.41	6.00	0.60	1.00	0.17	O
7	Encourage community participation in tourism activities for visitors to meet local people *	5.88	1.42	6.00	0.76	2.00	0.31	O
8	Assess the quality of tourism services	5.76	1.42	6.00	0.60	2.00	0.33	O
9	Provide information about the local way of life	5.96	1.04	6.00	0.76	2.00	0.33	O
10	Include tourism in the community planning unit (e.g., department)	5.64	1.26	6.00	0.68	2.00	0.33	O
	Provide multilingual signposts, directions and instructions	5.42	1.26	5.00	0.52	2.00	0.40	X
	Mean	**5.64**	**1.23**	**5.71**	**0.68**	**1.71**	**0.29**	
	Revised or Added Items							
4	Encourage active participation by local associations in promoting Slow City themes in tourism	-	-	-	-	-	-	RV
5	Provide Slow City tour guides	-	-	-	-	-	-	RV
6	Assess visitor and resident satisfaction	-	-	-	-	-	-	RV
7	Encourage community participation in tourism activities for visitors to meet local people	-	-	-	-	-	-	RV
11	Develop local tourism products and services (added from Heritage & Local Identity domain)	-	-	-	-	-	-	AD
12	Encourage tourism and welcoming policy supported by local community	-	-	-	-	-	-	AD
13	Provide access to tourism accommodation and facilities (e.g., hotels, travel information centers)	-	-	-	-	-	-	AD
14	Facilitate opportunities for walking and cycling ('slow' transport modes)	-	-	-	-	-	-	AD
15	Facilitate up-to-date digital devices (e.g., Wi-Fi and charging stations for e-bikes)	-	-	-	-	-	-	AD
16	Provide slow travel features of the hotel room and cultural activities	-	-	-	-	-	-	AD

* Indicates revised item
RV: Revised item
AD: Added item

Quality of Urban Landscape

In the second survey round, four items in the "quality of urban landscape" domain failed to meet the criteria of mean value of 5, median value of 6, and CVR value of 0.465. The results are summarized in Table 5.3.10. The "provide plans to revitalize and re-use abandoned land" item had a median value of lower than 6. The "promote the use of ICT (Information and Communications Technology) to develop interactive services for citizens and tourists" item had a CVR value of lower than 0.5. The item of "provide a service desk for sustainable architecture (e.g., bio-architecture)" had lower median value than 6.0 as well as lower CVR value than 0.5. Lastly, the item of "provide cable networks" had lower mean value than 5.0, lower median value than 6.0, and lower CVR value than 0.5. Furthermore, the item of "assess satisfaction levels of residents and visitors" was relocated to the domain of "Tourism and Hospitality" as requested by the panelists. Based on the suggestion of respondents, the item of "develop Slow City characteristic street" was added. In the end, a total of 11 items were developed for the third round of survey.

The results of Round 2 survey revealed that the grand mean of the items in the "quality of urban landscape" domain was 5.60. Seven items had higher mean values than the average, which were: "increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development," "create and/or reconstruct community green areas," "enhance urban livability (e.g., nursery facilities, company hours, level of housework)," "monitor and reduce pollutants (e.g., noise, dust, electrical systems)," "promote sustainable urban planning (e.g., energy-saving construction)," "create and/or reconstruct productive green areas within the urban perimeter," and "increase social infrastructure in green urban areas". The item with the highest mean value was "create and/or reconstruct community green areas" (6.21). The CVR values ranged from -0.42 to 0.92,

indicating a wide range of validity among the items. The items with highest CVR values of 0.92 were: “increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development” and “promote sustainable urban planning (e.g., energy-saving construction)”.

Table 5.3.10 Results of Round 2 in the Quality of Urban Landscape Domain (N=25)

Item No.	Items	Mean	SD	Median	CVR	IQR	COV	Result
1	Provide plans to recover from hazardous threats (e.g., climate change, natural disasters, terrorism)	5.46	1.47	6.00	0.50	3.00	0.50	O
2	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	6.13	0.73	6.00	0.92	1.00	0.17	O
3	Create and/or reconstruct community green areas	6.21	0.64	6.00	0.83	1.00	0.17	O
4	Enhance urban livability (e.g., nursery facilities, company hours, level of housework)	5.83	0.85	6.00	0.75	1.00	0.17	O
	Provide plans to revitalize and re-use abandoned land	5.58	1.04	5.50	0.58	2.00	0.40	X
	Promote the use of ICT (Information and Communications Technology) to develop interactive services for citizens and tourists	5.38	1.22	6.00	0.33	2.00	0.33	X
	Provide a service desk for sustainable architecture (e.g., bio-architecture)	5.29	1.46	5.50	0.33	3.00	0.50	X
	Provide cable networks	4.17	1.34	4.00	-0.42	2.00	0.50	X
5	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	5.96	1.14	6.00	0.75	2.00	0.33	O
6	Promote sustainable urban planning (e.g., energy-saving construction)	6.13	0.88	6.00	0.92	2.00	0.33	O
7	Promote social infrastructure (e.g., a working-hour-based wage system, projects for donating usable but unwanted items)	5.50	1.26	6.00	0.50	2.00	0.33	O
8	Create and/or reconstruct productive green areas within the urban perimeter	5.71	0.84	6.00	0.75	1.00	0.17	O
9	Increase social infrastructure in green urban areas	5.67	0.90	6.00	0.67	1.00	0.17	O
	Assess satisfaction levels of residents and visitors (removed to TH)	5.54	1.61	6.00	0.67	2.00	0.33	X
10	Provide land use planning for tourism development	5.50	1.19	6.00	0.58	1.00	0.17	O
	Mean	**5.60**	**1.10**	**5.80**	**0.58**	**1.73**	**0.30**	
	Revised or Added Items							
11	Develop Slow City characteristic street	-	-	-	-	-	-	AD

AD: Added item

Environment and Energy

In the case of the "environment and energy," domain, the various items were examined based on the criteria of having a mean value of 5.0, a median of 6.0, and a CVR value of 0.465 (Table 5.3.11). Only one item was eliminated ("manage an environmental administrative unit (e.g., department, task force team) because it had a CVR value less than 0.465. Furthermore, two additional items were included based on the suggestion of the participants from the open-ended questions, which are "recycle waste" and "reduce the use of chemical pesticide." For the third round of survey, 16 items were developed.

According to the results of the Round 2 Survey for the "environment and energy" domain, the grand mean value of the items was 6.16. The items that had higher mean value than the average included: "conserve air quality," "conserve water quality," "conserve soil quality," "manage drinking water quality," "purify sewage disposal," "save energy in public buildings and public systems," "reduce visual pollution," "reduce traffic noise," and "conserve biodiversity". The results demonstrated that the item with the highest mean value of 6.58 was "conserve water quality." Regarding CVR values, except for the item of "manage an environmental administrative nit (e.g., department, task force team)," which was deleted due to low CVR value, all the other items had CVR values ranging from 0.83 to 0.92, indicating considerably high range of valid items. Based on the results, 16 items were developed to be used for the third round of survey. The items with the highest CVR values (0.92) were: "conserve water quality," "manage drinking water quality," "purify sewage disposal," "save energy in buildings and public systems," "reduce visual pollution (e.g., billboards, trash)," "reduce traffic noise," and "reduce public light pollution."

Table 5.3.11 Results of Round 2 in the Environment and Energy Domain (N=25)

Item No.	Items	Mean	SD	Median	CVR	IQR	COV	Result
1	Conserve air quality	6.46	0.87	7.00	0.83	1.00	0.14	O
2	Conserve water quality	6.58	0.70	7.00	0.92	1.00	0.14	O
3	Conserve soil quality	6.25	0.88	6.50	0.83	1.00	0.14	O
4	Manage drinking water quality	6.50	0.76	7.00	0.92	1.00	0.14	O
5	Separation and disposal of urban solids from waste collection	6.13	0.83	6.00	0.83	1.00	0.17	O
6	Manage industrial and domestic compost (e.g., decayed plants and vegetable waste)	5.92	0.95	6.00	0.83	2.00	0.33	O
7	Purify sewage disposal	6.17	0.80	6.00	0.92	2.00	0.33	O
8	Save energy in buildings and public systems	6.17	0.75	6.00	0.92	1.00	0.17	O
9	Produce public energy from renewable sources	6.13	0.83	6.00	0.83	1.00	0.17	O
10	Reduce visual pollution (e.g., billboards, trash)	6.17	0.75	6.00	0.92	1.00	0.17	O
11	Reduce traffic noise	6.29	0.73	6.00	0.92	1.00	0.17	O
12	Reduce public light pollution	5.92	0.64	6.00	0.92	1.00	0.17	O
13	Reduce consumption of electrical energy	5.96	0.89	6.00	0.83	2.00	0.33	O
14	Conserve biodiversity	6.43	0.65	7.00	0.83	1.00	0.14	O
	Manage an environmental administrative unit (e.g., department, task force team)	5.29	1.17	6.00	0.42	1.00	0.17	X
	Mean	**6.16**	**0.81**	**6.00**	**0.84**	**1.20**	**0.19**	
	Revised or Added Items							
15	Recycle waste	-	-	-	-	-	-	AD
16	Reduce the use of chemical pesticides	-	-	-	-	-	-	AD

AD: Added item

Infrastructure

Among the 16 items that belonged to the domain of "infrastructure," six items were deleted for failing to meet the criteria previously mentioned (Table 5.3.12). The items of "remove architectural barriers" had median value of less than 6 as well as a CVR value of less than 0.465. The item of "enhance the accessibility of medical services" was removed for having a low median value and a low CVR value. The item of "increase the percentage of residents that commute daily to work in another town" was also deleted for having a mean value of less than 5, median of less than 6, and CVR of less than 0.465. The item of "enhance the safety of public transport," "enhance the accessibility of transportation services," and "conduct safety assessments (e.g., number of police stations, crime rate, number of accidents)" were deleted because they had lower median values than 6.0. Based on the opinion of expert participants from the open-ended questions, the item of "reduce car traffics in central part of the city (e.g., designating a pedestrian area)" was added. As a result, 11 items were prepared to be used for the third round of survey.

The results of the second round of survey demonstrated the grand mean value of the items in the "infrastructure" domain as 5.58. The items that had higher mean values than the average were: "develop urban cycle paths (connected to public buildings)," "develop bicycle parking area in interchange zones," "promote eco-mobility as an alternative to private cars," "manage urban landscapes (e.g., building renovation, cleanliness)," "adopt new and low-environmental impact technologies," "enhance the accessibility of recreational facilities," and "provide disability-friendly access to public places and offices." Within the domain of "Infrastructure," the item with the highest mean value (5.96) was "adopt new and low-environmental impact technologies." The CVR values ranged from 0.00 to 0.83, demonstrating a wide range of validity of the items. The item of "promote eco-mobility as an alternative to

private cars" had the highest CVR value among the items in the domain.

Table 5.3.12 Results of Round 2 in the Infrastructure Domain (N=25)

Item No.	Items	Mean	SD	Median	CVR	IQR	COV	Result
1	Develop urban cycle paths (connected to public buildings)	5.88	1.05	6.00	0.75	2.00	0.33	O
2	Increase the percentage of urban cycle paths over total urban roads (in km)	5.58	1.08	6.00	0.58	2.00	0.33	O
3	Develop bicycle parking area in interchange zones	5.71	1.02	6.00	0.67	2.00	0.33	O
4	Promote eco-mobility as an alternative to private cars	5.96	0.98	6.00	0.83	2.00	0.33	O
	Remove architectural barriers	5.48	1.14	5.00	0.42	3.00	0.55	X
5	Promote initiatives for family life and pregnant women	5.48	1.28	6.00	0.50	3.00	0.50	O
	Enhance the accessibility of medical services	5.50	1.41	5.50	0.42	3.00	0.50	X
6	Encourage the "sustainable" distribution of merchandise in urban centers	5.58	1.04	6.00	0.58	1.00	0.17	O
	Increase the percentage of residents that commute daily to work in another town	4.33	1.89	4.50	0.00	3.00	0.60	X
	Enhance the safety of public transport	5.38	1.41	5.50	0.50	3.00	0.50	X
	Enhance the accessibility of transportation services	5.54	1.12	5.00	0.58	2.00	0.40	X
7	Manage urban landscapes (e.g., building renovation, cleanliness)	5.92	1.00	6.00	0.75	2.00	0.33	O
8	Adopt new and low-environmental impact technologies	5.96	1.00	6.00	0.67	2.00	0.33	O
9	Enhance the accessibility of recreational facilities	5.63	0.99	6.00	0.58	2.00	0.33	O
	Conduct safety assessments (e.g., number of police stations, crime rate, number of accidents)	5.42	1.29	5.50	0.50	2.00	0.33	X
10	Provide disability-friendly access to public places and offices	5.92	1.11	6.00	0.67	2.00	0.33	O
	Mean	**5.58**	**1.18**	**5.69**	**0.56**	**2.25**	**0.39**	
	Revised or Added Items							
11	Reduce car traffics in central part of the city (e.g., designating a pedestrian area)	-	-	-	-	-	-	AD

AD: Added item

Education

The results of the second round survey for the "education" domain were also examined using the following criteria: a mean value less than 5.0, a median value less than 6.0, or a CVR value of less than 0.465. As demonstrated in Table 5.3.13, the item of "provide health education (e.g., obesity, diabetes)" was excluded for having low CVR value. Based on the suggestions provided by the participants, the item of "provide education about local flavors and promote the use of local products in the catering industry and in private consumption" was revised to "provide education about local flavors and local products in the catering industry and private consumption for both residents and visitors." In addition, the item of "provide education programs about organic food production" was changed to "provide education programs about food grown by sustainable method." Furthermore, the items of "educate locals about the need and reasons for heritage preservation" and "provide sustainability education for future generations" were added based on the opinions of respondents. In the end, 11 items were developed to be used for the third round of survey.

Based on the results of the survey, the average of the mean values within the "education" domain was identified as 5.70. The items that had higher mean values than the average included: "provide education about local flavors and promote the use of local products in the catering industry and in private consumption for both residents and visitors," "educate visitors to protect historical sites from degradation," "provide public awareness education about the maintenance of historical sites," "provide training on Slow City themes to trainers, administrators and employees," "provide residents with systematic and up-to-date (preemptive) information about the Slow City," and "promote events and training to help people appreciate and preserve local cultural and artistic traditions." The item with the highest mean value of 5.96 was identified as "provide residents with systematic and up-to-date (preemptive) information about the Slow

City." The CVR values ranged from 0.42 to 0.83, demonstrating a wide range of validity of the items in the domain. The items with the highest CVR values of 0.83 were: "educate visitors to protect historical sites from degradation," "provide public awareness education about the maintenance of historical sites," and "provide residents with systematic and up-to-date (preemptive) information about the Slow City."

Table 5.3.13 Results of Round 2 in the Education Domain (N=25)

Item No.	Items	Mean	SD	Median	CVR	IQR	COV	Result
1	Provide education about local flavors and promote the use of local products in the catering industry and in private consumption *	5.88	0.97	6.00	0.75	2.00	0.33	O
2	Educate visitors to protect historical sites from degradation	5.88	0.83	6.00	0.83	2.00	0.33	O
3	Provide public awareness education about the maintenance of historical sites	5.83	0.90	6.00	0.83	2.00	0.33	O
4	Increase public awareness about information accessibility and transparency	5.46	0.82	6.00	0.67	1.00	0.17	O
5	Provide training on Slow City themes to trainers, administrators and employees	5.83	1.34	6.00	0.75	2.00	0.33	O
	Provide health education (e.g., obesity, diabetes)	5.29	1.54	6.00	0.42	3.00	0.50	X
6	Provide residents with systematic and up-to-date (preemptive) information about the Slow City	5.96	1.24	6.00	0.83	2.00	0.33	O
7	Increase awareness about good food and nutrition	5.54	1.12	6.00	0.58	1.00	0.17	O
8	Provide education programs about organic food production *	5.46	0.82	6.00	0.75	1.00	0.17	O
9	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	5.88	0.97	6.00	0.75	2.00	0.33	O
	Mean	**5.70**	**1.05**	**6.00**	**0.72**	**1.80**	**0.30**	
	Revised or Added Items							
1	Provide education about local flavors and local products in the catering industry and private consumption for both residents and visitors	-	-	-	-	-	-	RV
8	Provide education programs about food grown by sustainable method	-	-	-	-	-	-	RV
10	Educate locals about the need and reasons for heritage preservation.	-	-	-	-	-	-	AD
11	Provided education for future generations about sustainability	-	-	-	-	-	-	AD

* Indicates revised item
RV: Revised item
AD: Added item

Conviviality

The "conviviality" domain was originally composed of 14 items. They were examined using the following criteria: mean value of less than 5.0, median value of less than 6.0, or CVR value of less than 0.465. As shown in Table 5.3.14, the item of "support projects and cooperate with developing countries to spread Slow City philosophy" and "fight poverty" were eliminated for having lower CVR values than 0.465. The item of "encourage the community to provide visitors with cultural experiences" was also removed due to having lower median value than 6.0. Furthermore, the participants suggested to revise the item of "foster community-wide events" to "foster community-wide events that encourage Slow City philosophy" and the item of "integrate minorities, the disabled, and the youth population through Slow City projects" to "remove barriers in participation of minorities, disabled, and youth population through Slow City projects." Based on the opinions of the respondents, the item of "facilitate communication and cooperation among Slow Cities" was added. For the third round of survey, 11 items were developed.

The findings of the second survey round demonstrated that for the domain of "conviviality," the grand mean value of the items was 5.59. The items that had higher mean values than the average included: "support Slow City promotional campaigns and activities," "collaborate with other organizations that promote organic and traditional foods," "keep the community informed about development projects," "encourage community involvement in local decision making," "foster community-wide events that encourage Slow City philosophy," and "promote family life and healthy living for all age groups." Three items demonstrated the highest mean values of 5.83 which were: "support Slow City promotional campaigns and activities," "collaborate with other organizations that promote organic and traditional foods," and "encourage community involvement in local decision making." In addition, the CVR

values ranged from 0.25 to 0.75, also demonstrating a wide range of validity of items in the domain. The items with the highest CVR values of 0.75 included: “keep the community informed about Slow City development projects” and “encourage community involvement in local decision making.”

Table 5.3.14 Results of Round 2 in the Conviviality Domain (N=25)

Item No.	Items	Mean	SD	Median	CVR	IQR	COV	Result
1	Support Slow City promotional campaigns and activities	5.83	1.14	6.00	0.67	2.00	0.33	O
2	Collaborate with other organizations that promote organic and traditional foods	5.83	0.99	6.00	0.67	1.00	0.17	O
	Support projects and cooperate with developing countries to spread Slow City philosophy	5.08	1.47	6.00	0.25	2.00	0.33	X
3	Keep the community informed about Slow City development projects	5.79	1.08	6.00	0.75	2.00	0.33	O
4	Encourage community involvement in local decision making	5.83	1.11	6.00	0.75	2.00	0.33	O
5	Foster community-wide events *	5.63	1.15	6.00	0.58	2.00	0.33	O
6	Create and manage resident advisory boards to reflect local opinions	5.50	1.15	6.00	0.67	1.00	0.17	O
	Encourage the community to provide visitors with cultural experiences	5.48	1.10	5.00	0.50	2.00	0.40	X
7	Encourage residents’ participation in resource management and planning	5.58	1.11	6.00	0.67	2.00	0.33	O
8	Encourage interactions between residents and visitors	5.54	1.15	6.00	0.67	1.00	0.17	O
9	Integrate minorities, the disabled, and the youth population through Slow City projects *	5.54	1.19	6.00	0.50	2.00	0.33	O
	Fight poverty	5.30	1.40	6.00	0.25	2.00	0.33	X
10	Promote family life and healthy living for all age groups	5.71	1.17	6.00	0.50	2.00	0.33	O
	Mean	**5.59**	**1.17**	**5.92**	**0.57**	**1.77**	**0.30**	
	Revised or Added Items							
5	Foster community-wide events that encourage Slow City philosophy	-	-	-	-	-	-	RV
9	Remove barriers in participation of minorities, disabled, and youth population through Slow City projects	-	-	-	-	-	-	RV
11	Facilitate communication and cooperation among Slow Cities	-	-	-	-	-	-	AD

* Indicates revised item
RV: Revised item
AD: Added item

5.4 Delphi Round III

A total of 20 experts participated in the Round 3 Survey (Table 5.4.15). From 93 items in the second round of survey, 33 items were eliminated because they failed to meet the following three criteria: a CVR value of less than 0.52, mean value of less than 5.0, or median value of less than 6.0. The cut-off point of CVR value was determined according to Wilson et al. (2012), which identified Content Validity Ratio for sample size of 20 as 0.52 at 0.01 significance level. The comments provided by experts regarding revision or addition were all referring to the deleted items; hence no item was revised or added. In total, 60 items remained to be used in the last round of survey.

Table 5.4.15 Results of Delphi Survey Round 3 (N=20)

Domain	Items used in 2nd survey round	Deleted items	Revised items	Added items	Items used in 3rd survey round
Heritage & local identity	17	7	0	0	10
Tourism & hospitality	16	7	0	0	9
Quality of urban landscape	11	6	0	0	5
Environment & energy	16	1	0	0	15
Infrastructure	11	2	0	0	9
Education	11	3	0	0	8
Conviviality	11	7	0	0	4
Total	93	33	0	0	60

Heritage and Local Identity

From the 17 items that belonged to the "heritage and local identity" domain, seven items were removed (Table 5.4.16). The item of "conserve agro-ecology (ecological processes applied to agricultural production systems" was eliminated for having a CVR value less than 0.52. The item of "Prohibit the use of GMOs (Genetically Modified Organisms) in agriculture" and "Enforce plans to recover the fertility of soil used previously for agriculture" were eliminated because they had CVR values less than 0.52 and median values less than 6.0. Lastly, the items of "restrict national/international chain stores, supermarkets and fast food outlets," "simulation of local historical events and the reproduction in certain activities," "develop protection and certificate system for masters of local arts and practices," and "encourage projects for developing the social network of communities" were eliminated for having low CVR and median values. In the end, 10 items were developed to be used in the fourth round of survey.

In the "heritage and local identity" domain, the grand mean value of the items was 5.72. The items that had higher mean values than the average were: "encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products," "conserve and increase the value of local cultural events," "maintain local rituals and festivals," "implement measures for the preservation of unique local foodstuffs," "protect and increase the value of local workshops and markets," "protect historical buildings and open for reuse of the community," and "maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)." The items with the highest mean value (6.45) were: "protect historical buildings and open for reuse of the community" and "maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)." The CVR values ranged from 0.3 to 0.9, demonstrating a wide range of content validity. The items with the

highest CVR value (0.9) included: “encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products,” “protect historical buildings and open for reuse of the community,” and “maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes).”

Table 5.4.16 Results of Round 3 in the Heritage and Local Identity Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
	Conserve agro-ecology (ecological processes applied to agricultural production systems	5.45	1.28	5.5	0.6	1.00	0.18	X
1	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	5.65	1.39	6	0.6	2.00	0.33	O
2	Enhance the value of working techniques and traditional crafts	5.70	1.19	6	0.8	1.00	0.17	O
3	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	5.90	0.94	6	0.9	2.00	0.33	O
4	Conserve and increase the value of local cultural events	5.90	1.04	6	0.7	2.00	0.33	O
	Prohibit the use of GMOs (Genetically Modified Organisms) in agriculture	5.20	1.44	5	0.3	3.00	0.60	X
	Enforce plans to recover the fertility of soil used previously for agriculture	5.25	1.18	5	0.3	3.00	0.60	X
5	Maintain local rituals and festivals	6.30	1.00	7	0.8	1.00	0.14	O
6	Implement measures for the preservation of unique local foodstuffs	6.10	1.09	6	0.8	1.00	0.17	O
7	Protect and increase the value of local workshops and markets	6.21	0.83	6	0.8	1.00	0.17	O
8	Protect historical buildings and open for reuse of the community	6.45	0.80	7	0.9	1.00	0.14	O
9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	6.45	0.86	7	0.9	1.00	0.14	O
10	Foster local independent businesses	5.75	1.26	6	0.6	2.00	0.33	O
	Restrict national/international chain stores, supermarkets and fast food outlets	5.40	1.20	5	0.5	2.00	0.40	X
	Simulation of local historical events and the reproduction in certain activities	5.11	1.07	5	0.4	2.00	0.40	X
	Develop protection and certificate system for masters of local arts and practices	5.20	0.93	5	0.4	1.00	0.20	X
	Encourage projects for developing the social network of communities	5.30	1.19	5	0.4	2.00	0.40	X
	Mean	**5.72**	**1.10**	**5.79**	**0.63**	**1.65**	**0.30**	

Tourism and Hospitality

According to the findings of survey round 3, the 16 items in the "tourism and hospitality" domain were evaluated according to the three criteria mentioned previously (Table 5.4.17). As a result, the items of "provide a warm welcome" and "encourage tourism and welcoming policy supported by local community" were removed for having low CVR values than 0.52. In addition, the item of "use an appropriate Slow City logo on documents and websites" was eliminated for having a median value of less than 6.0. The items of "provide Slow City tour guides," "provide access to tourism accommodation and facilities (e.g., hotels, travel information centers)," "facilitate up-to-date digital devices (e.g., Wi-Fi and charging stations for e-bikes)," and "provide slow travel features of the hotel room and cultural activities" were removed because they had low median and CVR values. In the end, nine items remained to be used in the next round of survey.

The results of the third round survey for the "tourism and hospitality" domain demonstrated that the grad mean value of the items was 5.56. Seven items that had higher mean values than the average included: "provide slow itineraries (e.g., on brochures, websites)," "assess the quality of tourism services," "provide information about the local way of life," "include tourism in the community planning unit (e.g., department)," "assess visitor and resident satisfaction," "develop local tourism products and services," and "facilitate opportunities for walking and cycling ('slow' transport modes)." The results showed the item with the highest mean value (6.16) was "facilitate opportunities for walking and cycling ('slow' transport modes)." The CVR values ranged from 0.2 to 0.8, indicating a wide range of validity among the items in the domain. The items with the highest CVR value (0.8) were: "include tourism in the community planning unit (e.g., department)" and "facilitate opportunities for walking and cycling ('slow' transport modes)."

Table 5.4.17 Results of Round 3 in the Tourism and Hospitality Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
	Provide a warm welcome	5.75	1.64	7	0.5	2.00	0.29	X
	Use an appropriate Slow City logo on documents and websites	5.25	1.58	5.5	0.6	2.00	0.36	X
1	Provide slow itineraries (e.g., on brochures, websites)	5.80	1.03	6	0.7	2.00	0.33	O
2	Assess the quality of tourism services	5.70	1.10	6	0.6	2.00	0.33	O
3	Provide information about the local way of life	5.85	1.11	6	0.7	2.00	0.33	O
4	Include tourism in the community planning unit (e.g., department)	5.90	0.99	6	0.8	2.00	0.33	O
	Provide Slow City tour guides	5.15	1.56	5.5	0.3	3.00	0.55	X
5	Assess visitor and resident satisfaction	5.75	1.04	6	0.7	2.00	0.33	O
6	Encourage community participation in tourism activities for visitors to meet local people	5.55	1.16	6	0.7	1.00	0.17	O
7	Encourage local associations to participate actively in promoting Slow City themes	5.55	1.24	6	0.7	2.00	0.33	O
8	Develop local tourism products and services	5.75	1.34	6	0.6	2.00	0.33	O
	Encourage tourism and welcoming policy supported by local community	5.45	1.40	6	0.5	2.00	0.33	X
	Provide access to tourism accommodation and facilities (e.g., hotels, travel information centers)	5.10	1.26	5	0.4	2.00	0.40	X
9	Facilitate opportunities for walking and cycling ('slow' transport modes)	6.16	1.04	6	0.8	1.00	0.17	O
	Facilitate up-to-date digital devices (e.g., Wi-Fi and charging stations for e-bikes)	5.05	1.36	5	0.2	2.00	0.40	X
	Provide slow travel features of the hotel room and cultural activities	5.21	1.20	5	0.2	2.00	0.40	X
	Mean	**5.56**	**1.25**	**5.81**	**0.56**	**1.94**	**0.34**	

Quality of Urban Landscape

In the third survey round, six items in the "quality of urban landscape" domain failed to meet the criteria of mean value of 5.0, median value of 6.0, and CVR value of 0.52 (Table 5.4.18). The item of "provide plans to recover from hazardous threats (e.g., climate change, natural disasters)" was removed for having low median and CVR value. In addition, the item of "enhance urban livability (e.g., nursery facilities, company hours, level of housework)" was eliminated due to low median value. The items of "promote social infrastructure (e.g., a working-hour-based wage system, projects for donating usable but unwanted items)" and "provide land use planning for tourism development" were removed for having low median and CVR values. The item of "increase social infrastructure in green urban areas" was deleted for having a low CVR value. Lastly, the item of "develop Slow City theme street" was eliminated due to low mean, median, and CVR value. As a result, five items remained to be used for the fourth survey round.

The results of Round 3 survey revealed that the grand mean of the items in the "quality of urban landscape" domain was 5.54. The items that had higher mean values than the average included: "create and/or reconstruct community green areas," "monitor and reduce pollutants (e.g., noise, dust, electrical systems)," "promote sustainable urban planning (e.g., energy-saving construction)," and "create and/or reconstruct productive green areas within the urban perimeter." The item that had the highest mean value of 6.10 was "increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development." CVR values ranged from 0.4 to 1.0, demonstrating a wide range of validity among the items. The item of "create and/or reconstruct productive green areas" had highest CVR value of 1.0.

Table 5.4.18 Results of Round 3 in the Quality of Urban Landscape Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
	Provide plans to recover from hazardous threats (e.g., climate change, natural disasters)	5.45	1.36	5.5	0.5	3.00	0.55	X
1	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	6.10	0.77	6	0.9	1.00	0.17	O
2	Create and/or reconstruct community green areas	6.00	0.77	6	1	2.00	0.33	O
	Enhance urban livability (e.g., nursery facilities, company hours, level of housework)	5.45	1.07	5	0.7	1.00	0.20	X
3	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	5.80	1.17	6	0.6	2.00	0.33	O
4	Promote sustainable urban planning (e.g., energy-saving construction)	5.70	1.05	6	0.7	1.00	0.17	O
	Promote social infrastructure (e.g., a working-hour-based wage system, projects for donating usable but unwanted items)	5.35	1.31	5.5	0.4	3.00	0.55	X
5	Create and/or reconstruct productive green areas within the urban perimeter	5.85	0.91	6	0.9	2.00	0.33	O
	Increase social infrastructure in green urban areas	5.50	1.12	6	0.4	2.00	0.33	X
	Provide land use planning for tourism development	5.10	1.18	5	0.4	2.00	0.40	X
	Develop Slow City theme street	4.60	2.06	5	0.4	4.00	0.80	X
	Mean	**5.54**	**1.16**	**5.64**	**0.63**	**2.09**	**0.38**	

Environment and Energy

Regarding the domain of "environment and energy," all the items were examined using the criteria of mean value of 5.0, median of 6.0, and CVR value of 0.52 (Table 5.4.19). Only the item of "reduce the use of chemical pesticides" failed to meet the CVR criteria of 0.52 and was subsequently removed. As a result, 15 items remained to be used in the fourth round of survey.

The grand mean value of the items in the "environment and energy" domain was identified as 6.03. The items that demonstrated higher mean values than the average were: "conserve air quality," "conserve water quality," "conserve soil quality," "manage drinking water quality," "separation and disposal of urban solid from waste collection," "reduce visual pollution (e.g., billboards, trash)," "reduce traffic noise," "conserve biodiversity," and "recycle waste." Among these items, the item with the highest mean value (6.40) was "conserve water quality." CVR values ranged from 0.6 to 1.0, indicating a relatively high level of validity among the items in the domain. The item of "reduce traffic noise" had the highest CVR value of 1.0.

Table 5.4.19 Results of Round 3 in the Environment and Energy Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Conserve air quality	6.30	1.05	7	0.9	1.00	0.14	O
2	Conserve water quality	6.40	0.97	7	0.9	2.00	0.29	O
3	Conserve soil quality	6.25	0.94	7	0.9	2.00	0.29	O
4	Manage drinking water quality	6.30	1.05	7	0.8	2.00	0.29	O
5	Separation and disposal of urban solid from waste collection	6.05	0.92	6	0.8	1.00	0.17	O
6	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	5.80	0.93	6	0.8	2.00	0.33	O
7	Purify sewage disposal	6.00	1.00	6	0.8	2.00	0.33	O
8	Save energy in buildings and public systems	5.85	1.15	6	0.7	2.00	0.33	O
9	Produce public energy from renewable sources	5.90	1.26	6	0.6	2.00	0.33	O
10	Reduce visual pollution (e.g., billboards, trash)	6.25	0.89	6.5	0.9	1.00	0.15	O
11	Reduce traffic noise	6.10	0.77	6	1	2.00	0.33	O
12	Reduce public light pollution	5.80	0.98	6	0.9	2.00	0.33	O
13	Reduce consumption of electrical energy	5.70	0.95	6	0.8	2.00	0.33	O
14	Conserve biodiversity	6.15	0.96	6.5	0.9	2.00	0.31	O
15	Recycle waste	6.05	0.92	6	0.9	2.00	0.33	O
	Reduce the use of chemical pesticides	5.60	1.32	6	0.5	3.00	0.50	X
	Mean	**6.03**	**1.00**	**6.31**	**0.82**	**1.88**	**0.30**	

Infrastructure

Among the 11 items that belonged to the domain of "infrastructure," two items were eliminated (Table 5.4.20). The items of "promote initiatives for family life and pregnant women" was removed for having median value lower than 6.0 and CVR value lower than 052. The item of "encourage the "sustainable" distribution of merchandise in urban centers" was removed for having low median value. As a result, nine items were prepared to be used for the fourth round of survey.

The results of the Round 3 Survey demonstrated the grand mean value of the items in the "infrastructure" domain as 5.79. The items that had higher mean values than the average were: "develop urban cycle paths (connected to public buildings)," "increase the percentage of urban cycle paths over total urban roads (in km)," "develop bicycle parking area in interchange zones," "promote eco-mobility as an alternative to private cars," "provide disability-friendly access to public places and offices," "manage urban landscapes (e.g., building renovation, cleanliness)," "adopt new and low-environmental impact technologies," and "reduce car traffic in a central part of the city (e.g., designating a pedestrian area)." Within this domain, the item with the highest mean value (6.25) was "reduce car traffic in a central part of the city (e.g., designating a pedestrian area)." With the exception of the item of "promote initiatives for family life and pregnant women" which was eliminated for failing to meet CVR criteria, the CVR values ranged from 0.7 to 1.0, indicating high level of validity of the items for the "Infrastructure" domain. The item of "reduce car traffic in a central part of the city (e.g., designating a pedestrian area)" had the highest CVR value of 1.0.

Table 5.4.20 Results of Round 3 in the Infrastructure Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Develop urban cycle paths (connected to public buildings)	6.00	1.05	6	0.8	2.00	0.33	O
2	Increase the percentage of urban cycle paths over total urban roads (in km)	5.85	1.19	6	0.7	2.00	0.33	O
3	Develop bicycle parking area in interchange zones	5.84	1.23	6	0.7	2.00	0.33	O
4	Promote eco-mobility as an alternative to private cars	6.15	1.01	6	0.9	1.00	0.17	O
	Promote initiatives for family life and pregnant women	5.15	1.28	5	0.2	3.00	0.60	X
	Encourage the “sustainable” distribution of merchandise in urban centers	5.30	1.05	5	0.7	1.00	0.20	X
5	Provide disability-friendly access to public places and offices	5.90	0.94	6	0.8	2.00	0.33	O
6	Manage urban landscapes (e.g., building renovation, cleanliness)	5.85	0.85	6	0.9	2.00	0.33	O
7	Adopt new and low-environmental impact technologies	5.89	1.02	6	0.7	2.00	0.33	O
8	Enhance the accessibility of recreational facilities	5.50	0.87	6	0.7	1.00	0.17	O
9	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	6.25	0.89	7	1	2.00	0.29	O
	Mean	**5.79**	**1.03**	**5.91**	**0.74**	**1.82**	**0.31**	

Education

The results of the third round survey for the "education" domain were also examined using the following criteria: a mean value of less than 5.0, a median value of less than 6.0, or a CVR value of less than 0.52. The results are demonstrated in Table 5.4.21. The item of "increase public awareness about information accessibility and transparency" was removed for having low median value. In addition, the item of "provide training on Slow City themes to trainers, administrators and employees" was eliminated for having a low CVR value. Lastly, the item of "provide education programs about food grown by sustainable method" was deleted for having low median and CVR values. As a result, eight items remained to be used for the next round of survey.

Based on the results of the third round of survey, the average mean values for the items in the "education" domain was 5.74. The items that had higher mean values than the average included: "provide public awareness education regarding maintenance of historical sites," "increase awareness about good food and nutrition," "promote events and training to help people appreciate and preserve local cultural and artistic traditions," "provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors," "educate locals about the need and reasons for heritage preservation," and "provide sustainability education for future generations." The item with the highest mean value (6.0) was identified as "promote events and training to help people appreciate and preserve local cultural and artistic traditions." Regarding the validity of content of items, with the exception of one item that was removed for failing to meet the criteria, the CVR values ranged from 0.5 to 0.9, demonstrating relatively high level of content validity of the items in the "Education" domain. In addition, the item of "provide public awareness education regarding maintenance of historical sites" had the highest CVR value of 0.9.

Table 5.4.21. Results of Round 3 in the Education Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Educate visitors to protect historical sites from degradation	5.70	1.05	6	0.6	2.00	0.33	O
2	Provide public awareness education regarding maintenance of historical sites	5.90	1.04	6	0.9	2.00	0.33	O
	Increase public awareness about information accessibility and transparency	5.40	1.07	5	0.7	1.00	0.20	X
	Provide training on Slow City themes to trainers, administrators and employees	5.40	1.28	6	0.3	3.00	0.50	X
3	Provide residents with systematic and up-to-date (preemptive) information about Slow City	5.70	1.05	6	0.6	2.00	0.33	O
4	Increase awareness about good food and nutrition	5.80	0.98	6	0.8	2.00	0.33	O
5	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	6.00	1.00	6	0.8	2.00	0.33	O
6	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	5.85	1.11	6	0.6	2.00	0.33	O
	Provide education programs about food grown by sustainable method	5.60	1.20	5.5	0.5	3.00	0.55	X
7	Educate locals about the need and reasons for heritage preservation	5.80	1.03	6	0.7	2.00	0.33	O
8	Provide sustainability education for future generations	5.95	1.12	6	0.7	2.00	0.33	O
	Mean	**5.74**	**1.08**	**5.86**	**0.65**	**2.09**	**0.36**	

Conviviality

The 11 items in the "conviviality" domain were examined using the criteria of mean value of less than 5.0, median value of less than 6.0, and CVR value of less than 0.52. As demonstrated in Table 5.4.22, the items of "collaborate with other organizations that promote organic and traditional foods," "create and manage resident advisory boards to reflect local opinions," "encourage residents' participation in resource management and planning," "promote family life and healthy living for all age groups," and "remove barriers in participation of minorities, disabled, and youth population through Slow City projects" were removed for having low median values. In addition, the items of "encourage interactions between residents and visitors" and "facilitate communication and cooperation among Slow Cities" were eliminated for having low CVR values. For the fourth round of survey, four items were prepared to be used.

The results of the third round of survey demonstrated that for the domain of "conviviality," the grand mean value of the items was 5.47. The items that had higher mean values than the average were: "collaborate with other organizations that promote organic and traditional foods," "keep the community informed about Slow City development projects," "encourage community involvement in local decision making," "encourage residents' participation in resource management and planning," "promote family life and healthy living for all age groups," and "foster community-wide events that promote Slow City philosophy." The item with the highest mean value (5.65) was identified as "encourage community involvement in local decision making." The CVR values ranged from 0.5 to 0.7, with the exception of one item that failed to meet the criteria. The items of "encourage residents' participation in resource management and planning" and "foster community-wide events that promote Slow City philosophy" had the highest CVR value of 0.7.

Table 5.4.22. Results of Round 3 in the Conviviality Domain (N=20)

Item No.	Item	Mean	SD	Median	CVR	IQR	COV	Result
1	Support promotional campaigns and activities of Slow City	5.45	1.32	6	0.6	1.00	0.17	O
	Collaborate with other organizations that promote organic and traditional foods	5.55	1.07	5.5	0.6	2.00	0.36	X
2	Keep the community informed about Slow City development projects	5.55	1.16	6	0.6	2.00	0.33	O
3	Encourage community involvement in local decision making	5.65	1.11	6	0.6	2.00	0.33	O
	Create and manage resident advisory boards to reflect local opinions	5.40	1.07	5.5	0.6	1.00	0.18	X
	Encourage residents' participation in resource management and planning	5.50	0.97	5	0.7	1.00	0.20	X
	Encourage interactions between residents and visitors	5.35	1.31	6	0.4	2.00	0.33	X
	Promote family life and healthy living for all age groups	5.55	1.07	5.5	0.6	2.00	0.36	X
	Remove barriers in participation of minorities, disabled, and youth population through Slow City projects	5.25	1.37	5	0.5	3.00	0.60	X
4	Foster community-wide events that promote Slow City philosophy	5.55	1.16	6	0.7	1.00	0.17	O
	Facilitate communication and cooperation among Slow Cities	5.40	1.28	6	0.5	2.00	0.33	X
	Mean	**5.47**	**1.17**	**5.68**	**0.58**	**1.73**	**0.31**	

5.4.1 Level of Agreement of the Delphi Studies

Based on the results of the round 2 and 3 studies, Table 5.4.23 presents the changing agreements between the experts which were examined in terms of Interquartile Range (IQR) and Coefficient of Variation (COV). The average interquartile range was 1.60 in Round 2 and increased to 1.72 in Round 3. The average coefficient of variation was 0.26 in Round 2 and increased to 0.28 in Round 3.

Table 5.4.23 Level of Agreement of the Delphi Studies

Domain	Indicator	Round 2		Round 3		Changes	
		IQR	COV	IQR	COV	IQR	COV
Heritage & local identity	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	1	0.15	2	0.33	↓	↑
	Enhance the value of working techniques and traditional crafts	1	0.17	1	0.17	-	-
	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	2	0.33	2	0.33	-	-
	Conserve and increase the value of local cultural events	2	0.33	2	0.33	-	-
	Maintain local rituals and festivals	2	0.33	1	0.14	↓	↓
	Implement measures for the preservation of unique local foodstuffs	1	0.15	1	0.17	-	↑
	Protect and increase the value of local workshops and markets	2	0.33	1	0.17	↓	↓
	Protect historical buildings and open for reuse of the community	1	0.15	1	0.14	-	↓
	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	1	0.17	1	0.14	-	↓
	Foster local independent businesses	N/A	N/A	2	0.33	N/A	N/A
Tourism & hospitality	Provide “slow” itineraries (e.g., on brochures, websites)	2	0.33	2	0.33	-	-
	Encourage local associations to participate actively in promoting Slow City themes	2	0.33	2	0.33	-	-
	Assess visitor and resident satisfaction	1	0.17	2	0.33	↑	↑
	Encourage community participation in tourism activities for visitors to meet local people	2	0.31	1	0.17	↓	↓
	Assess the quality of tourism services	2	0.33	2	0.33	-	-
	Provide information about the local way of life	2	0.33	2	0.33	-	-
	Include tourism in the community planning unit (e.g., department)	2	0.33	2	0.33	-	-
	Develop local tourism products and services	N/A	N/A	2	0.33	N/A	N/A
	Facilitate opportunities for walking and cycling ('slow' transport modes)	N/A	N/A	1	0.17	N/A	N/A

Table 5.4.23. Level of Agreement of the Delphi Studies (Continued)

Domain	Indicator	Round 2		Round 3		Changes	
		IQR	COV	IQR	COV	IQR	COV
Quality of urban landscape	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	1	0.17	1	0.17	-	-
	Create and/or reconstruct community green areas	1	0.17	2	0.33	↑	↑
	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	2	0.33	2	0.33	-	-
	Promote sustainable urban planning (e.g., energy-saving construction)	2	0.33	1	0.17	↓	↓
	Create and/or reconstruct productive green areas within the urban perimeter	1	0.17	2	0.33	↑	↑
Environment & energy	Conserve air quality	1	0.14	1	0.14	-	-
	Conserve water quality	1	0.14	2	0.29	↑	↑
	Conserve soil quality	1	0.14	2	0.29	↑	↑
	Manage drinking water quality	1	0.14	2	0.29	↑	↑
	Separation and disposal of urban solid from waste collection	1	0.17	1	0.17	-	-
	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	2	0.33	2	0.33	-	-
	Purify sewage disposal	2	0.33	2	0.33	-	-
	Save energy in buildings and public systems	1	0.17	2	0.33	↑	↑
	Produce public energy from renewable sources	1	0.17	2	0.33	↑	↑
	Reduce visual pollution (e.g., billboards, trash)	1	0.17	1	0.15	-	↓
	Reduce traffic noise	1	0.17	2	0.33	↑	↑
	Reduce public light pollution	1	0.17	2	0.33	↑	↑
	Reduce consumption of electrical energy	2	0.33	2	0.33	-	-
	Conserve biodiversity	1	0.14	2	0.31	↑	↑
	Recycle waste	N/A	N/A	2	0.33	N/A	N/A
Infrastructure	Develop urban cycle paths (connected to public buildings)	2	0.33	2	0.33	-	-
	Increase the percentage of urban cycle paths over total urban roads (in km)	2	0.33	2	0.33	-	-
	Develop bicycle parking area in interchange zones	2	0.33	2	0.33	-	-
	Promote eco-mobility as an alternative to private cars	2	0.33	1	0.17	↓	↓
	Provide disability-friendly access to public places and offices	2	0.33	2	0.33	-	-
	Manage urban landscapes (e.g., building renovation, cleanliness)	2	0.33	2	0.33	-	-
	Adopt new and low-environmental impact technologies	2	0.33	2	0.33	-	-
	Enhance the accessibility of recreational facilities	2	0.33	1	0.17	↓	↓
	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	N/A	N/A	2	0.29	N/A	N/A

Table 5.4.23. Level of Agreement of the Delphi Studies (Continued)

Domain	Indicator	Round 2		Round 3		Changes	
		IQR	COV	IQR	COV	IQR	COV
Education	Educate visitors to protect historical sites from degradation	2	0.33	2	0.33	-	-
	Provide public awareness education regarding maintenance of historical sites	2	0.33	2	0.33	-	-
	Provide residents with systematic and up-to-date (preemptive) information about Slow City	2	0.33	2	0.33	-	-
	Increase awareness about good food and nutrition	1	0.17	2	0.33	↑	↑
	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	2	0.33	2	0.33	-	-
	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	2	0.33	2	0.33	-	-
	Educate locals about the need and reasons for heritage preservation	N/A	N/A	2	0.33	N/A	N/A
	Provide sustainability education for future generations	N/A	N/A	2	0.33	N/A	N/A
Conviviality	Support promotional campaigns and activities of Slow City	2	0.33	1	0.17	↓	↓
	Keep the community informed about Slow City development projects	2	0.33	2	0.33	-	-
	Encourage community involvement in local decision making	2	0.33	2	0.33	-	-
	Foster community-wide events that promote Slow City philosophy	2	0.33	1	0.17	↓	↓
Mean		1.6	0.26	1.72	0.28		

5.4.2 Content Validity and Reliability of the Delphi Studies

The results of the Round 2 and 3 surveys showed the following content validity and reliability (Table 5.4.24). In regards to Content Validity Ration (CVR), all the items had CVR values ranging from 0.5 to 1, demonstrating high level of validity. Of the 66 items, 36 items showed an increase or demonstrated the same value of CVR. In terms of reliability, the Cronbach's α for each domain ranged from 0.89 to 0.97, indicating a high level of reliability. Furthermore, Cronbach's α values if item deleted ranged from 0.84 to 0.97; hence all the items were deemed appropriate to be used for the final round of survey.

Table 5.4.24 Content Validity Ratio Change and Reliability

Domain	Item	CVR in Round 2	CVR in Round 3	Change in CVR	Cronbach's α	Cronbach's α if item deleted
Heritage & local identity	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	0.84	0.6	↓ (-0.24)	0.91	0.88
	Enhance the value of working techniques and traditional crafts	0.84	0.8	↓ (-0.04)		0.9
	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	0.84	0.9	↑ (+0.06)		0.9
	Conserve and increase the value of local cultural events	0.92	0.7	↓ (-0.22)		0.89
	Maintain local rituals and festivals	0.84	0.8	↓ (-0.04)		0.89
	Implement measures for the preservation of unique local foodstuffs	0.84	0.8	↓ (-0.04)		0.91
	Protect and increase the value of local workshops and markets	0.92	0.8	↓ (-0.12)		0.9
	Protect historical buildings and open for reuse of the community	N/A	0.9	-		0.9
	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	0.84	0.9	↑ (+0.06)		0.89
	Foster local independent businesses	N/A	0.6	-		0.92
Tourism & hospitality	Provide "slow" itineraries (e.g., on brochures, websites)	0.84	0.7	↓ (-0.14)	0.95	0.91
	Encourage local associations to participate actively in promoting Slow City themes	0.68	0.6	↓ (-0.08)		0.92
	Assess visitor and resident satisfaction	0.6	0.7	↑ (+0.1)		0.92
	Encourage community participation in tourism activities for visitors to meet local people	0.76	0.8	↑ (+0.04)		0.92
	Assess the quality of tourism services	0.6	0.7	↑ (+0.1)		0.91
	Provide information about the local way of life	0.76	0.7	↓ (-0.06)		0.92
	Include tourism in the community planning unit (e.g., department)	0.68	0.7	↑ (+0.02)		0.92
	Develop local tourism products and services	N/A	0.6	-		0.91

Table 5.4.24 Content Validity Ratio Change and Reliability (Continued)

Domain	Item	CVR in Round 2	CVR in Round 3	Change in CVR	Cronbach's α	Cronbach's α if item deleted
Quality of urban landscape	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	0.92	0.9	↓ (-0.02)	0.89	0.88
	Create and/or reconstruct community green areas	0.83	1	↑ (+0.17)		0.88
	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	0.75	0.6	↓ (-0.15)		0.84
	Promote sustainable urban planning (e.g., energy-saving construction)	0.92	0.7	↓ (-0.22)		0.84
	Create and/or reconstruct productive green areas within the urban perimeter	0.75	0.9	↑ (+0.15)		0.87
Environment & energy	Conserve air quality	0.83	0.9	↑ (+0.07)	0.97	0.97
	Conserve water quality	0.92	0.9	↓ (-0.02)		0.97
	Conserve soil quality	0.83	0.9	↑ (+0.07)		0.97
	Manage drinking water quality	0.92	0.8	↓ (-0.12)		0.97
	Separation and disposal of urban solid from waste collection	0.83	0.8	↓ (-0.03)		0.96
	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	0.83	0.8	↓ (-0.03)		0.97
	Purify sewage disposal	0.92	0.8	↓ (-0.12)		0.97
	Save energy in buildings and public systems	0.92	0.7	↓ (-0.22)		0.96
	Produce public energy from renewable sources	0.83	0.6	↓ (-0.23)		0.97
	Reduce visual pollution (e.g., billboards, trash)	0.92	0.9	↓ (-0.02)		0.97
	Reduce traffic noise	0.92	1	↑ (+0.08)		0.97
	Reduce public light pollution	0.92	0.9	↓ (-0.02)		0.97
	Reduce consumption of electrical energy	0.83	0.8	↓ (-0.03)		0.97
	Conserve biodiversity	0.83	0.9	↑ (+0.07)		0.97
	Recycle waste	N/A	0.9	-		0.97
Infrastructure	Develop urban cycle paths (connected to public buildings)	0.75	0.8	↑ (+0.05)	0.94	0.93
	Increase the percentage of urban cycle paths over total urban roads (in km)	0.58	0.7	↑ (+0.12)		0.93
	Develop bicycle parking area in interchange zones	0.67	0.7	↑ (+0.03)		0.93
	Promote eco-mobility as an alternative to private cars	0.83	0.9	↑ (+0.07)		0.93
	Provide disability-friendly access to public places and offices	0.67	0.8	↑ (+0.13)		0.93
	Manage urban landscapes (e.g., building renovation, cleanliness)	0.75	0.9	↑ (+0.15)		0.94
	Adopt new and low-environmental impact technologies	0.67	0.7	↑ (+0.03)		0.93
	Enhance the accessibility of recreational facilities	0.58	0.7	↑ (+0.12)		0.94
	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	N/A	1	-		0.94

Table 5.4.24 Content Validity Ratio Change and Reliability (Continued)

Domain	Item	CVR in Round 2	CVR in Round 3	Change in CVR	Cronbach's α	Cronbach's α if item deleted
Education	Educate visitors to protect historical sites from degradation	0.83	0.6	↓ (-0.23)	0.93	0.92
	Provide public awareness education regarding maintenance of historical sites	0.83	0.9	↑ (+0.07)		0.93
	Provide residents with systematic and up-to-date (preemptive) information about Slow City	0.83	0.6	↓ (-0.23)		0.94
	Increase awareness about good food and nutrition	0.58	0.8	↑ (+0.22)		0.92
	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	0.75	0.8	↑ (+0.05)		0.92
	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	0.75	0.6	↓ (-0.15)		0.92
	Educate locals about the need and reasons for heritage preservation	N/A	0.7	-		0.92
	Provide sustainability education for future generations	N/A	0.7	-		0.93
Conviviality	Support promotional campaigns and activities of Slow City	0.67	0.6	↓ (-0.07)	0.93	0.91
	Keep the community informed about Slow City development projects	0.75	0.6	↓ (-0.15)		0.89
	Encourage community involvement in local decision making	0.75	0.6	↓ (-0.15)		0.96
	Foster community-wide events that promote Slow City philosophy	0.58	0.7	↑ (+0.12)		0.9
	Facilitate communication and cooperation among Slow Cities	N/A	0.5	-		0.9

5.5 Delphi-AHP Round IV

The researcher next developed a hierarchical structure based on the results of the Delphi rounds 1, 2 and 3. The decision-making hierarchical graph, which represents the first step of AHP is outlined in Figure 5.5.6. The four respective hierarchical levels represent purpose, domain, sub-domain, and item. The hierarchical relationship amongst the bottom three levels are depicted in such a way that the goal of evaluating a Slow City as a tourism destination can be achieved by explaining each of the key elements.

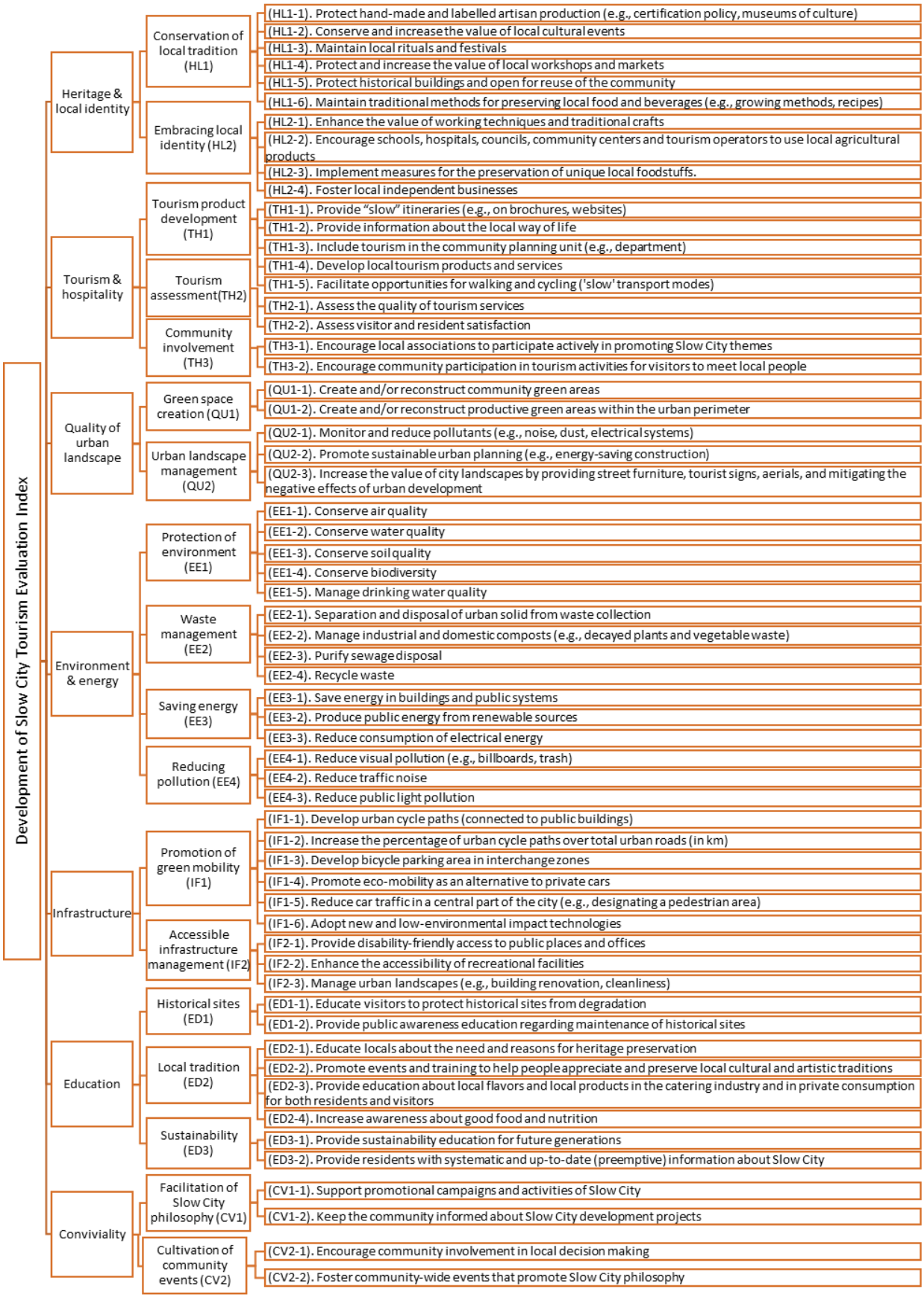

Figure 5.5.6. Hierarchical Structure of Slow City Tourism Evaluation Index

5.5.1 Domains

Table 5.5.25 provides the relative importance of each domain and its ranking. The results indicate that the “heritage and local identity” domain was ranked as the most important criterion for evaluating a Slow City as a tourism destination across the seven key domains. “Conviviality” was the second most important domain, followed respectively by “education,” “quality of urban landscape,” “tourism & hospitality,” “environment & energy,” and “infrastructure”.

Table 5.5.25. Ranking and Relative Importance of Domains

Ranking	Domain	Weight
1	Heritage & local identity	0.2333
2	Conviviality	0.1621
3	Education	0.1450
4	Quality of urban landscape	0.1383
5	Tourism & hospitality	0.1307
6	Environment & energy	0.1153
7	Infrastructure	0.0753
	Total	**1.0000**

5.5.2 Sub-domains

Table 5.5.26 provides the relative importance (local weight) of each domain and its ranking. For the domain of "heritage and local identity," the local weights of sub-domains were: "conservation of local tradition," 0.506; and "embracing local identity," 0.494. The local weights of the sub-domains within the "conviviality" domain were: "facilitation of Slow City philosophy," 0.567; and "cultivation of community events," 0.433. The "education" domain had three sub-domains, with the following relative importance: "historical sites," 0.357; "local traditions," 0.309; and "sustainability," 0.334. In other words, participants considered education on historical sites as the most important, followed by education on sustainability and on local tradition. For the domain of "tourism and hospitality," the local weights of the three sub-domains were: "tourism product development," 0.356; "tourism assessment," 0.184; and "community involvement," 0.461. Involving community when it comes to tourism and hospitality had the most importance, followed by tourism product development and tourism assessment. The domain of "quality of urban landscape" had two sub-domains, each with local weight of 0.486 for "green space creation" and 0.514 for "urban landscape management." The domain of "environment and energy" was composed of four sub-domains. The relative importance of each sub-domain are: "protection of environment," 0.359; "waste management," 0.210; "saving energy," 0.206; and "reducing pollution," 0.225. Among the sub-domains, "protection of environment" was considered as the most important, followed by "reducing pollution," "waste management," and "saving energy" respectively. The two sub-domains for "infrastructure" had local weight of 0.635 for "promotion of green mobility" and 0.366 for "accessible infrastructure management." The CR values of the sub-domains ranged from 0.06 to 0.10, indicating acceptable level of consistency.

Table 5.5.26. Ranking and Relative Importance of Sub-domains

Domain	Sub-domain	Relative importance	Rank within domain	CR
Heritage & Local Identity	Conservation of local tradition	0.506	1	-
	Embracing local identity	0.494	2	
Conviviality	Facilitation of Slow City philosophy	0.567	1	-
	Cultivation of community events	0.433	2	
Education	Historical sites	0.360	1	0.10
	Local tradition	0.309	3	
	Sustainability	0.334	2	
Tourism & Hospitality	Tourism product development	0.356	2	0.07
	Tourism assessment	0.184	3	
	Community involvement	0.461	1	
Quality of Urban Landscape	Green space creation	0.486	2	-
	Urban landscape management	0.514	1	
Environment & Energy	Protection of environment	0.359	1	0.06
	Waste management	0.210	3	
	Saving energy	0.206	4	
	Reducing pollution	0.225	2	
Infrastructure	Promotion of green mobility	0.635	1	-
	Accessible infrastructure management	0.366	2	

Table 5.5.27 demonstrates the relative importance (global weight) of all the sub-domains. Among the 18 sub-domains for evaluating a Slow City as a tourism destination, “conservation of local tradition” was perceived as the most significant, with grand weight of 0.1327. “Embracing local identity” was ranked as the second-most important with grand weight of 0.099, followed by “facilitation of Slow City philosophy” with grand weight of 0.0881. “Waste management,” “tourism assessment,” “saving energy,” and “reducing pollution” were considered as the least important of the sub-domains, and “tourism assessment” had the lowest importance.

Table 5.5.27. Grand Weight of Sub-domains

Rank	Sub-domains	Grand weight
1	Conservation of local tradition	0.1323
2	Embracing local identity	0.1010
3	Facilitation of Slow City philosophy	0.0841
4	Cultivation of community events	0.0780
5	Urban landscape management	0.0739
6	Green space creation	0.0644
7	Tourism product development	0.0564
8	(Education on) sustainability	0.0548
9	Community involvement	0.0518
10	(Education on) local tradition	0.0480
11	Promotion of green mobility	0.0458
12	(Education on) historical sites	0.0422
13	Protection of environment	0.0405
14	Accessible infrastructure management	0.0295
15	Reducing pollution	0.0265
16	Saving energy	0.0252
17	Waste management	0.0231
18	Tourism assessment	0.0224
	Total	1.0000

Figure 5.5.7 Relative Importance of Domains and Sub-domains of SCTEI

Figure 5.5.7 represents the relative importance of the items at the domain level as well as sub-domain level. This figure is one of the key findings of this study, showing which major domains were considered as the most important amongst the SCTEI. The domain level is

composed of following: “heritage and local identity” (23.33%), “conviviality” (16.21%), “education” (14.50%), “quality of urban landscape” (13.83%), “tourism and hospitality” (13.07%), “environment & energy” (11.53%), and “infrastructure” (7.53%). The overall CR value of 0.09 indicates that the participants’ responses to the items in the key domains are of allowable consistency.

5.5.3 Items

Heritage and Local Identity

The relative importance and ranking of items for the domain of "heritage and local identity" are demonstrated in Table 5.5.28. For the sub-domain "conservation of local tradition," which was composed of six items, the item of "protect historical buildings and open for reuse of the community" was perceived as the most important with relative weight of 0.2133. For the sub-domain "embracing local identity," the item of "encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products" had the highest importance with relative weight of 0.3131. The CR values ranged from 0.05 to 0.08, confirming consistency among the participants' responses.

Table 5.5.28. Relative Importance and Ranking of Items (Heritage and Local Identity)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Conservation of local tradition	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	0.1541	4	0.08
	Conserve and increase the value of local cultural events	0.1199	6	
	Maintain local rituals and festivals	0.1343	5	
	Protect and increase the value of local workshops and markets	0.1728	3	
	Protect historical buildings and open for reuse of the community	0.2133	1	
	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	0.2055	2	
Embracing local identity	Enhance the value of working techniques and traditional crafts	0.1903	4	0.05
	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	0.3131	1	
	Implement measures for the preservation of unique local foodstuffs	0.2785	2	
	Foster local independent businesses	0.2182	3	

Tourism and Hospitality

The relative importance and ranking of items for the domain of "tourism and hospitality" are as demonstrated in Table 5.5.29. The sub-domain of "tourism product development" had five items, of which the item of "facilitate opportunities for walking and cycling ('slow' transport modes)" was considered as the most important with relative weight of 0.2590. For the sub-domain "tourism assessment," the item of "assess visitor and resident satisfaction" with relative weight of 0.6243 was perceived to be more important than the item of "assess the quality of tourism services" with relative weight of 0.5774. The CR values ranged from 0.05 to 0.08, confirming the consistency of the participants' responses.

Table 5.5.29. Relative Importance and Ranking of Items (Tourism and Hospitality)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Tourism product development	Provide "slow" itineraries (e.g., on brochures, websites)	0.2066	3	0.08
	Provide information about the local way of life	0.2355	2	
	Include tourism in the community planning unit (e.g., department)	0.1253	5	
	Develop local tourism products and services	0.1735	4	
	Facilitate opportunities for walking and cycling ('slow' transport modes)	0.2590	1	
Tourism assessment	Assess the quality of tourism services	0.3757	2	-
	Assess visitor and resident satisfaction	0.6243	1	
Community involvement	Encourage local associations to participate actively in promoting Slow City themes	0.4226	2	-
	Encourage community participation in tourism activities for visitors to meet local people	0.5774	1	

Quality of Urban Landscape

For the domain of "quality of urban landscape," the relative importance and ranking of items are provided in Table 5.5.30. For the sub-domain of "green space creation," the item of "create and/or reconstruct community green areas" with relative weight of 0.5381 was perceived as more important than the item of "create and/or reconstruct productive green areas within the urban perimeter" with relative weight of 0.4619. In addition, the sub-domain of "urban landscape management" was composed of three items, of which the item of "promote sustainable urban planning (e.g., energy-saving construction)" had the highest level of significance with relative weight of 0.3482. The sub-domain had CR value of 0.09, confirming level of consistency among the respondents.

Table 5.5.30. Relative Importance and Ranking of Items (Quality of Urban Landscape)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Green space creation	Create and/or reconstruct community green areas	0.5381	1	-
	Create and/or reconstruct productive green areas within the urban perimeter	0.4619	2	
Urban landscape management	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	0.3281	2	0.09
	Promote sustainable urban planning (e.g., energy-saving construction)	0.3482	1	
	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	0.3236	3	

Environment and Energy

The domain of "environment and energy" was composed of four sub-domains. The relative importance of each item in the sub-domains are provided in Table 5.5.31. For the sub-domain "protection of environment," the item of "manage drinking water quality" had the highest level of significance compared to the other four items with relative weight of 0.2330. For the sub-domain of "waste management," the item of "recycle waste" was considered as the most important with relative weight of 0.2776. The sub-domain of "saving energy" consisted of three items, of which the item of "produce public energy from renewable sources" was perceived as the most important with relative weight of 0.3786. Last but not least, for the sub-domain of "reducing pollution," the items of "reduce traffic noise" had the highest relative weight of 0.4390. The overall CR values ranged from 0.03 to 0.07, demonstrating strong level of consistency among the participants.

Table 5.5.31. Relative Importance and Ranking of Items (Environment & Energy)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Protection of environment	Conserve air quality	0.1909	4	0.03
	Conserve water quality	0.2092	2	
	Conserve soil quality	0.1692	5	
	Conserve biodiversity	0.1977	3	
	Manage drinking water quality	0.2330	1	
Waste management	Separation and disposal of urban solid from waste collection	0.2385	3	0.03
	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	0.2159	4	
	Purify sewage disposal	0.2680	2	
	Recycle waste	0.2776	1	
Saving energy	Save energy in buildings and public systems	0.3677	2	0.07
	Produce public energy from renewable sources	0.3786	1	
	Reduce consumption of electrical energy	0.2537	3	
Reducing pollution	Reduce visual pollution (e.g., billboards, trash)	0.3363	2	0.05
	Reduce traffic noise	0.4390	1	
	Reduce public light pollution	0.2248	3	

Infrastructure

The relative importance and ranking of items for the domain of "infrastructure" are as demonstrated in Table 5.5.32. The sub-domain of "promotion of green mobility" was composed of six items, of which the item of "reduce car traffic in a central part of the city (e.g., designating a pedestrian area)" had the highest level of importance with relative weight of 0.2433. For the sub-domain "accessible infrastructure management," the item of "provide disability-friendly access to public places and offices" was considered as the most important with relative weight of 0.4030. The CR values also confirmed consistency among the participants' responses, ranging from 0.06 to 0.08.

Table 5.5.32. Relative Importance and Ranking of Items (Infrastructure)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Promotion of green mobility	Develop urban cycle paths (connected to public buildings)	0.1617	3	0.08
	Increase the percentage of urban cycle paths over total urban roads (in km)	0.1526	4	
	Develop bicycle parking area in interchange zones	0.1458	5	
	Promote eco-mobility as an alternative to private cars	0.1644	2	
	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	0.2433	1	
	Adopt new and low-environmental impact technologies	0.1323	6	
Accessible infrastructure management	Provide disability-friendly access to public places and offices	0.4030	1	0.06
	Enhance the accessibility of recreational facilities	0.3174	2	
	Manage urban landscapes (e.g., building renovation, cleanliness)	0.2796	3	

Education

The domain of "education" had three sub-domains. The relative importance and ranking of items for each sub-domain is provided in Table 5.5.33. For the sub-domain of "(education on) historical sites," the item of "provide public awareness education regarding maintenance of historical sites" with relative weight of 0.5767 was considered to be more important than the item of "educate visitors to protect historical sites from degradation" with relative weight of 0.4233. For the sub-domain of "(education on) local tradition," which was composed of four items, the item of "educate locals about the need and reasons for heritage preservation" had the highest level of importance with relative weight of 0.2858. The CR value was 0.09, confirming consistency of the responses. The sub-domain of "(education on) sustainability" had two items, and the item of "provide sustainability education for future generations" had higher level of importance with relative weight of 0.5869 than the item of "provide residents with systematic and up-to-date (preemptive) information about Slow City" with relative weight of 0.4131.

Table 5.5.33. Relative Importance and Ranking of Items (Education)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Historical sites	Educate visitors to protect historical sites from degradation	0.4233	2	-
	Provide public awareness education regarding maintenance of historical sites	0.5767	1	
Local tradition	Educate locals about the need and reasons for heritage preservation	0.2848	1	0.09
	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	0.2305	4	
	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	0.2542	2	
	Increase awareness about good food and nutrition	0.2306	3	
Sustainability	Provide sustainability education for future generations	0.5869	1	-
	Provide residents with systematic and up-to-date (preemptive) information about Slow City	0.4131	2	

Conviviality

The relative importance and ranking of items for the domain of "conviviality" are as demonstrated in 5.5.34. For the sub-domain "facilitation of Slow City philosophy," the item of "support promotional campaigns and activities of Slow City" had higher level of importance with relative weight of 0.5631, than the item of "keep the community informed about Slow City development projects" with relative weight of 0.4369. The sub-domain "cultivation of community events" was also composed of two items. The item of "foster community-wide events that promote Slow City philosophy" with relative weight of 0.5043 was considered to be more important than the item of "encourage community involvement in local decision making" with relative weight of 0.4957.

Table 5.5.34. Relative Importance and Ranking of Items (Conviviality)

Sub-domain	Items	Relative importance (Relative weight)	Rank within sub-domain	CR
Facilitation of Slow City philosophy	Support promotional campaigns and activities of Slow City	0.5631	1	-
	Keep the community informed about Slow City development projects	0.4369	2	
Cultivation of community events	Encourage community involvement in local decision making	0.4957	2	-
	Foster community-wide events that promote Slow City philosophy	0.5043	1	

Global Ranking of Items

Table 5.5.35 demonstrates the importance (grand weight) of all the items. Among the 60 items for evaluating a Slow City as a tourism destination, "support promotional campaigns and activities of Slow City" was perceived as the most significant, with grand weight of 0.0523. The item of "encourage community involvement in local decision making" was ranked as the second-most important with grand weight of 0.0452, followed by "create and/or reconstruct community green areas" with grand weight of 0.0399. Items including "reduce public light pollution," "include tourism in the community planning unit (e.g., department)," "separation and disposal of urban solid from waste collection," and "manage industrial and domestic composts (e.g., decayed plants and vegetable waste)" were considered as the least important, with the item of "manage industrial and domestic composts (e.g., decayed plants and vegetable waste)" having the lowest level of importance with grand weight of 0.0048.

Table 5.5.35. Grand Weights of Items

Rank	Item	Grand weight
1	Support promotional campaigns and activities of Slow City	0.0525
2	Encourage community involvement in local decision making	0.0452
3	Create and/or reconstruct community green areas	0.0399
4	Protect historical buildings and open for reuse of the community	0.0393
5	Foster community-wide events that promote Slow City philosophy	0.0328
6	Encourage community participation in tourism activities for visitors to meet local people	0.0326
7	Provide sustainability education for future generations	0.0323
8	Keep the community informed about Slow City development projects	0.0317
9	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	0.0317
10	Implement measures for the preservation of unique local foodstuffs	0.0282
11	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	0.0255
12	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	0.0255
13	Promote sustainable urban planning (e.g., energy-saving construction)	0.0251
14	Provide public awareness education regarding maintenance of historical sites	0.0250
15	Create and/or reconstruct productive green areas within the urban perimeter	0.0245

16	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	0.0232
17	Provide residents with systematic and up-to-date (preemptive) information about Slow City	0.0226
18	Foster local independent businesses	0.0217
19	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	0.0207
20	Enhance the value of working techniques and traditional crafts	0.0195
21	Encourage local associations to participate actively in promoting Slow City themes	0.0192
22	Protect and increase the value of local workshops and markets	0.0180
23	Educate visitors to protect historical sites from degradation	0.0172
24	Facilitate opportunities for walking and cycling ('slow' transport modes)	0.0151
25	Maintain local rituals and festivals	0.0149
26	Conserve and increase the value of local cultural events	0.0140
27	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	0.0139
28	Assess visitor and resident satisfaction	0.0139
29	Provide “slow” itineraries (e.g., on brochures, websites)	0.0136
30	Educate locals about the need and reasons for heritage preservation	0.0130
31	Reduce traffic noise	0.0124
32	Provide information about the local way of life	0.0121
33	Provide disability-friendly access to public places and offices	0.0117
34	Increase awareness about good food and nutrition	0.0109
35	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	0.0102
36	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	0.0101
37	Manage drinking water quality	0.0099
38	Develop local tourism products and services	0.0098
39	Enhance the accessibility of recreational facilities	0.0098
40	Save energy in buildings and public systems	0.0093
41	Produce public energy from renewable sources	0.0088
42	Conserve air quality	0.0088
43	Assess the quality of tourism services	0.0085
44	Reduce visual pollution (e.g., billboards, trash)	0.0082
45	Manage urban landscapes (e.g., building renovation, cleanliness)	0.0079
46	Develop urban cycle paths (connected to public buildings)	0.0078
47	Conserve water quality	0.0077
48	Promote eco-mobility as an alternative to private cars	0.0077
49	Conserve biodiversity	0.0072
50	Reduce consumption of electrical energy	0.0071
51	Develop bicycle parking area in interchange zones	0.0069
52	Conserve soil quality	0.0068
53	Increase the percentage of urban cycle paths over total urban roads (in km)	0.0068
54	Purify sewage disposal	0.0066
55	Recycle waste	0.0065

56	Adopt new and low-environmental impact technologies	0.0064
57	Reduce public light pollution	0.0059
58	Include tourism in the community planning unit (e.g., department)	0.0058
59	Separation and disposal of urban solid from waste collection	0.0052
60	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	0.0048

5.6 Stakeholder Analysis

5.6.1 Demographic Profile of Stakeholder Groups

The demographic profile of respondents in the stakeholder survey is presented in Table 5.5.36. Gender, age, level of education, occupation, Slow City participation, and level of Slow City support were examined. The demographics of the respondents are not significantly different across the stakeholder groups except for the gender and occupation of civil servants group.

Table 5.5.36 Demographic Profile of Stakeholder Groups

		Residents (n=240)	Civil servants (n=141)	Visitors (n=131)
Gender	Male	80 (33%)	88 (62%)	50 (51%)
	Female	160 (67%)	53 (38%)	71 (59%)
Age	Min	14	23	8
	Mean	41.8	40.3	39.4
	Max	78	60	73
Education	Elementary	4 (2%)	0 (0%)	8 (7%)
	Middle	32 (12%)	1 (1%)	4 (3%)
	High	76 (32%)	7 (5%)	26 (21%)
	College	116 (48%)	121 (86%)	68 (56%)
	Graduate	12 (5%)	12 (9%)	15 (12%)
Occupation	None	5 (3%)	0 (0%)	0 (0%)
	Agriculture & fishery	40 (20%)	0 (0%)	10 (9%)
	Administrative	50 (25%)	0 (0%)	13 (12%)
	Service	6 (3%)	0 (0%)	7 (7%)
	Professional	15 (8%)	0 (0%)	14 (13%)
	Government	0 (0%)	141 (100%)	27 (25%)
	Self-employed	21 (11%)	0 (0%)	10 (9%)
	Housewife	0 (0%)	0 (0%)	0 (0%)
	Student	31 (16%)	0 (0%)	16 (15%)
	Other	32 (16%)	0 (0%)	10 (9%)
Slow City Participation	Yes	34 (14%)	33 (23%)	33 (27%)
	No	206 (86%)	108 (77%)	88 (73%)
Level of Slow City Support	Do not support at all	5 (2%)	1 (1%)	3 (2%)
	Do not support	8 (3%)	1 (1%)	2 (2%)
	Slightly do not support	12 (5%)	1 (1%)	4 (3%)
	Neutral	88 (37%)	49 (35%)	34 (28%)
	Slightly support	42 (18%)	9 (6%)	13 (11%)
	Support	65 (27%)	62 (44%)	44 (36%)
	Extremely support	20 (8%)	18 (13%)	21 (17%)

5.6.2 Analysis of Stakeholder Groups

One-way ANOVA was used to compare the perceived importance of each item among three groups including local residents, civil servants, and the visitors. Tukey's HSD tests were conducted to provide pair-wise comparisons between the stakeholder groups. Homogenous subsets were indicated using letters "a" and b" after group specific means through Tables 5.6.37 to 5.6.43, where the mean of subset a is significantly smaller than the mean of subset b.

Heritage & Local Identity

The results of one-way ANOVA among three stakeholder groups for the domain of "heritage and local identity" are demonstrated in Table 5.6.37. Regarding the item "conserve and increase the value of local cultural events" in the sub-domain "conservation of local tradition," civil servants showed a higher mean score (mean=5.35) than local residents (mean=4.97) at the 0.05 level. No significant differences among the stakeholder groups at the 0.05 level were found regarding other items.

In the sub-domain "embracing local identity," two of four items showed significant differences among the stakeholder groups. In regard to the item "encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products," visitors revealed higher mean scores (mean=5.34) compared to local residents (mean= 4.92) at the 0.05 level. In terms of the item "foster local independent business," mean value of visitors (mean=5.21) was higher than those of local residents (mean=4.82) and civil servants (4.74) at the 0.05 level.

Table 5.6.37 One-way ANOVA for comparison of stakeholders' perceptions of heritage and local identity

Sub-domains and Items	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Conservation of Local Tradition					
Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture) (HL1-1)	4.77	4.95	5.07	2.120	0.121
Conserve and increase the value of local cultural events (HL1-2)	4.97 a	5.35 b	5.26 ab	3.781	**0.023**
Maintain local rituals and festivals (HL1-3)	5.10	5.30	5.44	2.734	0.066
Protect and increase the value of local workshops and markets (HL1-4)	5.06	5.20	5.23	0.802	0.449
Protect historical buildings and open for reuse of the community (HL1-5)	5.05	5.20	5.16	0.585	0.557
Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes) (HL1-6)	5.09	5.22	5.39	1.923	0.147
Embracing Local Identity					
Enhance the value of working techniques and traditional crafts (HL2-1)	4.86	4.96	5.13	1.507	0.223
Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products (HL2-2)	4.92 a	5.01 ab	5.34 b	3.967	**0.020**
Implement measures for the preservation of unique local foodstuffs (HL2-3)	5.16	5.29	5.53	2.911	0.055
Foster local independent businesses (HL2-4)	4.82 a	4.74 a	5.21 b	4.063	**0.018**

Note: a and b indicate the source of significant differences (a<b).

Tourism & Hospitality

The results of one-way ANOVA among three stakeholder groups for the domain of "tourism and hospitality" are shown in Table 5.6.38. No significant differences among the stakeholders' perceptions were found at the 0.05 level. However, for all items in the domain, the visitor group presented higher mean values than those by both resident and civil servant groups. It indicates that the importance on all items pertinent to tourism and hospitality was highest perceived by the visitor group.

Table 5.6.38 One-way ANOVA for comparison of stakeholders' perceptions of tourism and hospitality

Sub-domain and Item	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Tourism Product Development					
Provide "slow" itineraries (e.g., on brochures, websites) (TH1-1)	4.87	4.95	5.01	0.482	0.618
Provide information about the local way of life (TH1-2)	4.76	4.77	4.97	1.077	0.342
Include tourism in the community planning unit (e.g., department) (TH1-3)	4.87	4.89	5.01	0.462	0.630
Develop local tourism products and services (TH1-4)	4.89	4.90	5.09	0.981	0.376
Facilitate opportunities for walking and cycling ('slow' transport modes) (TH1-5)	4.79	4.79	4.92	0.362	0.697
Tourism Assessment					
Assess the quality of tourism services (TH2-1)	4.72	4.74	5.02	2.246	0.107
Assess visitor and resident satisfaction (TH2-2)	4.71	4.64	4.79	0.391	0.677
Community Involvement					
Encourage local associations to participate actively in promoting Slow City themes (TH3-1)	4.77	4.78	5.02	1.484	0.228
Encourage community participation in tourism activities for visitors to meet local people (TH3-2)	4.76	4.64	4.92	1.252	0.287

Quality of Urban Landscape

Table 5.6.39 illustrates the results of one-way ANOVA among three stakeholder groups for the domain of "quality of urban landscape." In the "green space creation" sub-domain, no significant differences among the stakeholder groups were found at the 0.05 level. Similarly in the "urban landscape management" sub-domain, no significant differences among resident, civil servant and visitor groups were found at the 0.05 level. Overall, the visitor group had higher mean values than the resident and government official groups, indicating that the perceived level importance of items related to quality of urban landscape was highest among the visitors.

Table 5.6.39 One-way ANOVA for comparison of stakeholders' perceptions of quality of urban landscape

Sub-domains and Items	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Green Space Creation					
Create and/or reconstruct community green areas (QU1-1)	4.91	5.04	5.11	0.982	0.375
Create and/or reconstruct productive green areas within the urban perimeter (QU1-2)	4.91	4.90	5.19	1.920	0.148
Monitor and reduce pollutants (e.g., noise, dust, electrical systems) (QU2-1)	4.75	4.73	4.93	0.702	0.496
Urban Landscape Management					
Promote sustainable urban planning (e.g., energy-saving construction) (QU2-2)	4.76	4.55	4.97	2.677	0.070
Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development (QU2-3)	4.88	4.91	4.98	0.242	0.785

Environment & Energy

The results of one-way ANOVA among three stakeholder groups for the domain of "environment and energy" are shown in Table 5.6.40. In the sub-domain "protection of environment," one of five items revealed significant differences among stakeholder groups at the 0.05 level. In regard to the item "conserve biodiversity," the perception of importance was highest among visitors (mean=5.45) compared to that of residents (mean=4.94). Other items in the sub-domain did not show significant differences among the stakeholder groups at the 0.05 level.

In the "waste management" sub-domain one of four items revealed significant differences among the stakeholder groups at the 0.05 level. Concerning the item "manage industrial and domestic composts (e.g., decayed plants and vegetable waste)," visitors (mean=5.35) and local residents (mean=4.93) showed higher perception of importance than civil servants (mean=4.75).

As for "saving energy" sub-domain, no significant differences among the stakeholder groups were found at the 0.05 level. Regarding "reducing pollution" sub-domain, two of three items demonstrated significant differences among stakeholders at 0.05 level. For the item "reduce visual pollution (e.g., billboards, trash)," visitors (mean=5.25) showed higher mean values than those rated by local residents (mean=4.84). Lastly, in regards to the item "Reduce public light pollution," visitors (mean=5.22) demonstrated higher level of perceived importance than local residents (mean=4.81).

Table 5.6.40 One-way ANOVA for comparison of stakeholders' perceptions of environment and energy

Sub-domains and Items	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Protection of Environment					
Conserve air quality (EE1-1)	5.05	5.04	5.26	1.061	0.347
Conserve water quality (EE1-2)	4.98	5.00	5.32	2.504	0.083
Conserve soil quality (EE1-3)	5.02	4.96	5.26	1.574	0.208
Conserve biodiversity (EE1-4)	4.94 a	5.08 ab	5.45 b	5.527	**0.004**
Manage drinking water quality (EE1-5)	5.02	5.00	5.35	2.752	0.065
Waste Management					
Separation and disposal of urban solid from waste collection (EE2-1)	4.99	4.91	5.29	2.914	0.055
Manage industrial and domestic composts (e.g., decayed plants and vegetable waste) (EE2-2)	4.93 b	4.75 a	5.35 b	6.959	**0.001**
Purify sewage disposal (EE2-3)	5.02	5.16	5.29	1.664	0.190
Recycle waste (EE2-4)	5.06	5.14	5.23	0.591	0.554
Saving Energy					
Save energy in buildings and public systems (EE3-1)	5.00	5.00	5.16	0.580	0.560
Produce public energy from renewable sources (EE3-2)	4.93	4.87	5.19	2.091	0.125
Reduce consumption of electrical energy (EE3-3)	4.87	4.89	5.16	1.990	0.138
Reducing Pollution					
Reduce visual pollution (e.g., billboards, trash) (EE4-1)	4.84 a	4.96 ab	5.25 b	3.461	**0.032**
Reduce traffic noise (EE4-2)	4.85	4.84	5.15	2.271	0.104
Reduce public light pollution (EE4-3)	4.81 a	4.87 ab	5.22 b	4.143	**0.016**

Note: a, and b indicate the source of significant differences (a<b).

Infrastructure

The results of one-way ANOVA among three stakeholder groups for the domain of "infrastructure" are demonstrated in Table 5.6.41. Five of six items in the sub-domain of "promotion of green mobility" showed significant differences among the stakeholder groups at the 0.05 level. Regarding the item "develop urban cycle paths (connected to public buildings)," visitors (mean=5.12) and residents (mean=4.96) showed higher level of perceived importance compared to civil servants (mean=4.36). For the item "increase the percentage of urban cycle paths over total urban roads," visitors (mean=5.00) and residents (mean=4.89) revealed higher mean scores than that of civil servants (mean=4.34). Concerning the item "develop bicycle parking area in interchange zones," visitors (mean=4.93) and residents (mean=4.79) had higher level of perceived importance than civil servants (mean=4.31). In regard to the item "promote eco-mobility as an alternative to private cars," visitors (mean=4.95) and residents (mean=4.78) showed higher mean values compared to that of civil servants (mean=4.22). Regarding the item "reduce car traffic in a central part of the city (e.g., designating a pedestrian area)," visitors (mean=4.99) and residents (mean=4.83) demonstrated higher level of perceived importance than that of civil servants (mean=4.38).

In terms of the three items in the sub-domain "accessible infrastructure management," no significant differences were revealed among the stakeholder groups at the 0.05 level.

Table 5.6.41 One-way ANOVA for comparison of stakeholders' perceptions of infrastructure

Sub-domains and Items	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Promotion of Green Mobility					
Develop urban cycle paths (connected to public buildings) (IF1-1)	4.96 b	4.36 a	5.12 b	9.492	**0.000**
Increase the percentage of urban cycle paths over total urban roads (in km) (IF1-2)	4.89 b	4.34 a	5.00 b	7.326	**0.001**
Develop bicycle parking area in interchange zones (IF1-3)	4.79 b	4.31 a	4.93 b	6.004	**0.003**
Promote eco-mobility as an alternative to private cars (IF1-4)	4.78 b	4.22 a	4.95 b	8.351	**0.000**
Reduce car traffic in a central part of the city (e.g., designating a pedestrian area) (IF1-5)	4.83 b	4.38 a	4.99 b	6.154	**0.002**
Adopt new and low-environmental impact technologies (IF1-6)	4.89	4.65	5.07	2.952	0.053
Accessible Infrastructure Management					
Provide disability-friendly access to public places and offices (IF2-1)	4.93	4.72	5.09	2.072	0.127
Enhance the accessibility of recreational facilities (IF2-2)	4.99	5.01	5.23	1.243	0.290
Manage urban landscapes (e.g., building renovation, cleanliness) (IF2-3)	4.86	4.79	5.13	2.048	0.130

Note: a, and b indicate the source of significant differences (a<b).

Education

Table 5.6.42 illustrates the results of one-way ANOVA among three stakeholder groups for the domain of "education." In regards to the sub-domain "education on historical sites," no significant difference was found at the 0.05 level. Concerning the sub-domain "education on local tradition," no significant difference among the stakeholder groups was found at the 0.05 level. Regarding the sub-domain of "education on sustainability," no significant difference was found among the stakeholder groups at the 0.05 level.

Table 5.6.42 One-way ANOVA for comparison of stakeholders' perceptions of education

Sub-domain and Item	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Education on Historical Sites					
Educate visitors to protect historical sites from degradation (ED1-1)	4.61	4.67	4.79	0.620	0.538
Provide public awareness education regarding maintenance of historical sites (ED102)	4.66	4.71	4.83	0.651	0.522
Education on Local Tradition					
Educate locals about the need and reasons for heritage preservation (ED2-1)	4.74	4.79	4.84	0.222	0.801
Promote events and training to help people appreciate and preserve local cultural and artistic traditions (ED2-2)	4.94	5.12	5.11	1.083	0.339
Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors (ED2-3)	4.82	4.81	5.01	0.928	0.396
Increase awareness about good food and nutrition (ED2-4)	4.80	5.04	5.1	2.949	0.053
Education on Sustainability					
Provide sustainability education for future generations (ED3-1)	4.75	4.67	4.88	0.735	0.480
Provide residents with systematic and up-to-date (preemptive) information about Slow City (ED3-2)	4.65	4.73	4.92	1.446	0.236

Conviviality

The results of one-way ANOVA among three stakeholder groups for the domain of "conviviality" are demonstrated in Table 5.6.43. Concerning the sub-domain "facilitation of Slow City philosophy," there was no significant difference among the stakeholder groups at the 0.05 level. Similarly, in regard to the sub-domain "cultivation of community events," no significant difference was found among the stakeholder groups at the 0.05 level. In regard to all the items in the domain, the visitor group presented higher mean values than those by both resident and civil servant groups. It indicates that the importance on all items pertinent to conviviality was highest perceived by the visitor group.

Table 5.6.43 One-way ANOVA for comparison of stakeholders' perceptions of conviviality

Sub-domains and Items	Residents (n=240)	Civil servants (n=141)	Visitors (n=121)	F-value	P-value
Facilitation of Slow City Philosophy					
Support promotional campaigns and activities of Slow City (CV1-1)	4.78	4.92	4.97	0.954	0.386
Keep the community informed about Slow City development projects (CV1-2)	4.82	4.75	4.91	0.404	0.668
Cultivation of Community Events					
Encourage community involvement in local decision making (CV2-1)	4.80	4.77	4.98	0.877	0.417
Foster community-wide events that promote Slow City philosophy (CV2-2)	4.86	4.90	5.02	0.554	0.575

Chapter 6 DISCUSSION, ANAYSIS, AND FINDINGS

The main purpose of this study has been to develop the SCTEI which is intended to serve as a tool for integrative sustainable development at the grassroots level. This chapter revisits each domain of the SCTEI, explains the major findings obtained from the research, and discusses implications for further Slow City tourism development. How the results differ or confirm previous research is also explained.

6.1 Heritage & Local Identity

In the results of the study it has been revealed that “heritage and local identity” is the most significant among the seven SCTEI domains with a weighting of 0.2333. Furthermore, “conservation of local tradition” was identified as the most significant of the sub-domains with a grand weighting of 0.1323, followed by “embracing local identity” which recorded a grand weighting of 0.101. The two sub-domains that belong to “heritage and local identity” were ranked top amongst 18 sub-domains. Across the 60 SCTEI items, the three “heritage and local identity” items were amongst the 10 most significant. All in all, the Delphi-AHP study findings highlighted the importance of “heritage and local identity” as a means of understanding Slow City and its tourism development.

Intuitively it seems obvious that “heritage and local identity” will be critical to the facilitation of Slow City principles. However, such significance has not been fully addressed in the network’s Requirements for Excellence (Appendix 1). Although these have been used extensively for Slow City certification, there is no specific heritage nor locality domain. The two domains that convey the idea of heritage and local identity are “agriculture, tourism, and artisan production” and “hospitality, awareness, and training.” However, as is indicated by the domain names, locality and heritage covers only one element. This points to neglect of local heritage and identity, despite its appearance as the most significant Slow City idea (based on

the findings of this study).

The researcher views Slow City as a network that promotes the place-making of small towns by pursuing sustainable development and quality of life. Place-making contributes to community development and quality of life (Fleming, 2007) and can strengthen connections between residents and the city by enhancing its attractiveness (Nowak, 2007). In this context Markusen and Gadwa's (2010) observation that successful place-making derives from commitment to a place and its uniqueness, is notable. Such uniqueness can be achieved by conserving and promoting local traditions, arts, and lifestyles, which will, in turn, strengthen the branding power of a small town at an organic level. The current study asserts that the significance of heritage and local identity should be fully acknowledged when evaluating the Slow City certification process.

Study 3 showed how local stakeholders may have diverse perceptions about the importance of the SCTEI items. No differences were evident between stakeholder groups at the 0.05 level, with only 3 out of the 10 items under the "heritage and local identity" domain showing significant differences. However, the results revealed that compared with local residents, civil servants attach greater importance to conservation and to enhancing the value of local cultural events.

In their responses, visitors attached more importance to encouraging schools, hospitals, councils, community centers, and to the use of local agricultural products by tourism operators than local residents. Compared with local residents and civil servants, visitors perceived the fostering of local independent businesses as an important item for evaluating Slow City. These two items pertain to "embracing local identity" across the sub-domain. The findings suggest that visitors attach more importance to local identity than local residents and civil servants. It is also evident that visitors attach particular value to businesses that have a base around local products.

Efforts should be made to conserve locality through entrepreneurial applications if Slow City is to achieve its full potential. In other words, local residents and civil servants should use more locally grown products and promote interesting aspects of their unique lifestyles to others. Developing standards for Slow City branded products is suggested for successful implementation (Brown & Jeong, 2018). In addition, local business owners can align their business' origin story with the Slow City brand by finding and promoting the overlap to create a unique product and experience. Furthermore, such branding that draws upon cultural resources has been identified as a crucial success strategy for destinations (Evans, 2003). In this way, Slow City may foster the establishment and development of more local businesses that are unique and attractive to visitors. This will, in turn, increase incomes and strengthen local businesses.

Local entrepreneurs tend to demonstrate relatively more commitment to local communities (McNamara et al., 1995), and local businesses have an opportunity to build a stronger sense of community through the involvement of community members (Peredo & Chrisman, 2006). In the tourism context it has been observed that innovative entrepreneurship is a critical determinant of success in the destination life cycle (Komppula, 2014). Such ideas have also been applauded as potentially sustainable ways of advancing economic prosperity in small towns (Korsching & Allen, 2004; Leyshon et al., 2003; Mayer & Knox, 2010). These circumstances create a virtuous cycle where local entrepreneurs value local culture and encourage a sense of community, thereby forming a valuable community asset from the perspective of both residents and visitors. In turn, such entrepreneurship can generate economic wealth, thereby contributing to the sustainability of small towns such as those involved in the Slow City movement.

6.2 Tourism & Hospitality

Despite the evidently close connections between Slow City and tourism, tourism has been neglected when seeking an understanding of Slow City. One of the aims of the present study is to shift such perspectives. As discussed in the previous chapter, Slow City engages in place-making by focusing on locality and conviviality. This focus makes member towns more livable for residents and also transforms them into enjoyable places for visitors. Creating welcoming cities where visitors can enjoy local hospitality is also consistent with the principles of Slow City. After all, what potential visitor would consider a city where no one cares about visitors? Noting the wide ranging scope of the domain, the present researcher has identified nine tourism and hospitality-related items that are significant for the evaluation of Slow City.

The study results showed the significance of the "tourism and hospitality" domain as fifth with a weighting of 0.1307. Three sub-domains are included under "tourism and hospitality", namely: "tourism product development," "community involvement," and "tourism assessment." "Tourism product development" was ranked seventh among the 18 SCTEI sub-domains (0.0564), "community involvement" was ranked ninth (0.048), and "tourism assessment" was ranked 18th (0.0224).

Of the total of 60 SCTEI items, one was found within the top 10 most significant items under "tourism and hospitality", namely to: "encourage community participation in tourism activities for visitors to meet local people" with a weighting of 0.0326. This item attaches particular value to connecting visitors and local residents and considers tourism activities as a means of connecting the two parties. The ranking of this item within the top 10 suggests the importance of planning tourism activities in which local residents and visitors can co-create their Slow City experience. Examples include bicycle tour of the city guided by local residents and a mixture of gastronomy and heritage exploration tour. Furthermore, policymakers are advised to think of ways that will motivate tourists to visit towns where they can participate in

the creation of experiences together with citizens.

Sharing among and between local people and visitors can facilitate the exchange of ideas and beliefs, thereby creating a new sense of community. The sense of belonging, trust, and convivial relationships can also foster the development of businesses based on the rituals of exchange and co-creation (Guercini & Ranfagni, 2016). Once again, entrepreneurship is highlighted by the significance attached to the convivial experience.

Tourism activities therefore should be planned accordingly to facilitate and maximize such benefits. They should include interactive experiences which can also turn into user generated content. Activities should reflect local authenticity while exposing the participants to the Slow City brand logo. In addition, activities should involve active participation of visitors and residents. For example, documenting or watching would not be considered as active experience, while cooking or making would be considered as creative experience. Most importantly, the nature of the tourism activities should be inherently fun and interesting, so that participating in such co-creative experience becomes meaningful enough for the visitors to make and share contents related to Slow City.

It has been mentioned previously that small towns in the Slow City network have fewer than 50,000 residents. These cities generate income by attracting visitors who can consume not only products but also local traditions. This should be recognized as a legitimate source of income for members. The issue of sustainability should also be considered because the phenomenon of overtourism which has recently been well-documented may have negative consequences for Slow City. Hence, a solid framework such as SCTEI which recognizes tourism as an indispensable part of Slow City is needed to ensure that development and management occur sustainably.

6.3 Quality of the Urban Landscape

"Quality of urban landscape" was ranked fourth in importance amongst seven domains with a weighting of 0.1383. The domain mainly involved items about green space creation and urban landscape management. Among the 18 SCTEI sub-domains, "urban landscape management" and "green space creation" were ranked fifth (0.0739) and sixth (0.0644), respectively. The "quality of urban landscape" domain comprises of five items, relatively few compared with the other SCTEI domains. However, all items in the "quality of urban landscape" domain were ranked within the top 20 which indicates the significance that is attached to the urban landscape aspect.

Of 60 items in total "create and/or reconstruct community green areas" was the third most important (0.0399). This finding highlights the importance of community green space when evaluating Slow City. While most Slow Cities are located in rural areas with a multitude of enjoyable natural surroundings nearby, more vegetated space needs to be created for the community to enjoy. Examples include green areas, such as parks, playgrounds, plazas, and open spaces for community gatherings. This finding again relates to the importance of conviviality for Slow City, in which community members share and co-create experiences in public green areas. These areas also generate environmental benefits because creating and keeping green space involves conserving the natural environment.

The "urban landscape management" sub-domain is composed of items that relate to how a Slow City can be managed in a visually appealing and sustainable way. This will involve reducing and monitoring pollutants, providing street furniture, and providing tourists with signals so that the value of the city can be enhanced. Furthermore, as Slow City is not just about growth and development, buildings and streetscapes should align with the ambience of Slow City and reflect local heritage. On a similar note, construction efforts that reflect the ancient heritage of a town has also been identified as a long term strategy for Slow City (Brown &

Jeong, 2018). Its evaluation also seeks sustainable management of the urban landscape. There is an impetus to promote sustainable urban planning, including the construction of energy-saving buildings.

6.4 Environment & Energy

Many Slow City attributes and charms originate from the adjoining natural environment. Hence, it is unsurprising that Slow City encourages environmental conservation and promotes sustainable energy. The "environment and energy" domain has the largest number of items in the SCTEI (15 in total), indicative of the importance of environment and energy. This outcome is partly explained by the elimination of relatively few items during the various rounds of surveying. All 15 items were considered to be of some importance in evaluating Slow City.

The study results were, however, somewhat contradictory. The "environment and energy" domain ranked sixth out of seven SCTEI domains. The four sub-domains under "environment and energy" ranked 13th, 15th, 16th, and 17th, respectively. In the case of items, none of the 15 items within the domain was ranked within the top 10 in terms of importance. In fact, all items under the "environment and energy" domain were within the bottom half of the 60 SCTEI items. This does not imply that environment and energy items are unimportant. Instead, it should be understood that environment- and energy-related items should be given relatively less weighting (importance) compared with other items. In evaluating a Slow City, a member might satisfy many items under the "environment and energy" domain, though this would not necessarily mean that the city has a sufficient score because items in the domain are less highly weighted. These ideas also distinguish a Slow City from other nature conservation efforts, such as UNESCO World Heritage Sites. The study findings suggest that environment and energy have relatively lesser importance for the purposes of evaluating Slow City.

The results of Study 3, which compared the perceptions of stakeholder towards SCTEI, demonstrated no significant differences for energy-saving items among the stakeholder groups. However, visitors generally attached greater importance than residents to items concerning environmental protection (e.g., conserve biodiversity) and reducing pollution (e.g., visual

pollution and public light pollution). Such differences may indicate that visitors tend to associate Slow City with the environment, even though the Slow City concept is not focused exclusively on the natural surroundings. Those advocating Slow City, would be advised to put more efforts into promoting Slow City principles that focus on unique localities and on conviviality.

6.5 Infrastructure

The “infrastructure” domain was rated lowest of the SCTEI with a weighting of 0.0753. Among the 18 SCTEI sub-domains, the two sub-domains of “promotion of green mobility” and “accessible infrastructure management” under infrastructure area ranked 11 and 14, respectively. Furthermore, all of the nine items under the “infrastructure” domain were located in the bottom half of the 60 SCTEI items in terms of importance.

In aggregate, infrastructure and its associations were less important than other SCTEI items. However, the kind of infrastructure must be examined. Multiple rounds of expert surveys through the present study have generated a list of nine items that should be considered in evaluating the infrastructure for Slow City. The items related primarily to promoting green mobility, ranging from developing urban cycle paths and bicycle parking areas to adopting low-environmental impact technologies to reduce traffic in the city. This result also coincides with the idea of Slow City, which is not just about going slow and being anti-growth but also about encouraging sustainable ways to take a break.

Regarding the promotion of green mobilities, the stakeholder analyses have shown that civil servants perceived the idea as less important than residents and visitors. The finding indicates that though green mobilities are a potential focus for Slow City related discussions, local governments should be made more aware. The green mobility concept pairs well with Slow City. While a Slow City does not have to be literally slow, providing opportunities for residents and visitors to rely on alternative mobilities may enhance the brand image of Slow City. Thus, additional attention could usefully be given to supporting the promotion of green mobilities.

Accessible infrastructure is another major emerging idea from the SCTEI infrastructure domain. Residents or visitors with a disability should have access to public places, and recreational facilities should be accessible to all community members. Managing the city’s

urban landscape cleanly is likewise perceived as enhancing the accessibility of community infrastructure.

6.6 Education

The study findings identified education as the third most important SCTEI domain with a weighting of 0.145. While education covers a wide spectrum of subjects, this study refined the education sub-domains for Slow City into three parts: sustainability, local traditions, and historical sites. The three sub-domains under the "education" domain ranked 8th, 10th, and 12th among the 18 SCTEI sub-domains. Education on sustainability was identified as the most important of the three sub-domains.

The three sub-domains of education, namely, sustainability, local tradition, and historical sites, may be allocated to similar domains such as "energy and environment" and "heritage and local identity." However, education can also supplement the efforts of Slow City to engage in place-making through the promotion of locality and conviviality. Thus, the researcher deemed it appropriate to have an entire domain entitled "education" that promotes and encourages Slow City locality and conviviality principles. Furthermore, items in the "education" domain address residents, visitors, and even future generations. This emphasizes the convivial aspect of Slow City principles and reflects the efforts by Slow City to provide a chance for everyone to grow together.

The "provide sustainability education for future generations" item ranked within the top 10 of 60 items in terms of importance. Other items under the "education" domain ranked between 14 and 36, indicative of their considerable importance among the SCTEI items. The significance of sustainability education was also supported by previous sustainable tourism studies (Byrd et al., 2008; Hatipoglu et al., 2016; Tosun, 2000). In particular, meaningful participation and empowerment of local stakeholders was understood as being dependent on their level of education about sustainability (Tosun, 2000).

6.7 Conviviality

Conviviality emerged as a central principle for Slow City and emerged as the second most important SCTEI domain with a weighting of 0.1621. Similarly, the two sub-domains of conviviality, "facilitation of Slow City philosophy" and "cultivation of community events," were ranked as the third and fourth most important among 18 SCTEI sub-domains. The four "conviviality" items had the lowest number of items among all the other domains. However, all four were listed within the top items of the SCTEI in terms of importance. The fact that all four conviviality-related items were perceived as very important reflects the centrality of the idea of conviviality in evaluating Slow City.

"Support promotional campaigns and activities of Slow City" was identified as the most important of 60 items. Similarly, the item "keep the community informed about Slow City development projects" ranked eighth in terms of significance. These two items were grouped under the "facilitation of Slow City philosophy" sub-domain. In the sense that conviviality involves building interactive relationships through everyday practices, it is consistent with the principles of Slow City.

Concerning the sub-domain "cultivation of community events," the "encourage community involvement in local decision making" item was identified as the second most important. The "foster community-wide events that promote Slow City philosophy" item ranked fifth. The findings highlight the significance of involving local residents in Slow City-related activities and events. Their voices should be heard in local decision making, and the community should be informed. The community should also be involved in promoting the Slow City philosophy, which mainly encourages relationship building amongst and between residents and visitors. Such empowerment of local residents is associated with both effective Slow City development and sustainable tourism development (E. Park & Kim, 2016). Marques and Borba (2017) also suggested increasing the participation and engagement of residents and

tourists as a means of practicing creative tourism, thereby building deeper emotional links with the destination.

6.8 Opportunities for Future Research

For future research, a longitudinal study that examines Slow City accreditation is suggested to enhance understanding on Slow City and its guiding principles in relation to sustainable development. Researchers may consider using the SCTEI as a basis for investigating how small towns change before, during, and following their accreditation as Slow Cities. In addition, future studies might undertake a comparison between Slow Cities and non-Slow Cities, using the SCTEI items to identify any pertinent differences. The ensuing results might provide encouragement for non-participants to apply for Slow City membership because the SCTEI will function as a standard to check if a town is eligible to become a member. Existing Slow City member towns can also use the results to determine areas for improvement in accomplishing the Slow City goals of improving quality of life and adopting sustainability at the local level, which will also enhance the tourism aspect of the city.

6.9 Limitations of the Research

This study has a number of limitations. The sample size is a methodological limitation based on the characteristics of the research design, which involved four rounds of surveys with Slow City experts. The population of Slow City experts was limited, since the conduct of multiple rounds of long surveys progressively reduced the number of participants. This made it difficult to find sufficient respondents. Future work, therefore, could build upon the findings of this study by using a larger sample, and by gaining organizational support from the Cittaslow International. In addition, more participation by experts is likely if there are more Slow Cities, which would require more promotion of the Slow City movement.

Second, Study 3 of this research has only covered a particular province instead of all of South Korea. While this geographic concentration is a limitation, it has provided depth for the study. Furthermore, the stakeholder study analyzed a limited number of stakeholder groups. Although the study was based on an understanding that the opinions of all stakeholder groups can contribute to community involvement in various forms of place-making and sustainable development, the researcher focused on only three stakeholder groups, namely, residents, civil servants, and visitors. This approach was attributable to the limited availability of entrepreneurs in the three highlighted Slow Cities, all of which have small populations. Future researchers might opt to include multiple stakeholder groups to ensure a wider diversity of opinion about the adoption of Slow City.

Chapter 7 CONCLUSIONS

In response to the need for a sustainable future, global actions such as the Brundtland Commission in 1987, MDGs in 2000, and SDGs in 2015 have taken place. These actions are major human accomplishments, which took years to achieve, and they reflect how the understanding of global leadership via the UN and then the leadership of the Slow City movement about sustainable development have become an essential and common goal for future generations. Given the existing challenges for implementing sustainable development, the findings of this study propose that a grassroots movement for sustainable tourism could guide the fulfillment of such needs by taking the example of Slow City, which is an international network of small-scale towns and cities. In an era of homogenization and globalization, Slow City aims to improve the quality of life for residents and visitors by creating a unique sense of place, thereby differentiating member towns from lookalike cities that have often lost their local traditions and identities.

A review of the literature on Slow City revealed four main research gaps. First, though the Slow City network has recently expanded into Asia, most studies have investigated Slow Cities in Europe and Turkey. It is therefore timely to adopt a more genuinely international perspective towards the evaluation of Slow City by considering opinions and perspectives from multiple national and cultural background. Second, many of the existing studies of Slow City have been exploratory and descriptive and have lacked sophistication, perhaps because the phenomenon is relatively new. Given the lack of empirically based evidence, a study that adopts a systematic and rigorous methodology offers the prospect of a theoretical and applied contribution. Third, even though stakeholder collaboration is understood as a critical element in delivering sustainable development outcomes, few studies have compared multiple stakeholder groups in the Slow City context. Understanding the perceptions of various

stakeholder groups, such as local residents, government officials, and visitors, may facilitate collaborations in the development of sustainable tourism in the Slow City context. Lastly, limited research has examined the validity and reliability of the criteria to qualify for Slow City. Although most studies have applauded the significance and effectiveness of the criteria, limited attention has been paid to what constitute valid qualification criteria and to their development. Developing an empirically tested list of Slow City evaluation criteria based should contribute to providing a guideline for realizing the comprehensive goals of Slow City.

On the basis of the research gaps, the objectives of this study were set as follows:

1. To develop a system for evaluating Slow City from the tourism perspective.
2. To identify the domains, sub-domains, and items of the evaluation system.
3. To identify the relative importance of the domains, sub-domains, and items of the evaluation system as perceived by experts.
4. To compare the differences of perception among local stakeholder groups regarding the items of evaluation system.

The main purpose of this study was to develop and propose a Slow City evaluation system that would serve as a guiding tool for integrative sustainable tourism development at the international and local levels. To this end, the researcher adopted the Delphi-AHP method. Conducting multiple rounds of Delphi surveying enabled the identification and refinement of domains, sub-domains, and items that could be used to evaluate Slow City in the tourism context. The SCTEI was subsequently developed and is presented in Table 7.1. This is a key finding of this study, which can function as a standard for the Slow City movement as well as Cittaslow International. The AHP method was used to identify the relative importance of the SCTEI domains, sub-domains, and items as perceived by experts. Finally, the SCTEI was applied in a localized setting to compare and identify differences in the perceived importance

of SCTEI items among stakeholder groups - residents, visitors, and government officials.

Table 7.1 Slow City Tourism Evaluation Index

Domain	Sub-domain	Items
Heritage & local identity	Conservation of local tradition	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)
		Conserve and increase the value of local cultural events
		Maintain local rituals and festivals
		Protect and increase the value of local workshops and markets
		Protect historical buildings and open for reuse of the community
		Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)
	Embracing local identity	Enhance the value of working techniques and traditional crafts
		Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products
		Implement measures for the preservation of unique local foodstuffs
		Foster local independent businesses
Conviviality	Facilitation of Slow City philosophy	Support promotional campaigns and activities of Slow City
		Keep the community informed about Slow City development projects
	Cultivation of community events	Encourage community involvement in local decision making
		Foster community-wide events that promote Slow City philosophy
Education	Historical sites	Educate visitors to protect historical sites from degradation
		Provide public awareness education regarding maintenance of historical sites
	Local tradition	Educate locals about the need and reasons for heritage preservation
		Promote events and training to help people appreciate and preserve local cultural and artistic traditions
		Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors
		Increase awareness about good food and nutrition
	Sustainability	Provide sustainability education for future generations
		Provide residents with systematic and up-to-date (preemptive) information about Slow City
Quality of urban landscape	Green space creation	Create and/or reconstruct community green areas
		Create and/or reconstruct productive green areas within the urban perimeter
	Urban landscape management	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)
		Promote sustainable urban planning (e.g., energy-saving construction)
		Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development
Tourism & hospitality	Tourism product development	Provide “slow” itineraries (e.g., on brochures, websites)
		Provide information about the local way of life
		Include tourism in the community planning unit (e.g., department)
		Develop local tourism products and services
		Facilitate opportunities for walking and cycling ('slow' transport modes)
	Tourism assessment	Assess the quality of tourism services
		Assess visitor and resident satisfaction
	Community involvement	Encourage local associations to participate actively in promoting Slow City themes
		Encourage community participation in tourism activities for visitors to meet local people
Environment & energy	Protection of environment	Conserve air quality
		Conserve water quality
		Conserve soil quality
		Conserve biodiversity
		Manage drinking water quality
	Waste management	Separation and disposal of urban solid from waste collection
		Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)
		Purify sewage disposal

		Recycle waste
	Saving energy	Save energy in buildings and public systems
		Produce public energy from renewable sources
		Reduce consumption of electrical energy
	Reducing pollution	Reduce visual pollution (e.g., billboards, trash)
		Reduce traffic noise
		Reduce public light pollution
Infrastructure	Promotion of green mobility	Develop urban cycle paths (connected to public buildings)
		Increase the percentage of urban cycle paths over total urban roads (in km)
		Develop bicycle parking area in interchange zones
		Promote eco-mobility as an alternative to private cars
		Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)
		Adopt new and low-environmental impact technologies
	Accessible infrastructure management	Provide disability-friendly access to public places and offices
		Enhance the accessibility of recreational facilities
		Manage urban landscapes (e.g., building renovation, cleanliness)

The SCTEI, which is the key accomplishment of this study, is composed of 7 domains, 18 sub-domains, and 60 items. The seven domains are as follows: heritage and local identity, tourism and hospitality, quality of urban landscape, environment and energy, infrastructure, education, and conviviality. Collectively the various domains, sub-domains, and items constitute an evaluation system for Slow City. The relative importance of the various components at each level and the major findings in each domain were investigated further by the researcher, which is presented below.

Heritage and Local Identity

The findings of this study highlight how important it is for Slow City to conserve and embrace local identity and culture. At its core Slow City is a network that promotes place-making of small towns by pursuing sustainable development and quality of life. Therefore, activities and projects for conserving local heritage and culture can contribute to Slow City place-making. By doing so, Slow City member towns will maintain its uniqueness and attractiveness, which will strengthen the potential branding of small towns.

While the perceptions of local stakeholder groups were quite similar in terms of importance, visitors attached greater importance than local residents and civil servants to

activities that embrace local identity. This finding suggests a need to attach greater efforts to conserving locality through entrepreneurship at the local level. When support is provided for local creators and entrepreneurs who value local culture and sense of community, it will lead to the creation of products and activities that are not only unique and attractive to visitors but are also sustainable. This offers the prospect of generating both additional income and commitment to the local community, which will ultimately contribute to sustainable development through Slow City tourism.

Conviviality

Conviviality has also been identified as a central principle of Slow City. Based on the understanding that conviviality is the effort to build interactive relationships through everyday practices, the study findings indicate that promoting Slow City principles and involving local residents are critical aspects of conviviality. To embrace the idea of conviviality, the voice of local residents should be heard in local decision-making and should inform community members. The community should also be actively engaged in promoting the Slow City philosophy, which encourages the development of enhanced relationships amongst and between residents and visitors. It is important to recognize that there is no city without residents and that there is no destination without visitors. Policies that encourage forming interactive relationships between and among residents and visitors, therefore, will lead to building sustainable brand to be built from the inside. This further highlights the close connection between tourism and conviviality in Slow City. These efforts will lead to forming emotional connections to the place by empowering the entities that are involved in Slow City, thereby delivering truly sustainable tourism development.

Education

This study has identified the importance of three aspects of education for the purposes of Slow City evaluation: sustainability, local tradition, and historical sites. Of the three sub-domains, education about sustainability was rated as the most important. This finding offers support for previous studies on sustainable tourism that have emphasized how the level of education about sustainability impacts on the empowerment and participation of local people. The close connection between Slow City and sustainable development is also evident in the various items in the education domain of SCTEI as they concern residents, visitors, and future generations.

Quality of urban landscape

The domain "quality of urban landscape" was mainly concerned with items about the creation of green spaces and about managing urban landscapes. The findings pointed particularly to the importance of creating community green areas. This outcome is reflective of the importance of conviviality for Slow City, in which community members share and co-create experiences in public green areas. These areas also generate environmental benefits because creating and keeping green space involve conserving the natural environment.

The "urban landscape management" sub-domain comprises items that relate to how a Slow City can be managed in both a visually appealing and sustainable way. This means reducing and monitoring pollutants, providing street furniture, and providing tourists with signals so that the value of the city can be enhanced. As Slow City is not just about growth and development, its evaluation also seeks to manage its urban landscape sustainably. Hence, sustainable urban planning, such as the construction of energy-saving buildings, should be promoted.

Tourism and hospitality

Creating a welcoming city in which visitors can experience and enjoy local hospitality is an important virtue of Slow City. Regarding tourism and hospitality domain, encouraging community participation in tourism activities that allow visitors to locals was identified as a significant item for evaluating Slow City. This item reflects how tourism activities can help to connect visitors and local residents, contributing ultimately to the co-creation of the Slow City experience. Similarly, activities that facilitate the exchange of ideas and beliefs create a sense of belonging, trust and convivial relationships. These lay the foundations for potential business development. Since residents and visitors engage together in place-making for Slow City, developing tourism and hospitality in a sustainable manner are indispensable parts of Slow City. Furthermore, tourism and hospitality should be considered as an integral part of Slow City development.

Environment and energy

The study findings have revealed that though the "environment and energy" domain has the largest list of items for Slow City evaluations, the respective domains, sub-domains, and items were all deemed to be of relatively little importance. While this does not necessarily imply that environment and energy related items are unimportant, they are certainly less important than other items when evaluating Slow City from the tourism perspective. Additionally, no significant differences were identified among the stakeholder groups regarding the SCTEI items under the domain. However, visitors generally attached greater importance than residents to items concerning environmental protection and reducing pollution.

Infrastructure

The domain, sub-domains, and items related to infrastructure in the SCTEI demonstrated the least relative importance overall. However, infrastructure should not be neglected because it is still a major component that constructs the SCTEI. This study has revealed that the promotion of green mobility and development of accessible infrastructure are major aspects for the purpose of Slow City tourism evaluations. Results of stakeholder analysis also demonstrated that government officials showed less importance than residents and visitors regarding the importance of green mobilities.

All in all, the principles of Slow City are both complex and interconnected. Hence, a comprehensive framework that reflects Slow City goals and allows for engagements between multiple stakeholders is needed. By developing a framework that reflects Slow City goals and the perceptions of multiple stakeholders, this study contributes to a seminal understanding about the core concepts and ideas of Slow City. In addition, adopting a systematic approach to the development of constructs of Slow City, this study responds to the methodological gap of existing studies. In terms of practical contribution, the proposed SCTEI provides a guideline for delivering and implementing sustainable tourism development in the local context. Furthermore, practitioners of national and local Slow City member towns can also use it as a self-assessment tool, while potential applicant cities can use it to gain an understanding of Slow City. Though they are not grand in scale, such moves offer potential to contribute to the United Nations Sustainable Development goals and thereby provide an important bridge between local initiatives and global impact.

APPENDICES

Appendix 1: Requirements for Excellence

Policy Category	No.	Requirements
Energy & Environment	12	1.1 Air quality conservation [6]*
		1.2 Water quality conservation *
		1.3 Drinking water consumption of residents
		1.4 Urban solid separate waste collection *
		1.5 Industrial and domestic composting
		1.6 Purification of sewage disposal *
		1.7 Energy saving in buildings and public systems
		1.8 Public energy production from renewable sources
		1.9 Reduction of visual pollution, traffic noise
		1.10 Reduction of public light pollution *
		1.11 Electrical energy consumption of resident families
		1.12 Conservation of biodiversity
Infrastructure	9	2.1 Efficient cycle paths connected to public buildings
		2.2 Length (in kms) of the urban cycle paths created over the total of kms of urban roads *
		2.3 Bicycle parking in interchange zones
		2.4 Planning of ecomobility as an alternative to private cars *
		2.5 Removal of architectural barriers *
		2.6 Initiatives for family life and pregnant women *
		2.7 Verified accessibility to medical services
		2.8 “Sustainable” distribution of merchandise in urban centres
		2.9 Percentage of residents that commutes daily to work in another town *
Quality of urban life	17	3.1 Planning for urban resilience [7]**
		3.2 Interventions of recovery and increasing the value of civic centres (street furniture, tourist signs, aerials, urban landscape mitigation conservation *
		3.3 Recovery/creation of social green areas with productive plants and/or fruit trees **
		3.4 Urban livableness (“house-work, nursery, company hours etc.)
		3.5 Requalification and reuse of marginal areas *
		3.6 Use of ICT in the development of interactive services for citizens and tourists *
		3.7 Service desk for sustainable architecture (bioarchitecture etc.) *
		3.8 Cable network city (fibre optics, wireless) *
		3.9 Monitoring and reduction of pollutants (noise, electrical systems etc. *
		3.10 Development of telecommuting
		3.11 Promotion of private sustainable urban planning (passivhouse, mater. constructin, etc.)
		3.12 Promotion of social infrastructure (time based currency, free cycling projects etc.)
		3.13 Promotion of public sustainable urban planning (passivhouse, mater. construction, etc.) *

[6] *Obligatory requirement

[7] **Perspective requirements

		3.14 Recovery/creation of productive green areas with productive plants and/or of fruit within the urban perimeter **
		3.15 Creation of spaces for the commercialization of local products *
		3.16 Protection /increasing value of workshops- creation of natural shopping centres *
		3.17 Meter cubes of cement (net infrastructures) in green urban areas
Agriculture, tourism, & artisan production	10	4.1 Development of agro-ecology **
		4.2 Protection of handmade and labeled artisan production, (certified, museums of culture, etc.) *
		4.3 Increasing the value of working techniques and traditional crafts *
		4.4 Increasing the value of rural areas (greater accessibility to resident services) *
		4.5 Use of local products, if possible organic, in communal public restaurants (school canteens etc.) *
		4.6 Education of flavors and promoting the use of local products, if possible organic in the catering industry and private consumption *
		4.7 Conservation and increasing the value of local cultural events *
		4.8 Additional hotel capacity (beds/residents per year) *
		4.9 Prohibiting the use of GMO in agriculture
		4.10 New ideas for enforcing plans concerning land settlements previously used for agriculture
Hospitality, awareness, & training	10	5.1 Good welcome (training of people in charge, signs, suitable infrastructure and hours) *
		5.2 Increasing awareness of operators and traders (transparency of offers and practiced prices, clear visibility of tariffs) *
		5.3 Availability of “slow” itineraries (printed, web etc.)
		5.4 Adoption of active techniques suitable for launching bottom-up processes in the more important administrative decisions
		5.5 Permanent training of trainers and /or administrators and employees on Cittaslow slow themes **
		5.6 Health education (battle against obesity, diabetes etc.)
		5.7 Systematic and permanence information for the citizens regarding the meaning of Cittaslow (even pre-emptively on adherence) *
		5.8 Active presence of associations operating with the administration on Cittaslow themes
		5.9 Support for Cittaslow campaigns *
		5.10 Insertion/use of Cittaslow logo on headed paper and website *
Social cohesion	11	6.1 Minorities discriminated
		6.2 Enclave / neighbors
		6.3 Integration of disable people
		6.4 Children care
		6.5 Youth condition
		6.6 Poverty
		6.7 Community association
		6.8 Multicultural integration
		6.9 Political participation
		6.10 Public housing
		6.11 The existence of youth activity areas, and a youth center
Partnerships	3	7.1 Support for Cittaslow campaigns and activity
		7.2 Collaboration with other organizations promoting natural and traditional food
		7.3 Support for twinning projects and cooperation for the development of developing countries covering also the spread philosophies of Cittaslow

Appendix 2: Critical Values for Lawshe's (1975) Content Validity Ratio Modified by Wilson et al. (2012)

	Level of Significance for One-Tailed Test					
	0.1	0.05	0.025	0.01	0.005	0.001
	Level of Significance for Two-Tailed Test					
N	0.2	0.1	0.05	0.02	0.01	0.002
5	0.573	0.736	0.877	0.990	0.99	0.99
6	0.523	0.672	0.800	0.950	0.99	0.99
7	0.485	0.622	0.741	0.879	0.974	0.99
8	0.453	0.582	0.693	0.822	0.911	0.99
9	0.427	0.548	0.653	0.775	0.859	0.99
10	0.405	0.520	0.620	0.736	0.815	0.977
11	0.387	0.496	0.591	0.701	0.777	0.932
12	0.370	0.475	0.566	0.671	0.744	0.892
13	0.356	0.456	0.544	0.645	0.714	0.857
14	0.343	0.440	0.524	0.622	0.688	0.826
15	0.331	0.425	0.506	0.601	0.665	0.798
16	0.321	0.411	0.490	0.582	0.644	0.773
17	0.311	0.399	0.475	0.564	0.625	0.75
18	0.302	0.388	0.462	0.548	0.607	0.729
19	0.294	0.377	0.450	0.534	0.591	0.709
20	0.287	0.368	0.438	0.520	0.576	0.691
21	0.280	0.359	0.428	0.508	0.562	0.675
22	0.273	0.351	0.418	0.496	0.549	0.659
23	0.267	0.343	0.409	0.485	0.537	0.645
24	0.262	0.336	0.400	0.475	0.526	0.631
25	0.256	0.329	0.392	0.465	0.515	0.618
26	0.251	0.323	0.384	0.456	0.505	0.606
27	0.247	0.317	0.377	0.448	0.496	0.595
28	0.242	0.311	0.370	0.440	0.487	0.584
29	0.238	0.305	0.364	0.432	0.478	0.574
30	0.234	0.300	0.358	0.425	0.470	0.564
31	0.230	0.295	0.352	0.418	0.463	0.555
32	0.227	0.291	0.346	0.411	0.455	0.546
33	0.223	0.286	0.341	0.405	0.448	0.538
34	0.220	0.282	0.336	0.399	0.442	0.530
35	0.217	0.278	0.331	0.393	0.435	0.522
36	0.214	0.274	0.327	0.388	0.429	0.515
37	0.211	0.270	0.322	0.382	0.423	0.508
38	0.208	0.267	0.318	0.377	0.418	0.501
39	0.205	0.263	0.314	0.372	0.412	0.495
40	0.203	0.260	0.310	0.368	0.407	0.489

Appendix 3: Questionnaire for Survey Round 1

Slow City Tourism Evaluation Index Development – a Survey

Thank you very much for agreeing to participate in the questionnaire.

The purpose of this research is to develop a Slow City Tourism Evaluation Index.

This is the first-round of the survey and consists of a mixture of closed and open-ended questions. It will take you about 15 to 20 minutes to complete.

Should you have any questions, please feel free to contact me.

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852-3400-2322

This study aims to develop a Slow City Tourism Evaluation Index. Based on the literature, eight major evaluation domains have been identified to qualify as a Slow City Tourism Destination, namely: environment and energy; infrastructure; quality of life; local production; education; tourism and hospitality; social cohesion; and collaboration.

1. Please rate the extent to which the following domains are important for evaluating a Slow City.

Domain is important in measuring a Slow City Tourism Evaluation Index.	Not at all important		Neutral		Extremely important
	①	②	③	④	⑤
Environment and energy (e.g., reducing pollution, conserving water quality, etc.)					
Infrastructure (e.g., construction of cycle paths, promotion of safety of transportation services, etc.)					
Quality of life (e.g., urban resilience planning, creation and management of green areas, sustainable urban planning, etc.)					
Local production (e.g., development of agro-ecology, supporting artisan production, etc.)					
Tourism & Hospitality (e.g., good welcome, service quality assessment for tourism services, etc.)					
Education (e.g. ., education for maintaining historical sites, training administrators and employees on Slow City themes, etc.)					
Social cohesion (e.g., reduction of minority discrimination, integration of disabled people, etc.)					
Collaboration (e.g., support for Slow City campaigns and activities, collaboration with other organizations, etc.)					

2. Would you add, delete, or revise any of the domains for use in developing the Slow City Tourism Evaluation Index? If so, please specify:

3. Is there any issue that you would like to comment on?

Appendix 4: Questionnaire for Survey Round 2

Slow City Tourism Destination Evaluation Index Development – a Survey

Thank you very much for agreeing to participate in this questionnaire.

The purpose of this survey is to develop a Slow City Tourism Destination Evaluation Index.

This is the second round of the survey and consists of a mixture of closed and open-ended questions. It will take approximately 15 to 20 minutes to complete.

Should you have any questions, please feel free to contact me.

Jeong Hyun Kim (jeong-hyun.kim@_____)

PhD candidate, School of Hotel and Tourism Management

Hong Kong Polytechnic University

852-3400-2322

In the first round of the survey, you indicated the importance of each policy domain. We now consider each of these domains in more detail.

I. The following section refers to **heritage and local identity** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index. How important is each indicator in the evaluation of Slow Cities from a tourism context? Please rate each item on a scale of "1" (very unimportant) to "7" (very important).

1. Please rate the importance of each of the following items.

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on heritage and local identity	Conserve agro-ecology(ecological processes applied to agricultural production systems)							
	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)							
	Enhance the value of working techniques and traditional crafts							
	Enhance the value of rural areas (greater accessibility to resident services)							
	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products							
	Conserve and increase the value of local cultural events							
	Prohibit the use of GMOs (Genetically Modified Organisms) in agriculture							
	Enforce plans to recover the fertility of soil used previously for agriculture							
	Protect historic buildings							
	Maintain local rituals and festivals							
	Develop local tourism products and services							
	Implement measures for the preservation of unique local foodstuffs							
	Protect and increase the value of local workshops and markets							
	Maintain traditional methods for preserving local food and wine (e.g., growing methods, recipes)							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

II. The following section refers to **tourism and hospitality** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items.

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index		Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on tourism and hospitality	Provide a warm welcome							
	Use an appropriate Slow City logo on documents and websites							
	Provide “slow” itineraries (e.g., on brochures, websites)							
	Encourage active participation by associations in the administration of Slow City themes							
	Provide Slow City guides							
	Support Slow City promotional campaigns							
	Adopt techniques suitable for launching bottom-up processes in administrative decision-making							
	Provide tourist accommodation and facilities (e.g., hotels, travel information, interpretive services, medicine and emergency services)							
	Assess visitor satisfaction							
	Encourage community participation in tourism activities							
	Assess the quality of tourism services							
	Provide information about the local way of life							
	Include tourism in the community planning unit (e.g., department)							
	Provide multilingual signposts, directions and instructions							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

III. The following section refers to **quality of urban landscape** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items.

	Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index	Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on quality of urban landscape	Provide plans to recover from hazardous threats (e.g., climate change, natural disasters, terrorism)							
	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development							
	Create and/or reconstruct community green areas							
	Enhance urban livability (e.g., nursery facilities, company hours, level of housework)							
	Provide plans to revitalize and re-use abandoned land							
	Promote the use of ICT (Information and Communications Technology) to develop interactive services for citizens and tourists							
	Provide a service desk for sustainable architecture (e.g., bio-architecture)							
	Provide cable networks							
	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)							
	Promote sustainable urban planning (e.g., energy-saving construction)							
	Promote social infrastructure (e.g., a working-hour-based wage system, projects for donating usable but unwanted items)							
	Create and/or reconstruct productive green areas within the urban perimeter							
	Increase social infrastructure in green urban areas							
	Assess satisfaction levels of residents and visitors							
	Provide land use planning, including tourism development							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

IV. The following section refers to **environment and energy** indicators that can be used to as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following item.

	Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index	Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on environment and energy	Conserve air quality							
	Conserve water quality							
	Conserve soil quality							
	Manage drinking water quality							
	Separate urban solids from waste collection							
	Manage industrial and domestic compost (e.g., decayed plants and vegetable waste)							
	Purify sewage disposal							
	Save energy in buildings and public systems							
	Produce public energy from renewable sources							
	Reduce visual pollution (e.g., billboards, trash)							
	Reduce traffic noise							
	Reduce public light pollution							
	Reduce consumption of electrical energy							
	Conserve biodiversity							
	Manage an environmental administrative unit (e.g., department, task force team)							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

V. The following section refers to **infrastructure** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items.

	Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index	Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on infrastructure	Develop urban cycle paths (connected to public buildings)							
	Increase the percentage of urban cycle paths over total urban roads (in km)							
	Develop bicycle parking in interchange zones							
	Promote eco-mobility as an alternative to private cars							
	Remove architectural barriers							
	Promote initiatives for family life and pregnant women							
	Enhance the accessibility of medical services							
	Encourage the “sustainable” distribution of merchandise in urban centers							
	Increase the percentage of residents that commute daily to work in another town							
	Enhance the safety of public transport							
	Enhance the accessibility of transportation services							
	Manage urban landscapes (e.g., building renovation, cleanliness)							
	Adopt new and low-environmental impact technologies							
	Enhance the accessibility of recreational facilities							
	Conduct safety assessments (e.g., number of police stations, crime rate, number of accidents)							
	Provide disability-friendly access to public places and offices							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

VI. The following section refers to **education** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items.

	Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index	Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on education	Provide education about local flavors and promote the use of local products in the catering industry and in private consumption							
	Educate visitors to protect historical sites from degradation							
	Provide public awareness education about the maintenance of historical sites							
	Increase awareness about information accessibility and transparency							
	Provide training on Slow City themes to trainers and/or administrators and employees							
	Provide health education (e.g., obesity, diabetes)							
	Provide residents with systematic and up-to-date (preemptive) information about the Slow City							
	Increase awareness about good food and nutrition							
	Provide education programs about organic food production							
	Promote events and training to help people appreciate and preserve local cultural and artistic traditions							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

VII. The following section refers to **conviviality** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items.

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index		Level of importance						
		Very Unimportant			Neutral			Very important
		①	②	③	④	⑤	⑥	⑦
Items on conviviality	Support Slow City promotional campaigns and activities							
	Collaborate with other organizations that promote organic and traditional food							
	Support projects and cooperate with developing countries to spread Slow City philosophy							
	Keep the community informed about development projects							
	Encourage community involvement in local decision making							
	Foster community-wide events							
	Create and manage resident advisory boards to channel local opinion							
	Encourage the community to provide visitors with cultural experiences							
	Encourage residents' participation in resource management and planning							
	Encourage interactions between residents and visitors							
	Integrate minorities, the disabled, and the youth population through Slow City projects							
	Fight poverty							
	Promote family life and healthy living for all age groups							

2. Can you suggest any revisions to these indicators? If so, please specify:

3. Can you add any indicators that we may have missed? If so, please specify:

Appendix 5: Questionnaire for Survey Round 3

Slow City Tourism Destination Evaluation Index Development – a Survey

Thank you very much for participating in this project. The purpose of this survey is to develop a Slow City Tourism Destination Evaluation Index. This is the third round of the survey and consists of a mixture of closed and open-ended questions. It will take approximately 10 to 15 minutes to complete. Please kindly finish the survey at your earliest convenience.

Summary of Round 2 Survey Result

A total of 25 experts participated in the second round of survey. From the initial 98 items, 21 items were eliminated because they failed to meet the following three criteria: a CVR value of larger than 0.465, mean value larger than 5.0, or median value larger than 6.0. After revising and adding items based on the opinions of expert participants, 21 items from the 98 items of the first round survey were deleted, 10 items were revised, and 18 items were added. A total of 93 items were developed to be used in the next round of survey. The following section will describe in detail which item in which domain was deleted as a result of failing to meet which criteria.

Domain	Items in 1st survey round	Deleted items	Revised items	Added items	Items in 2nd survey round
Heritage & Local identity	14	2	2	5	17
Tourism & Hospitality	14	4	4	6	16
Quality of Urban Landscape	15	5	0	1	11
Environment & Energy	15	1	0	2	16
Infrastructure	16	1	0	1	11
Education	10	1	2	2	11
Conviviality	14	3	2	1	11
Total	98	22	10	18	93

Should you have any questions, please feel free to contact me.

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I. The following section refers to **heritage and local identity** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

	Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.	Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			Very important
					①	②	③	④	⑤	⑥	⑦
Items on heritage and local identity	Conserve agro-ecology (ecological processes applied to agricultural production systems)	5.96	0.89	0.83							
	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	6.33	0.80	0.92							
	Enhance the value of working techniques and traditional crafts	5.83	0.75	0.92							
	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	5.79	0.96	0.92							
	Conserve and increase the value of local cultural events	6.13	0.78	1.00							
	Prohibit the use of GMOs (Genetically Modified Organisms) in agriculture	5.75	1.39	0.67							
	Enforce plans to recover the fertility of soil used previously for agriculture	5.63	0.99	0.67							
	Maintain local rituals and festivals	6.08	0.86	0.92							
	Implement measures for the preservation of unique local foodstuffs	6.33	0.80	0.92							
	Protect and increase the value of local workshops and markets	6.08	0.76	1.00							
	[REVISED ITEM] Protect historical buildings and open for reuse of the community	6.25	0.88	0.92							
	[REVISED ITEM] Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	6.13	0.73	0.92							
	[ADDED ITEM]Foster local independent businesses	-	-	-							
	[ADDED ITEM] Restrict national/international chain stores, supermarkets and fast food outlets	-	-	-							
	[ADDED ITEM] Simulation of local historical events and the reproduction in certain activities	-	-	-							
	[ADDED ITEM]Develop protection and certificate system for masters of	-	-	-							

	local arts and practices										
	[ADDED ITEM] Encourage projects for developing the social network of communities	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

II. The following section refers to **tourism and hospitality** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			Very important
					①	②	③	④	⑤	⑥	⑦
Items on tourism and hospitality	Provide a warm welcome	6.04	1.27	0.75							
	Use an appropriate Slow City logo on documents and websites	5.96	0.89	0.92							
	Provide slow itineraries (e.g., on brochures, websites)	5.83	1.14	0.92							
	Assess the quality of tourism services	5.83	1.40	0.67							
	Provide information about the local way of life	6.04	0.98	0.83							
	Include tourism in the community planning unit (e.g., department)	5.71	1.24	0.75							
	[REVISED ITEM] Provide Slow City tour guides	5.67	1.21	0.67							
	[REVISED ITEM]Assess visitor and resident satisfaction	5.50	1.26	0.67							
	[REVISED ITEM] Encourage community participation in tourism activities for visitors to meet local people	5.96	1.40	0.83							
	[REVISED ITEM] Encourage local associations to participate actively in promoting Slow City themes	5.63	1.32	0.75							
	[ADDED ITEM]Develop local tourism products and services	-	-	-							
	[ADDED ITEM]Encourage tourism and welcoming policy supported by local community	-	-	-							
	[ADDED ITEM]Provide access to tourism accommodation and facilities (e.g., hotels, travel information centers)	-	-	-							
	[ADDED ITEM] Facilitate	-	-	-							

	opportunities for walking and cycling ('slow' transport modes)										
	[ADDED ITEM] Facilitate up-to-date digital devices (e.g., Wi-Fi and charging stations for e-bikes)	-	-	-							
	[ADDED ITEM]Provide slow travel features of the hotel room and cultural activities	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

III. The following section refers to **quality of urban landscape** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			important
					①	②	③	④	⑤	⑥	⑦
Items on quality of urban landscape	Provide plans to recover from hazardous threats (e.g., climate change, natural disasters)	5.52	1.47	0.57							
	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	6.17	0.70	1.00							
	Create and/or reconstruct community green areas	6.22	0.66	0.91							
	Enhance urban livability (e.g., nursery facilities, company hours, level of housework)	5.83	0.87	0.83							
	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	6.00	1.14	0.83							
	Promote sustainable urban planning (e.g., energy-saving construction)	6.17	0.87	1.00							
	Promote social infrastructure (e.g., a working-hour-based wage system, projects for donating usable but unwanted items)	5.52	1.28	0.57							
	Create and/or reconstruct productive green areas within the urban perimeter	5.74	0.85	0.83							
	Increase social infrastructure in green urban areas	5.70	0.91	0.74							
	Provide land use planning for tourism development	5.61	1.09	0.65							
	[ADDED ITEM] Develop Slow City theme street	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

IV. The following section refers to **environment and energy** indicators that can be used to as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			important
					①	②	③	④	⑤	⑥	⑦
Items on environment and energy	Conserve air quality	6.52	0.83	0.91							
	Conserve water quality	6.65	0.63	1.00							
	Conserve soil quality	6.30	0.86	0.91							
	Manage drinking water quality	6.57	0.71	1.00							
	Separation and disposal of urban solid from waste collection	6.17	0.82	0.91							
	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	6.00	0.88	0.91							
	Purify sewage disposal	6.22	0.78	1.00							
	Save energy in buildings and public systems	6.22	0.72	1.00							
	Produce public energy from renewable sources	6.13	0.85	0.91							
	Reduce visual pollution (e.g., billboards, trash)	6.17	0.76	1.00							
	Reduce traffic noise	6.30	0.75	1.00							
	Reduce public light pollution	5.91	0.65	1.00							
	Reduce consumption of electrical energy	5.96	0.91	0.91							
	Conserve biodiversity	6.45	0.66	0.91							
	[ADDED ITEM] Recycle waste	-	-	-							
	[ADDED ITEM] Reduce the use of chemical pesticides	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

V. The following section refers to **infrastructure** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			important
					①	②	③	④	⑤	⑥	⑦
Items on infrastructure	Develop urban cycle paths (connected to public buildings)	5.96	1.00	0.83							
	Increase the percentage of urban cycle paths over total urban roads (in km)	5.65	1.05	0.65							
	Develop bicycle parking area in interchange zones	5.78	0.98	0.74							
	Promote eco-mobility as an alternative to private cars	6.04	0.91	0.91							
	Promote initiatives for family life and pregnant women	5.55	1.27	0.57							
	Encourage the "sustainable" distribution of merchandise in urban centers	5.65	1.00	0.65							
	Provide disability-friendly access to public places and offices	6.00	1.06	0.74							
	Manage urban landscapes (e.g., building renovation, cleanliness)	6.00	0.93	0.83							
	Adopt new and low-environmental impact technologies	6.05	0.93	0.74							
	Enhance the accessibility of recreational facilities	5.70	0.95	0.65							
	[ADDED ITEM] Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

VI. The following section refers to **education** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			important
					①	②	③	④	⑤	⑥	⑦
Items on education	Educate visitors to protect historical sites from degradation	5.91	0.83	0.91							
	Provide public awareness education regarding maintenance of historical sites	5.87	0.90	0.91							
	Increase public awareness about information accessibility and transparency	5.48	0.83	0.74							
	Provide training on Slow City themes to trainers, administrators and employees	5.96	1.23	0.83							
	Provide residents with systematic and up-to-date (preemptive) information about Slow City	6.04	1.20	0.91							
	Increase awareness about good food and nutrition	5.61	1.09	0.65							
	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	5.96	0.91	0.83							
	[REVISED ITEM] Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors										
	[REVISED ITEM] Provide education programs about food grown by sustainable method	5.52	0.77	0.83							
	[ADDED ITEM] Educate locals about the need and reasons for heritage preservation	-	-	-							
	[ADDED ITEM] Provide sustainability education for future generations	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

VII. The following section refers to **conviviality** indicators that can be used as measures for the Slow City Tourism Destination Evaluation Index.

1. Please rate the importance of each of the following items on a scale of "1" (very unimportant) to "7" (very important).

Efforts to _____(item)_____ are an important indicator for the Slow City Tourism Destination Evaluation Index.		Mean	SD	CVR	Level of importance						
					Very Unimportant			Neutral			important
					①	②	③	④	⑤	⑥	⑦
Items on conviviality	Support promotional campaigns and activities of Slow City	5.91	1.10	0.74							
	Collaborate with other organizations that promote organic and traditional foods	5.91	0.93	0.74							
	Keep the community informed about Slow City development projects	5.87	1.03	0.83							
	Encourage community involvement in local decision making	5.96	0.95	0.83							
	Create and manage resident advisory boards to reflect local opinions	5.61	1.05	0.74							
	Encourage residents' participation in resource management and planning	5.65	1.09	0.74							
	Encourage interactions between residents and visitors	5.61	1.13	0.74							
	Promote family life and healthy living for all age groups	5.78	1.14	0.57							
	[REVISED ITEM] Remove barriers in participation of minorities, disabled, and youth population through Slow City projects	5.61	1.17	0.57							
	[REVISED ITEM] Foster community-wide events that promote Slow City philosophy	5.70	1.12	0.65							
	[ADDED ITEM] Facilitate communication and cooperation among Slow Cities	-	-	-							

2. Can you provide comments about what items should be eliminated, revised, or added to evaluate Slow City?

Appendix 6: Questionnaire for Survey Round 4

Thank you very much for participating in this project.
We have now reached the last stage of our study, and we are almost ready to develop a Slow City Tourism Destination Evaluation Index. Here is a summary of the previous round of survey.

From the initial 95 items, 35 items were eliminated because they failed to meet the following three criteria: a CVR (Content Validity Ratio) value of less than 0.52, mean value of less than 5.0, or median value of less than 6.0. The comments provided by experts regarding revision or addition were all referring to the deleted items; hence no item was revised or added. In total, 60 items remained to be used in the last round of survey.

Domain	Items in 2nd survey round	Deleted items	Revised items	Added items	Items in 3rd survey round
Heritage & Local identity	17	7	0	0	10
Tourism & Hospitality	16	7	0	0	9
Quality of Urban Landscape	11	6	0	0	5
Environment & Energy	16	1	0	0	15
Infrastructure	11	2	0	0	9
Education	11	3	0	0	8
Conviviality	11	7	0	0	4
Total	93	33	0	0	60

The final list of items are as follows:

Domain	Sub-domain	Items	Mean	SD	CVR
Heritage & local identity	Conservation of local tradition	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	5.65	1.39	0.60
		Conserve and increase the value of local cultural events	5.90	1.04	0.70
		Maintain local rituals and festivals	6.30	1.00	0.80
		Protect and increase the value of local workshops and markets	6.21	0.83	0.80
		Protect historical buildings and open for reuse of the community	6.45	0.80	0.90
		Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)	6.45	0.86	0.90
	Embracing local identity	Enhance the value of working techniques and traditional crafts	5.70	1.19	0.80
		Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	5.90	0.94	0.90
		Implement measures for the preservation of unique local foodstuffs	6.10	1.09	0.80
		Foster local independent businesses	5.75	1.26	0.60
Tourism & Hospitality	Tourism product development	Provide “slow” itineraries (e.g., on brochures, websites)	5.80	1.03	0.70
		Provide information about the local way of life	5.85	1.11	0.70
		Include tourism in the community planning unit (e.g., department)	5.90	0.99	0.80
		Develop local tourism products and services	5.75	1.34	0.60
		Facilitate opportunities for walking and cycling ('slow' transport modes)	6.16	1.04	0.80
	Tourism assessment	Assess the quality of tourism services	5.70	1.10	0.60
		Assess visitor and resident satisfaction	5.75	1.04	0.70
	Community involvement	Encourage local associations to participate actively in promoting Slow City themes	5.55	1.24	0.70
		Encourage community participation in tourism activities for visitors to meet local people	5.55	1.16	0.70

Quality of Urban Landscape	Green space creation	Create and/or reconstruct community green areas	6.00	0.77	1.00
		Create and/or reconstruct productive green areas within the urban perimeter	5.85	0.91	0.90
	Urban landscape management	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	5.80	1.17	0.60
		Promote sustainable urban planning (e.g., energy-saving construction)	5.70	1.05	0.70
		Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development	6.10	0.77	0.90
Environment & Energy	Protection of environment	Conserve air quality	6.30	1.05	0.90
		Conserve water quality	6.40	0.97	0.90
		Conserve soil quality	6.25	0.94	0.90
		Conserve biodiversity	6.15	0.96	0.90
		Manage drinking water quality	6.30	1.05	0.80
	Waste management	Separation and disposal of urban solid from waste collection	6.05	0.92	0.80
		Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	5.80	0.93	0.80
		Purify sewage disposal	6.00	1.00	0.80
		Recycle waste	6.05	0.92	0.90
	Saving energy	Save energy in buildings and public systems	5.85	1.15	0.70
		Produce public energy from renewable sources	5.90	1.26	0.60
		Reduce consumption of electrical energy	5.70	0.95	0.80
	Reducing pollution	Reduce visual pollution (e.g., billboards, trash)	6.25	0.89	0.90
		Reduce traffic noise	6.10	0.77	1.00
		Reduce public light pollution	5.80	0.98	0.90
Infrastructure	Promotion of eco-mobility	Develop urban cycle paths (connected to public buildings)	6.00	1.05	0.80
		Increase the percentage of urban cycle paths over total urban roads (in km)	5.85	1.19	0.70
		Develop bicycle parking area in interchange zones	5.84	1.23	0.70
		Promote eco-mobility as an alternative to private cars	6.15	1.01	0.90
		Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	6.25	0.89	1.00
		Adopt new and low-environmental impact technologies	5.89	1.02	0.70
	Accessible infrastructure management	Provide disability-friendly access to public places and offices	5.90	0.94	0.80
		Enhance the accessibility of recreational facilities	5.50	0.87	0.70
		Manage urban landscapes (e.g., building renovation, cleanliness)	5.85	0.85	0.90
Education	Historical sites	Educate visitors to protect historical sites from degradation	5.70	1.05	0.60
		Provide public awareness education regarding maintenance of historical sites	5.90	1.04	0.90
	Local tradition	Educate locals about the need and reasons for heritage preservation	5.80	1.03	0.70
		Promote events and training to help people appreciate and preserve local cultural and artistic traditions	6.00	1.00	0.80
		Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	5.85	1.11	0.60
		Increase awareness about good food and nutrition	5.80	0.98	0.80
	Sustainability	Provide sustainability education for future generations	5.74	1.08	0.65
		Provide residents with systematic and up-to-date (preemptive) information about Slow City	5.70	1.05	0.60
Conviviality	Facilitation of Slow City philosophy	Support promotional campaigns and activities of Slow City	5.45	1.32	0.60
		Keep the community informed about Slow City development projects	5.55	1.16	0.60
	Cultivation of community events	Encourage community involvement in local decision making	5.65	1.11	0.60
		Foster community-wide events that promote Slow City philosophy	5.55	1.16	0.70

In this final survey, you will be asked to evaluate the relative importance of items for evaluating a Slow City as a tourism destination. Since the questions are long and difficult, please read carefully. It will take approximately 30 minutes to complete. Please kindly finish the survey at your earliest convenience.

EXAMPLE 1)
If you think that "Heritage and local identity" is extremely more important than "Tourism and hospitality," you would mark 9 close to the "Heritage and local identity".

		Extremely more important			←				Equally important			→				Extremely more important			
1	Heritage and local identity	9 √	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Tourism and hospitality

EXAMPLE 2)
If you think that "Tourism and hospitality" is moderately more important than "Heritage and local identity," you would mark 3 close to the "Tourism and hospitality".

		Extremely more important			←				Equally important			→				Extremely more important			
1	Heritage and local identity	9	8	7	6	5	4	3	2	1	2	3 √	4	5	6	7	8	9	Tourism and hospitality

On the basis of previous three rounds of survey, SEVEN domains to evaluate a Slow City as a tourism destination were found: 1) Heritage & local identity; 2) tourism & hospitality 3) quality of urban landscape; 4) environment & energy; 5) infrastructure; 6) education; and 7) conviviality.
I. Please indicate (●) the relative importance of the two domains in evaluating a Slow City as a tourism destination.

	Domain	Extremely more important			←				Equally important			→				Extremely more important			Domain
1	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Tourism & hospitality
2	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Quality of urban landscape
3	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Environment & energy
4	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Infrastructure
5	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Education
6	Heritage & local identity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality
7	Tourism & hospitality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Quality of urban landscape

8	Tourism & hospitality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Environment & energy
9	Tourism & hospitality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Infrastructure
10	Tourism & hospitality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Education
11	Tourism & hospitality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality
12	Quality of urban landscape	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Environment & energy
13	Quality of urban landscape	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Infrastructure
14	Quality of urban landscape	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Education
15	Quality of urban landscape	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality
16	Environment & energy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Infrastructure
17	Environment & energy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Education
18	Environment & energy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality
19	Infrastructure	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Education
20	Infrastructure	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality
21	Education	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conviviality

On the basis of previous three rounds of survey, 18 sub-domains to evaluate a Slow City as a tourism destination were extracted as following:

Domain	Sub-domain	Domain	Sub-domain
Heritage & local identity	Conservation of local tradition	Environment & Energy	Protection of environment
	Embracing local identity		Waste management
Tourism & Hospitality	Tourism product development		Saving energy
	Tourism assessment		Reducing pollution
	Community involvement	Education	Historical sites
Quality of Urban Landscape	Green space creation		Local tradition
	Urban landscape management		Sustainability
Infrastructure	Promotion of eco-mobility	Conviviality	Facilitation of Slow City philosophy
	Accessible infrastructure management		Cultivation of community events

II. Please indicate (●) the relative importance of the two items (sub-domains) in <u>evaluating a Slow City as a tourism destination</u>. Sub-domains within a domain will be compared.

1. *Heritage and local identity*

	Sub-domain	Extremely more important			←				Equally important			→				Extremely more important			Sub-domain
1	Conservation of local tradition	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Embracing local identity

2. *Tourism and hospitality*

	Sub-domain	Extremely more important			←				Equally important			→				Extremely more important			Sub-domain
1	Tourism product development	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Tourism assessment
2	Tourism product development	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Community involvement
3	Tourism assessment	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Community involvement

3. *Quality of urban landscape*

	Sub-domain	Extremely more important			←				Equally important			→				Extremely more important			Sub-domain
1	Green space creation	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Urban landscape management

4. Environment and energy

	Sub-domain	Extremely more important			←				Equally important		→				Extremely more important			Sub-domain
1	Protection of environment	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Waste management
2	Protection of environment	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Saving energy
3	Protection of environment	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reducing pollution
4	Waste management	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Saving energy
5	Waste management	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reducing pollution
6	Saving energy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reducing pollution

5. Infrastructure

	Sub-domain	Extremely more important			←				Equally important		→				Extremely more important			Sub-domain
1	Eco-mobility	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Accessible infrastructure management

6. Education

	Sub-domain	Extremely more important			←				Equally important		→				Extremely more important			Sub-domain
1	Historical sites	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Local tradition
2	Historical sites	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Sustainability
3	Local tradition	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Sustainability

7. Conviviality

	Sub-domain	Extremely more important			←				Equally important		→				Extremely more important			Sub-domain
1	Facilitation of Slow City philosophy	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Cultivation of community events

III. On the basis of previous three rounds of survey, 60 items to evaluate a Slow City as a tourism destination were proposed. Items within a single sub-domain will be compared.
Please indicate (●) the relative importance of the two items in evaluating a Slow City as a tourism destination.

1. *Conservation of local tradition*

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve and increase the value of local cultural events
2	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain local rituals and festivals
3	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect and increase the value of local workshops and markets
4	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect historical buildings and open for reuse of the community
5	Protect hand-made and labeled artisan production (e.g., certification policy, museums of culture)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)
6	Conserve and increase the value of local cultural events	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain local rituals and festivals
7	Conserve and increase the value of local cultural events	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect and increase the value of local workshops and markets
8	Conserve and increase the value of local cultural events	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect historical buildings and open for reuse of the community
9	Conserve and increase the value of local cultural events	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)
10	Maintain local rituals and festivals	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect and increase the value of local workshops and markets
11	Maintain local rituals and festivals	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect historical buildings and open for reuse of the community
12	Maintain local rituals and festivals	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)
13	Protect and increase the value of local workshops and markets	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Protect historical buildings and open for reuse of the community

14	Protect and increase the value of local workshops and markets	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)
15	Protect historical buildings and open for reuse of the community	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Maintain traditional methods for preserving local food and beverages (e.g., growing methods, recipes)

2. *Embracing local identity*

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Enhance the value of working techniques and traditional crafts	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products
2	Enhance the value of working techniques and traditional crafts	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Implement measures for the preservation of unique local foodstuffs
3	Enhance the value of working techniques and traditional crafts	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Foster local independent businesses
4	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Implement measures for the preservation of unique local foodstuffs
5	Encourage schools, hospitals, councils, community centers and tourism operators to use local agricultural products	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Foster local independent businesses
6	Implement measures for the preservation of unique local foodstuffs	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Foster local independent businesses

3. *Tourism product development*

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Provide “slow” itineraries (e.g., on brochures, websites)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Provide information about the local way of life
2	Provide “slow” itineraries (e.g., on brochures, websites)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Include tourism in the community planning unit (e.g., department)
3	Provide “slow” itineraries (e.g., on brochures, websites)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Develop local tourism products and services
4	Provide “slow” itineraries (e.g., on brochures, websites)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Facilitate opportunities for walking and cycling ('slow' transport modes)

5	Provide information about the local way of life	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Include tourism in the community planning unit (e.g., department)
6	Provide information about the local way of life	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Develop local tourism products and services
7	Provide information about the local way of life	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Facilitate opportunities for walking and cycling ('slow' transport modes)
8	Include tourism in the community planning unit (e.g., department)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Develop local tourism products and services
9	Include tourism in the community planning unit (e.g., department)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Facilitate opportunities for walking and cycling ('slow' transport modes)
10	Develop local tourism products and services	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Facilitate opportunities for walking and cycling ('slow' transport modes)

4. Tourism assessment

	Item	Extremely more important							Equally important							Extremely more important			Item
1	Assess the quality of tourism services	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Assess visitor and resident satisfaction

5. Community involvement

	Item	Extremely more important							Equally important							Extremely more important			Item
1	Encourage local associations to participate actively in promoting Slow City themes	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Encourage community participation in tourism activities for visitors to meet local people

6. Green space creation

	Item	Extremely more important							Equally important							Extremely more important			Item
1	Create and/or reconstruct community green areas	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Create and/or reconstruct productive green areas within the urban perimeter

7. Urban landscape management

	Item	Extremely more important							Equally important							Extremely more important			Item
1	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Promote sustainable urban planning (e.g., energy-saving construction)

2	Monitor and reduce pollutants (e.g., noise, dust, electrical systems)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development
3	Promote sustainable urban planning (e.g., energy-saving construction)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase the value of city landscapes by providing street furniture, tourist signs, aerials, and mitigating the negative effects of urban development

8. Protection of environment

	Item	Extremely more important								Equally important								Extremely more important	Item
1	Conserve air quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve water quality
2	Conserve air quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve soil quality
3	Conserve air quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve biodiversity
4	Conserve air quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage drinking water quality
5	Conserve water quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve soil quality
6	Conserve water quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve biodiversity
7	Conserve water quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage drinking water quality
8	Conserve soil quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Conserve biodiversity
9	Conserve soil quality	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage drinking water quality
10	Conserve biodiversity	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage drinking water quality

9. Waste management

	Item	Extremely more important								Equally important								Extremely more important	Item
1	Separation and disposal of urban solid from waste collection	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)
2	Separation and disposal of urban solid from waste collection	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Purify sewage disposal
3	Separation and disposal of urban solid from waste collection	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Recycle waste
4	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Purify sewage disposal
5	Manage industrial and domestic composts (e.g., decayed plants and vegetable waste)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Recycle waste
6	Purify sewage disposal	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Recycle waste

10. Saving energy

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Save energy in buildings and public systems	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Produce public energy from renewable sources
2	Save energy in buildings and public systems	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce consumption of electrical energy
3	Produce public energy from renewable sources	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce consumption of electrical energy

11. Reducing pollution

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Reduce visual pollution (e.g., billboards, trash)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce traffic noise
2	Reduce visual pollution (e.g., billboards, trash)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce public light pollution
3	Reduce traffic noise	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce public light pollution

12. Promotion of eco-mobility

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Develop urban cycle paths (connected to public buildings)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase the percentage of urban cycle paths over total urban roads (in km)
2	Develop urban cycle paths (connected to public buildings)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Develop bicycle parking area in interchange zones
3	Develop urban cycle paths (connected to public buildings)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Promote eco-mobility as an alternative to private cars
4	Develop urban cycle paths (connected to public buildings)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)
5	Develop urban cycle paths (connected to public buildings)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Adopt new and low-environmental impact technologies
6	Increase the percentage of urban cycle paths over total urban roads (in km)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Develop bicycle parking area in interchange zones
7	Increase the percentage of urban cycle paths over total urban roads (in km)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Promote eco-mobility as an alternative to private cars
8	Increase the percentage of urban cycle paths over total urban roads (in km)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)

9	Increase the percentage of urban cycle paths over total urban roads (in km)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Adopt new and low-environmental impact technologies
10	Develop bicycle parking area in interchange zones	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Promote eco-mobility as an alternative to private cars
11	Develop bicycle parking area in interchange zones	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)
12	Develop bicycle parking area in interchange zones	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Adopt new and low-environmental impact technologies
13	Promote eco-mobility as an alternative to private cars	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)
14	Promote eco-mobility as an alternative to private cars	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Adopt new and low-environmental impact technologies
15	Reduce car traffic in a central part of the city (e.g., designating a pedestrian area)	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Adopt new and low-environmental impact technologies

13. Accessible infrastructure management

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Provide disability-friendly access to public places and offices	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Enhance the accessibility of recreational facilities
2	Provide disability-friendly access to public places and offices	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage urban landscapes (e.g., building renovation, cleanliness)
3	Enhance the accessibility of recreational facilities	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Manage urban landscapes (e.g., building renovation, cleanliness)

14. (Education on) historical sites

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Educate visitors to protect historical sites from degradation	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Provide public awareness education regarding maintenance of historical sites

15. (Education on) local tradition

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Educate locals about the need and reasons for heritage preservation	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Promote events and training to help people appreciate and preserve local cultural and artistic traditions
2	Educate locals about the need and reasons for heritage preservation	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors
3	Educate locals about the need and reasons for heritage preservation	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase awareness about good food and nutrition
4	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors
5	Promote events and training to help people appreciate and preserve local cultural and artistic traditions	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase awareness about good food and nutrition
6	Provide education about local flavors and local products in the catering industry and in private consumption for both residents and visitors	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Increase awareness about good food and nutrition

16. (Education on) sustainability

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Provide sustainability education for future generations	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Provide residents with systematic and up-to-date (preemptive) information about Slow City

17. Facilitation of Slow City philosophy

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Support promotional campaigns and activities of Slow City	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Keep the community informed about Slow City development projects

18. Cultivation of community events

	Item	Extremely more important			←				Equally important			→				Extremely more important			Item
1	Encourage community involvement in local decision making	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	Foster community-wide events that promote Slow City philosophy

Thank you so much for participating!
Your contribution has been very helpful for our research.
We sincerely appreciate your time and effort ☺.

Appendix 7: Stakeholder Survey (Korean version)

슬로시티 관광지 평가지표 개발

도시 _____(면/읍) 성명:_____

안녕하세요!
슬로시티란 작은마을의 구성원들이 생태주의를 바탕으로 전통을 보존하고 문화의 다양성을 유지하기 위한 국제네트워크입니다. **청송의 경우 2011년 고택이 많은 파천면과 자연환경이 아름다운 부동면이 슬로시티로 지정된 것으로 시작하여 2017년부터는 군전체가 슬로시티로 지정되었습니다.**
아래에 제공되는 7개 부분별 항목별로 청송이 슬로시티로서 부합하는지에 대한 참여자분의 의견을 알려주십시오. 모든 항목에 빠짐없이 답변해 주시길 부탁드립니다.
귀한 시간내주셔서 감사합니다.
2017년 11월
홍콩폴리텍대학교 호텔관광경영학과 슬로시티관광팀 (010-2997-0564)

I. 다음은 응답자의 인구통계학적 사항에 대한 내용입니다.

1. 이 지역에서 거주한 기간은? ( )년
2. 귀하의 성별은 무엇입니까?

①	남	②	여

3. 귀하의 연령은 무엇입니까? 만 ( )세
4. 귀하의 최종 교육수준은 무엇입니까?

①	무학	②	초등학교	③	중학교	④	고등학교	⑤	대학교	⑥	대학원 이상

5. 귀하의 직업은 무엇입니까?

①	무직	②	농림어업	③	사무직	④	서비스직	⑤	전문직
⑥	공무원	⑦	자영업	⑧	주부	⑨	학생	⑩	기타

6. 귀하는 슬로시티 관련 정책에 참여하고 계십니까?

①	예	②	아니오

7. 귀하는 슬로시티 개발을 지지하십니까?

매우 지지하지 않는다	-------	지지하지 않는다	---------	약간 지지하지 않는다	-------	보통이다	-------	약간 지지한다	-------	지지한다	-------	매우 지지한다
①		②		③		④		⑤		⑥		⑦

II. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **지역적 유산과 특성**에 관한 항목입니다.

1. 청송을 슬로시티 관광지로 평가하는 데 있어 다음 항목이 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**		매우 동의하지 않는다			보통 이다			매우 동의한다
		①	②	③	④	⑤	⑥	⑦
지역적 유산과 특성	수공예품 및 장인생산품 보호 (예: 인증 정책, 문화박물관 등)							
	전통 공예 기술 및 기법의 가치 증진							
	학교, 병원, 지방 의회, 주민센터 및 관광 단체에서의 지역 농산품 이용 장려							
	지역문화행사 보존 및 가치 증진							
	지역 의례와 축제 유지 및 보존							
	지역 특산물의 보존을 위한 대책 실행							
	지역고유의 공방 및 전통시장의 가치 증진 및 보호							
	역사적 가치를 지닌 건물 보호 및 지역사회가 재사용 할 수 있도록 개방							
	지역 전통 음식 및 전통 음료 보존 방법의 유지 (재배법, 레시피)							
	지역사업체 양성							

III. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **관광 및 환대**에 관한 항목입니다.

청송을 슬로시티 관광지로 평가하는 데 있어 다음 항목이 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**		매우 동의하지 않는다			보통 이다			매우 동의한다
		①	②	③	④	⑤	⑥	⑦
관광 및 환대	"느린 관광" 여행 코스 제공 (팜플렛, 웹사이트)							
	관광 서비스 품질 평가 실시							
	지역 특유의 생활방식에 대한 정보 제공							
	지역사회 단위계획에 관광 분야 포함							
	방문객 및 지역주민 만족도 평가 실시							
	방문객들이 지역주민과 만날 수 있도록 지역사회의 관광활동 참여 장려							
	지역 단체가 슬로시티 테마 관련 행정업무에서 활발히 참여할 수 있도록 지원							
	지역 관광 상품 및 서비스 개발							
	걷기와 자전거타기를 위한 기회 촉진 (느린 교통방식)							

IV. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **도시 경관의 질**에 관한 항목입니다.

1. 청송을 슬로시티 관광지로 평가하는 데 있어 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

	청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**	매우 동의하지 않는다	②	③	보통 이다	⑤	⑥	매우 동의한다 ⑦
도시 경관의 질	도심경관의 가치 증대 (도로 시설물, 관광 안내판, 안테나, 도시경관 완화 및 보존)							
	공공녹지의 재건 및 조성							
	오염물질에 대한 모니터링 및 감축 (예: 소음, 먼지, 전자기장)							
	지속가능한 도시계획 장려 (예: 에너지 낭비를 최소화환 건물)							
	도시 인근의 녹지 공간 재건 및 조성							

V. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **사회기반시설**에 관한 항목입니다.

1.청송을 슬로시티 관광지로 평가하는 데 있어 부합하다고 생각되는 정도를 표시하여 (o) 주십시오.

	청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**	매우 동의하지 않는다	②	③	보통 이다	⑤	⑥	매우 동의한다 ⑦
사회기반시설	자전거 도로 설치 (공공 건물 진입 가능)							
	전체 도심 도로 중 자전거 도로의 비중 증대 (킬로미터 단위)							
	교차로/나들목 구역 자전거 주차공간 설치							
	자가용을 대신한 생태교통수단 장려							
	신체장애인도 접근가능한 공공시설 및 장소 제공							
	도시 경관 관리 (예: 건물 개조, 청결도)							
	환경훼손이 적은 기술의 채택 및 사용							
	휴양시설의 접근성 향상							
	도시 중심부에 차량통행 제한 (예: 보행자 구역 지정)							

VI. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **환경 및 에너지**에 관한 항목입니다.

1.청송을 슬로시티 관광지로 평가하는 데 있어 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**		매우 동의하지 않는다	------	보통 이다	------	매우 동의한다		
		①	②	③	④	⑤	⑥	⑦
환경 및 에너지	대기청정도 보존							
	수질보존							
	토양질 보존							
	음용수 품질 관리							
	고형폐기물 수거							
	산업체 및 일반가구의 퇴비생산 시스템 관리							
	하수정화 처리							
	공공에너지 사용 절약							
	재생가능자원을 이용한 공공에너지 생산							
	시각공해 감소시킴 (예: 빌보드, 쓰레기)							
	소음공해 감소시킴							
	광공해(光公害) 감소시킴							
	전기에너지 소비 감소시킴							
	생물다양성 보존							
	쓰레기 분리수거 및 재활용							

VII. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **교육**에 관한 항목입니다.

1. 청송을 슬로시티 관광지로 평가하는 데 있어 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**		매우 동의하지 않는다	②	③	보통 이다	⑤	⑥	매우 동의한다
		①	②	③	④	⑤	⑥	⑦
예	유적지 훼손을 방지하기 위한 방문객대상 교육							
	유적지 관리와 관련한 대중적 인식 향상을 위한 교육 제공							
	지역주민에게 체계적이고 상시적인 (예방적) 슬로시티 관련 정보 제공							
	좋은 음식과 영양에 대한 인식 향상							
	지역 문화 및 예술 전통을 보존하고 즐길 수 있도록 교육 및 행사 홍보							
	지역주민과 방문자를 대상으로 지역의 맛과 외식산업과 민간소비에서의 지역 생산품사용 장려에 대한 교육제공							
	지역주민을 대상으로 지역유산 보존의 필요성과 이유에 대한 교육 제공							
	미래세대를 위한 지속가능성에 대한 교육 제공							

VIII. 다음은 슬로시티 관광지 평가에 사용될 수 있는 **공생성(conviviality)**에 관한 항목입니다.

1. 청송을 슬로시티 관광지로 평가하는 데 있어 부합하다고 생각되는 정도를 표시하여(o) 주십시오.

청송군은 2011년 국제슬로시티 연맹으로부터 슬로시티로 지정되었습니다. **예) 슬로시티로서의 청송은 (아래항목) 을(를) 위한 노력을 하고 있다고 생각한다.**		매우 동의하지 않는다	②	③	보통 이다	⑤	⑥	매우 동의한다
		①	②	③	④	⑤	⑥	⑦
예	슬로시티 홍보 캠페인 및 활동 지원							
	지역주민에 슬로시티 개발 프로젝트에 대한 정보 제공							
	지역 의사결정에 관한 주민참여 장려							
	슬로시티 가치를 장려하는 지역 행사 조성							

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