Assessment of the Touristic Activities Conducted by Couchsurfing Participants in Terms of Their Relevance to Slow Tourism Criteria

Cevdet Avcıkurt[1]*   Sami Sonat Özdemir[1]   Fatma Doğanay Ergen[2]   Serap Özdemir Güzel[3]
1. Balıkesir University, Faculty of Tourism, Çağış Kampüsü, Balıkesir, Turkey
2. Nişantaşı University, Gümüşpınar mh. Sarmaşık Sk. Pınar St. Kartal, İstanbul, Turkey
3. İstanbul University, Sosyal Bilimler MYO, Beyazit, İstanbul, Turkey

Abstract
Especially lately, it is quite apparent that tourists are adopting a slow life style. The couchsurfing (CS) social network creates an environment that is socially, culturally and environmentally interactive and enables travellers from different cultures to come together. This study examines CS's members travel behaviour within the context of slow tourism. The data were gathered through a survey technique, one of the common quantitative research methods, and analyzed with the SPSS 20.0 Statistical Package for the Social Sciences. The results show that the general slow tourism level (=3. 31) of the participants is around 3 points, which is a medium level. When arithmetic average figures regarding the sub-dimensions of slow tourism are analyzed, average points for "slowness" and "emotion" are higher than other aspects, which are =3.31 and =3.26 respectively. It has not been found another study regarding CS's members travel behaviour within the context of slow tourism in the literature. Therefore the results of this study have not been compared with another study results. The entire universe could not be reached because of the number of people constituting the universe is greater than ten thousand and time constraints. Therefore sampling method was used. Although the survey sent to 1700 CS members, 180 questionnaires were collected. In this study participants' slow tourism behaviors according to place living in and to preferred place is studied. However participants' slow tourism behaviors according to the nationality is not studied. In future studies, if participants' slow tourism behaviors according to the nationality will examination, literature would be made an important contribution. In addition, there are millions of CS members all over the world. This study is seen that the general slow tourism (=3,02) values of the CS participants that are approximately 3 points the middle value. Therefore if local governments will focus slow tourism activities in the destination, especially for slowness dimension, it will be effective to attract CS members to the destination.
Keywords: couchsurfing; slowness; cultural interaction; slow tourism; accommodation

1. Introduction
The fact that the effects of global tendencies on human behavior are expanding more and more is causing some changes in the behavior of tourism event, and is helping to improve the influence of new tendencies on tourism-based consumption. Slow tourism can be regarded as the most effective of the mentioned tendencies that causes changes in tourism based consumption. What is meant by slow tourism, apart from slow movements during tourism activity, can be defined as perceiving those following factors as a part of tourism activity: using products which reflect the local culture, increased communication with local people, paying attention to the sustainability of the resources etc. (Robinson, Heitmann & Dicke, 2011, p. 263). These many effects of slow tourism tendency can trigger some changes in the traditional structure of tourism and set the foundation for fundamental changes in travel and accommodation, which are central elements of tourism. One of the most important examples of these changes is CS due to its high potential of participation. It can be stated that with this application it is possible to compensate for the lack of low levels of communication with local people as a result of traditional accommodation factors. The purpose of the CS platform is to get a better understanding of the destination. In this reason, it aims to meet local people and experience culture of a destination rather than fast consumption. Along with this, it is important to understand the parallel between the tendency for slow tourism and increased demand for couchsurfing (couchsurfing, 01.06.2016), which is expected to reflect a similar philosophy with slow tourism. This study is interesting in examining the behavior of couchsurfing members within the context of slow tourism and analyzing the differences between attributes of the slow tourism and demographic characteristics.

2. Slow Life Style
Slow travel, called slow tourism, is regarded as the touristic counterpart to the slow eating movement that started in Italy in 1980s. The concept of slow tourism is based on travel experiences that emphasize green travel methods concerning local cultures in destinations. Short-distance travels are more about travel with low carbon emission, rather than long stays in destinations, travel via airways or highways. For example, travel by train takes longer; however, views and breaks throughout the journey offer a fuller travel experience when compared

with flight travel (Juvonen & Saarniko, 2014, p. 6). Slow travel happens reflects conscious choices. In other words, slow tourism is about personal choices rather than about possessing money or privilege. It is important to have the courage to not follow the majority's choices more (Gardner, 2009, p. 11). Slow tourism does not include more destination, more people and more travel opportunities, unlike modern tourism today (Juvonen and Saarniko, 2014, p. 6).

Slow travel "where tourist experience a deeper understanding of a place by moving at a deliberate and controlled pace through landscapes" (Pearce, 2011: 150). Honoré (2004) stated that slow travel has a four principles such as: minimising impacts for local people and the environment, making time to relax, learning about local culture and enjoyment of journey. Dickinson and Lumsdon (2010, p. 1) define slow tourism as a developing theoretical framework, in which alternatives are offered, rather than a travel in which tourists stay longer in their destination and travel by airways or car and they state five characteristics for tourism, which are slow equality for quality time; physical slowdown for fun offered; quality experience; meanings and attendance; and adapting to ecology and its diversity. Slow tourism has two universal goals: revitalization (get refreshed, reinvigorated, recharged etc.) and self–enrichment (connect more deeply to the destination, discover self, understand etc.) (Oh, Assaf ve Baloglu, 2014: 209).

This is the ability to create remarkable moments for the guests as individuals through actual, pleasant experiences. It is the act of working on projects, planning and service demand in order to trigger and evoke emotions through stimulations and personal answers. The slow way of travel for slow tourists or slow travellers results in activities that are more enjoyable and pleasant. Those who show resistance to the fast way of life are slow tourists (Mosayebi, 2011, p. 22). There are main features that can help identify slow tourists ((Pearce, 2011, p. 151; Guidelines for the Slow Tourism Italia Slovenia Programme, 2011, p. 56; Yurtseven and Kaya, 2011, p. 94).

- Main reason of tourists going to their destinations is that they do natural, slow activities (hiking, riding, nature tourism, river tourism, outdoor sports etc.)
- Some of the activities that tourists do during their holiday are related to slow activities such as exploring and learning about local culture, sports activities. and so can also be defined as slow tourism.
- Slow tourist tend to avoid long day trip.
- Slow tourist prefer walking, riding a bicycle, driving car, rail travel and local transports while travelling.
- They want to live like a local.
- They are independent traveller
- Slow tourists are educated, and have a good cultural knowledge and slow philosophy.

3. Dimensions in Slow Tourism

Slow life, a new form of life style, doesn't suggest wasting time. Slow life represents a greater awareness and better communication with self and others. The slowness concept is a positive state and approach to life. Wise consumptions; reducing damage to nature; avoiding wasting resources; focusing on renewable energy; carefully choosing time, activities, relations and the quality of their outcomes and improving relationships with others form the foundation of the slow movement philosophy (Yüksek, 2013, p. 66).

According to the literature review slow travel gathered under different dimensions by different authors (Lumsdon and McGrath, 2011; Dall' Aglio, 2011; Dickinson et al., 2011; Guidelines for the Slow Tourism Italia - Slovenia Programme, 2011). Generally it can be considered under six dimension. These are;

- *Time:* One of the principles of slow tourism is spending quality time (Dickinson and Lumsdon, 2010) In this reason travelers aim to minimize time on the voyage to the destination and maximize time available at the destination (de la Barre, 2012: 160). Time means modification of the daily time relationship (Yurtseven and Kaya, 2011).
- *Contamination:* The criteria refers to helping one's self development and allowing tourists to communicate with other people directly. This aspect is the ability to create a unique individual experience through interaction with people and place. Communicating takes place between tourist-locals, tourist-tourism supply, tourist-tourist (Dall' Aglio, 2011).
- *Sustainability:* Slow tourism can be linked sustainable tourism development and also include sustainable tourism elements (Heitmann, Robinson and Povey, 2011). Sustainability relates to an awareness and desire to minimise the carbon footprint of tourism (Dickinson and Lumsdon, 2010). This aspect supports the necessity of a sustainability approach as a long-term ecological solution that is ethical for local people, socially fair and economically beneficial (Guidelines for the Slow Tourism Italia - Slovenia Programme, 2011, p. 53).
- *Slowness:* Slowness "a slowing down of the holiday process in relation to travel, distance and the activities pursued en route and at a destination" (Lumsdon and McGrath, 2011: 271). In other words, slowness means reducing the quantity and focusing more on experiences (Guidelines for the Slow

Tourism Italia - Slovenia Programme, 2011, p. 53).

- *Authenticy:* This aspect is the ability to create and present an experience which is not artificial and strongly connected with local traditions and culture. It is the act of offering services and products which are not global, but unique to that place (Guidelines for the Slow Tourism Italia - Slovenia Programme, 2011, p. 53).
- *Emotion:* This is the ability to create remarkable moments for the guests as individuals through actual, pleasant experiences. The slow way of travel for slow tourists or slow travellers results in activities that are more enjoyable and pleasant (Mosayebi, 2011, p. 22).

4. Slow Philosophy to Couchsurfing

Casey Fanton, during her visit to Iceland in 1991, came up with the idea that people could share their houses with strangers, and in 2004, made this idea come true with other co-founders under the name "Couchsurfing Project". The term "Couchsurfing" is abbreviated as CS. CS, which continues to grow in membership, has become a global social platform that includes over 10 million people from 200000 cities (Couchsurfing.org, 2016). Users of this travel-based social platform are called couchsurfers. Members of CS encourage cultural exchange and mutual respect and share their life with those they encounter. (Couchsurfing.org, 2016). Moreover, they experience priceless moments thanks to the members of CS. The CS platform, providing the opportunity to bring various cultures together, allows for cultural exchange. Thanks to CS members, visitors can gain more information and experience about the target country as well as an opportunity is gained to understand first-hand traditions of cultures.

When couchsurfing associated with slow tourism, couchsurfing connects travellers with locals to create authentic experience and friendships (Molz, 2013; 224). Also, slow tourism is a meaningful ways of connecting with the world (Molz, 2013; Fullagar et. al., 2012; Dickinson & Lumsdon, 2010). Slow travellers seek to embrace local culture, history and cuisine and to connect and interact with local people and communities (Fullagar et al., 2012), learning local languages and attempting to live like a local (Gardner, 2009).

The features of slow tourism (such as, slowness, value of time, gain different experiences, choosing local transportation etc.) and couchsurfers' travel behaviours are thought to be similar. The aim of the platform is also to provide cultural exchange and get enrich travel experiences. While travelling any destination, people generally obtains the data from secondary sources. But locals know better the destination (where to eat local dishes, where to go, where to stay etc.) than the others and travellers can easily rich information from locals especially home-owners. Also it's similar with slow tourism which also seek to live like to locals (Molz, 2009: 280) such as exploring local food and beverage, culture, local history and social well-being (Oh, Assaf, and Baloglu, 2014).

5. Method

This study examines CS's participants' travel behaviours within the context of slow tourism. The population of this study is CS participants with accounts on several social media platforms. The two-part survey application is applied in order to indicate opinions about slow tourism behaviors of the participants between January and May of 2015. A total of 1700 messages requesting responses were sent to randomly selected participants through the couchsurfing.org website and related social media channels (Facebook, Twitter, etc.). Members of both CS and several social media accounts have been reached via internet and 180 questionnaires were collected with nearly a 10 percent rate of response.

In the first part of the questionnaire includes there are demographic features of the participants and the second part focuses on the slow tourism dimension. The dimension was created with the revaluation of the aspects about slow tourism that are in the "Guidelines for Slow Tourism: Italia Slovenia Programme" (2009) booklet.

Every aspect forming the mentioned dimensions used in research and the factors explaining the aspects are applied to a five point Likert rating and the participation levels of the participants that are in the example group are graded as "1=I don't agree", "2=I agree a little", "3=I agree halfway", "4=I agree a lot", "5=I agree completely".

In the research, arithmetical average and standard deviation values are calculated in order to describe the opinions of the participants on slow tourism. An exploratory factor analysis was applied to the slow tourism dimension (consist of 36 questions), and 8 questions were removed because of their factor loadings being under 0,40. For the remaining 28 questions an exploratory factor analysis was applied once more, and in the end 6 dimensions were gathered. In order to identify whether there is a meaningful difference in the participants' opinions on the slow tourism behavior according to their individual features, a t test (Independent Samples t test) is applied to the gender group. Age, place of residence, education level, occupation, income level, people traveled with, approximate staying time, area preference, number of travels for the last 3 years and transportation preference of the participants are tested with variance analysis (One-Way ANOVA).

Cronbach's alpha numbers were calculated for reliability analysis. Along with this, a factor analysis was applied and Cronbach's Alpha coefficients were calculated to test its reliability in the analysis of the data

6. Findings

The distribution of the demographic features of the CS participants is shown in the Table 1. When the findings on the Table 1 are studied, it is seen that the 37,2 % of the participants are in the age of 26-35, 63, 9% are male, 57,2% live in Europe, 55% are university graduates, 40% are workers, 49,4% have an income that is an average for their countries, 55,6% travel alone. Moreover 28,9% stays in for 1-3 nights, 64,4% prefer Europe for travel, 60% have traveled 5 or more times for the last three years, 51,1% prefer flight travel.

Table 1. The distribution of the demographic features of the CS participants

Parameter	Group	Number (f)	Percentage (%)
Age	25 and below	56	31,1
	26-35	67	37,2
	36-45	28	15,[1]
	46-55	10	5,6
	56 and above	19	10,6
Gender	Male	115	63,9
	Female	65	36,1
Place of Residence	Europe	103	57,2
	Asia	25	13,9
	Africa	12	6,7
	America	34	18,9
	Australia	6	3,3
Education Level	Elementary School and High School	16	8,9
	University	99	55,0
	Postgraduate	65	36,1
Occupation	Worker	72	40,0
	Government Officer	20	11,1
	Freelance Occupied	35	19,4
	Retired and other	53	29,4
Income level	Average	89	49,4
	Under Average	37	20,6
	Below Average	54	30,0
People traveled with	Alone	100	55,6
	With Father and Mother	9	5,0
	With Friends	33	18,3
	With Family	21	11,7
	Other	17	9,4
Approximate Staying Time	1-3 Nights	52	28,9
	4-5 Nights	30	16,7
	6-7 Nights	35	19,4
	8-9 Nights	3	1,7
	10 Nights and More	60	33,3
Place preference for travel	Europe	116	64,4
	Asia	25	13,9
	Africa	10	5,6
	America	21	11,7
	Australia	8	4,4
Number of Travels for the last 3 years	1	16	8,9
	2	17	9,4
	3	9	5,0
	4	30	16,7
	5 and more	108	60,0
Transportation Preference	Airway	92	51,1
	Railway	43	23,9
	Highway	28	15,6
	Seaway	9	5,0
	Other (Bicycle-Motorcycle)	8	4,4

When the arithmetical averages on the Table 2 are studied, it is seen that the general slow tourism (=3,02) values of the CS participants that are in the example group of the research are approximately 3 points -the middle value. Given these values, it can be concluded that slow tourism levels of the CS participants are not negative. When the arithmetical average values about the sub dimensions of the slow tourism dimension are studied, it is seen

that the average points on the "slowness" (=3,31) and "emotion" (=3,26) dimensions are higher than other dimensions. In other words, the situations where the CS participants' slow tourism levels are in their highest are caused by the slowness and emotion dimensions. This illustrates that, CS participants prefer a high sense of awareness rather than quantity and slower-quality experience, rather than a fast buffer. In addition, it was found that all of the Cronbach's Alpha values calculated in terms of the dimensions and sub dimensions are above the value of 0,70. These rates show that the internal consistency levels of the dimensions are enough.

Table 2. Descriptive statistics on slow tourism behaviors

Dimensions	Factor Number	Characteristic Value	Variance %	Cumulative Variance	Cronbach's Alpha	$\overline{X}$	s.s
Interaction	6	6,850	25,371	25,371	0,739	3,12	1,01
Slowness	5	2,440	9,036	34,407	0,749	3,31	0,89
Authenticy	5	2,173	8,046	42,453	0,713	2,04	0,74
Sustainability	5	1,782	6,601	49,054	0,727	2,46	0,98
Time	4	1,582	5,859	54,912	0,722	2,86	0,88
Emotion	3	1,344	4,977	59,890	0,752	3,26	1,02
General Slow Tourism	**28**	-	-	-	**0,876**	**3,02**	**0,62**

The comparison of slow tourism behavior levels of the participants according to their individual features are presented in the charts between Table 3 and Table 8. In order to identify whether there is a meaningful difference in the participants' opinions on the slow tourism behavior according to their individual features, a t test (Independent Samples t test) is applied to the gender group. Age, place of residence, education level, occupation, income level, people traveled with, approximate staying time, area preference, number of travels for the last 3 years and transportation preference of the participants are tested with variance analysis (ONEWAYANOVA). Because there is no meaningful difference between the slow tourism behaviors of the participants and their gender, education level, income level and approximate staying time; their charts are not presented. However, since a meaningful difference is detected between the other individual features and the slow tourism behaviors of the participants, these are presented separately in the charts. In Table 3, the comparison of the participants' slow tourism behaviors according to age groups, is presented.

In Table 3, when the arithmetical average values about the comparisons of the participants' slow tourism behaviors according to age groups are studied, it is found that there is a meaningful difference in the "interaction" dimension, and also it is seen that the average point the 56 and above age group (=3.78) is higher than other age groups. It may be concluded that the individuals in the 56 and above age group give more importance to learning about other cultures, believes and opinions and establishing more face to face relationship with the local community than the factors in the "interaction" dimension. However Musa and Sim (2010) found out in their "Study's travel behaviour: a study of older Malaysians" that the main travel motivations were "to spend time with friends or family" and "relaxation".

Table 3. Comparison of the participants' slow tourism behaviors according to age groups

Parameter	Age	$\overline{X}$	s.s	F	P
Interaction	25 and below	2,78	1,02	4,550	0,002*
	Between 26-35	3,07	0,90		
	Between 36-45	3,35	0,95		
	Between 46-55	3,40	0,84		
	56 and above	3,78	1,13		

*$p<0,05$ ***$p<0,001$

In Table 4, when the arithmetical average about the comparison of the participants' slow tourism behaviours according to place living in is studied, it is seen that there is a meaningful difference in the "interaction", "time" and "emotion" dimensions. In the interaction dimension the people that live in "America" (=3.50), in time dimension the ones that live in "Australia" (=3.66) and in emotion dimension the ones that live in "America" (=3.67) have higher average points than other areas. In this term, when the factors in the "interaction" dimension is studied, it appears that people living in America give more importance to cultural interaction in their travels and with the "emotion" dimension they are willing to have memorable experiences focused on emotions. It is concluded that people that live in Australia to take time to get to know the culture and food of the destination area and to engage with slow tourism applications.

Table 4. Comparison of the participants' slow tourism behaviors according to place of residence groups

Parameter	Place of Residence	$\overline{X}$	s.s	F	P
Interaction	Europe	2,92	1,07	2,794	0,028*
	Asia	3,36	0,48		
	Africa	3,33	0,98		
	America	3,50	1,02		
	Australia	3,00	0,89		
Time	Europe	2,83	0,94	2,496	0,045*
	Asia	2,96	0,78		
	Africa	2,33	0,49		
	America	2,91	0,79		
	Australia	3,66	1,03		
Emotion	Europe	3,21	1,00	2,824	0,026*
	Asia	3,04	0,93		
	Africa	2,75	1,13		
	America	3,67	0,94		
	Australia	3,66	1,36		

*$p<0,05$ ***$p<0,001$

In Table 5, when the arithmetical average values about the comparison of the participants' slow tourism behaviors according to occupation groups are examined, it is seen that there is a significant difference in the "interaction", "slowness" and "authenticy" dimensions. In the "Interaction" dimension the "Freelance Occupied" (=3.51) group, in the "slowness" dimension the "Retired and Other" (=3.56) group and in the "authenticy" dimension the "Freelance Occupied" (=3.80) group have higher average points than the other occupation groups. In the "Interaction" and "authenticy" dimensions, it is seen that the ones in the Freelance Occupied group give importance to cultural interaction in their destinations and that they look for original products and services which they can only find in their destinations. It is concluded that the ones in the Retired and other group look for events that are slower, which prioritize relationships with the local people and that include deep and qualified experiences. It is seen that other studies on this subject gave out similar results as well. Social interaction is the leading factor attracting the "third age" tourist groups (Thomas & Butts, 1998, p. 34). Along with this, some examples of the motivation for the third age group are experiencing new places, visiting historical places and museums, gaining new experiences, interacting with new people and avoiding a monotonous life style (Avcıkurt, 2015, p. 190; Avcıkurt, 2009, p. 149).

Table 5. Comparison of the participants' slow tourism behaviors according to occupation groups

Parameter	Occupation	$\overline{X}$	s.s	F	P
Interaction	Worker	2,93	1,03	2,841	0,039*
	Government Officer	3,25	0,71		
	Freelance Occupied	3,51	1,09		
	Retired and Other	3,07	0,95		
Slowness	Worker	3,20	0,73	3,355	0,020*
	Government Officer	2,90	0,91		
	Freelance Occupied	3,37	1,11		
	Retired and Other	3,56	0,86		
Originality	Worker	3,04	0,79	6,764	0,000***
	Government Officer	3,00	0,79		
	Freelance Occupied	3,80	0,90		
	Retired and Other	3,09	1,00		

*$p<0,05$ ***$p<0,001$

In Table 6, when the arithmetical average values about the comparison of the participants' slow tourism behaviors according to groups that they travel are studied, it is seen that there is a meaningful difference in the "Sustainability" and "Emotion" dimensions. In the "Durability" and "Emotion" dimensions the "Other" (with order (=3.05), (=4.05)) group has higher average points than other groups that they travel with. CS participants get in touch with each other on social platforms that they are members of and some (cs) participants travel with the people that they meet on this platform. Therefore it is seen that the individuals that are in the "Other" group give importance to saving environment, natural, cultural and historical heritage, reducing the energy and water waste subjects among the factors about "Sustainability" dimension and that they are searching for memorable experiences focused on emotions.

Table 6. Comparison of the participants' slow tourism behaviors according to groups they travel with

Parameter	People traveled with	$\overline{X}$	s.s	F	P
Sustainability	Alone	2,41	0,96	4,684	0,001*
	With Father and Mother	2,88	0,92		
	With Friends	2,00	1,00		
	With Family	2,76	0,70		
	Other	3,05	1,02		
Emotion	Alone	3,37	0,98	7,686	0,000***
	With Father and Mother	2,22	0,66		
	With Friends	2,81	1,13		
	With Family	3,28	0,88		
	Other	4,05	0,55		

*p<0,05 ***p<0,001

In Table 7, when the arithmetical average rates about the comparison of the participants' slow tourism behaviors according to preferred place for travel are studied, it is seen that there is a meaningful difference in the "interaction" and "emotion" dimensions. In the "Interaction" dimension the ones in "Asia" (=3.80) group, in emotion dimension the ones in "America" (=3.71) group have higher average points than other places preferred for travel. It is seen that those who travel to Asia, try to get involved with the local people and get to know their traditions which are among the factors in "interaction" dimension. It is concluded that the ones that travel to America continent try to be in events that are thrilling and focused on feelings, which are among the other factors in the "interaction" dimension.

Table 7. Comparison of the participants' slow tourism behaviors according to preferred place for travel

Parameter	Preferred Place	$\overline{X}$	s.s	F	P
Interaction	Europe	3,05	1,01	4,458	0,002*
	Asia	3,80	0,95		
	Africa	3,30	0,48		
	America	2,85	1,01		
	Australia	2,50	0,75		
Emotion	Europe	3,25	0,93	4,670	0,001*
	Asia	3,40	1,22		
	Africa	3,00	1,56		
	America	3,71	0,64		
	Australia	2,00	0,75		

*p<0,05 ***p<0,001

In Table 8, when the arithmetical average rates about the comparison of the participants' slow tourism behaviors according to number of travel in the last 3 years are examined, it is seen that there is a meaningful difference in the "authenticy "sustainability" and "emotion" dimensions. In the autheticy dimension the ones in "5 or more" (=3.42) group, in "sustainability" dimension the ones in "2" (=2.70), in emotion dimension the ones in "3" group have higher average points than other number of travel groups. The individuals that traveled 5 or more times in the last three years receive products and services that are unique to the destinations they visit and that they have unique experiences with the local cultures of the area. It can be said that they travel a lot; therefore, they get bored with usual activities and are looking for authentic and original experiences. It is seen that the ones who traveled twice in the last three years, in their travels, give importance to protection of the environment, and to natural, historical and cultural values. Meanwhile, the ones that traveled 3 times prefer experiences in which emotions such as curiosity and excitement are prior.

Table 8. Comparison of the participants' slow tourism behaviors according to number of travel in the last 3 years groups

Parameter	Number of Travel	$\overline{X}$	s.s	F	P
Authenticy	1	2,75	1,12	5,161	0,001*
	2	3,17	0,72		
	3	2,66	0,50		
	4	2,80	0,96		
	5 and More	3,42	0,86		
Sustainability	1	2,68	1,01	4,188	0,003*
	2	2,70	0,68		
	3	1,55	0,52		
	4	2,06	0,86		
	5 and More	2,57	1,02		
Emotion	1	0,89	0,22	2,850	0,025*
	2	0,62	0,15		
	3	1,11	0,37		
	4	1,06	0,19		
	5 and More	1,04	0,10		

*p<0,05 ***p<0,001

In Table 9, when the arithmetical average values for the comparison of the participants' slow tourism behaviors according to the type of transportation are examined, it is seen that there is a meaningful difference in every dimension except the "interaction" dimension. In the "slowness" dimension the ones in "Other" (=3.87), in authenticy dimension the individuals in "Railway" (=3.55), in the sustainability dimension the individuals in "Seaway" (=3.33), in time dimension the ones in "Seaway" (=3.55), in the emotion dimension the ones in "Other" (=3.62) group have the higher average points than other preferred transportation groups. The transportation vehicles in other groups are alternative vehicles which are used in various routes in long travels that are done in terms of slow tourism activities.

Table 9. Comparison of the participants' slow tourism behaviors according to preferred transportation groups

Parameter	Type of Transportation	$\overline{X}$	s.s	F	P
Slowness	Airway	3,30	0,86	2,534	0,042*
	Railway	3,34	0,14		
	Highway	3,35	0,16		
	Seaway	2,55	0,17		
	Other (Bicycle-Motorcycle)	3,87	0,35		
Authenticy	Airway	3,06	0,09	2,754	0,030*
	Railway	3,55	0,14		
	Highway	3,17	0,66		
	Seaway	2,77	0,44		
	Other (Bicycle-Motorcycle)	3,37	1,68		
Sustainability	Airway	2,21	0,89	5,735	0,000***
	Railway	2,83	1,13		
	Highway	2,53	0,83		
	Seaway	3,33	0,50		
	Other (Bicycle-Motorcycle)	2,00	0,92		
Time	Airway	2,61	0,82	4,519	0,002*
	Railway	3,04	0,84		
	Highway	3,03	0,83		
	Seaway	3,55	0,88		
	Other (Bicycle-Motorcycle)	3,25	1,28		
Emotion	Airway	3,06	1,04	3,117	0,017*
	Railway	3,60	0,92		
	Highway	3,42	0,83		
	Seaway	2,77	0,44		
	Other (Bicycle-Motorcycle)	3,62	1,68		

*p<0.05 ***p<0.001

IISTE

7. Conclusion

When analyzed in the literature, it is seen that the aims of CS participants' travels are to engage in cultural interaction through seeing different cultures and traditions; promoting mutual respect and finding opportunities to have unique experiences. When slow tourism activities are examined it is thought that, through features like helping self-development, building good relationships between individuals through exchanging different opinions, beliefs and focusing on non-artificial unique experiences; they reflects the aims of the participants. Within this, in the study participants' slow tourism levels are examined, subsequently, it is found that the participants' general slow tourism (=3.02) levels are approximately 3 points, which is the middle value. This rate shows that the participants' slow tourism rates are not negative. Along with this, when the arithmetical average values about the sub dimensions of slow tourism dimension are analyzed, it is seen that the average points about "slowness" (=3.31) and "emotion" (=3.26) dimensions are higher than other dimensions. This slowness dimension emphasizes over the quantity, in which multi-faceted intimate relationships are gained and awareness is increased through activities which give qualified experiences away from speed. The "emotion" dimension which has the highest average point after slowness dimension, focuses on experiences, good memories and emotions. With the data of the research, it is concluded that participants apply these features about slow tourism criteria the most, and that they maintain slow tourism behaviors which are away from speed, slower, with high awareness and intimate relationships that focus on qualified experiences and feelings.

When a comparison is done about the participants' slow tourism behaviors according to demographic features, it emerges that the individuals who are in the "56 and above" age group are having cultural interactions with the local people more than other age groups. It is seen that another group that gives importance to cultural interaction in their travels is the ones that live in America. Another important result from the research is that the individuals that are in the retired group and other groups make travels which are slower and include interactions with local people focusing on quality, not quantity. It is seen that the ones that travel to Asia seek interaction with local people and get to know their traditions; the ones that travel to America, in their travels, prefer travels that are focused on excitement and curiosity. The individuals that traveled 5 or more times in the last three years receive product and services which are unique to their destination and which they cannot find anywhere else, and they seek unique experiences with the local culture of the area. It can be said that frequent travels leads to a search for authenticy and originality.

This study is limited to the participants who are members of CS and speak English. The number of examples can be increased with the studies on other languages. This situation would contribute to making healthier and different travel experiences. With the data from the research, it is seen that the participants give importance to slowness and emotion dimensions about slow tourism dimensions. It will contribute to the sector when the destinations that will give importance to slow tourism applications take these two criteria into consideration. Destination attractiveness may be increased by giving tourists the experiences that they cannot get in other destinations; presenting products and services unique to the local culture; and allowing local people to join to tourism activities in terms of the interaction with the local people that participants give importance to. The results from this comparison of the slow tourism behaviors of participants according to their demographic features are important for understanding the features of target mass that are potential demands for destinations, for developing and presenting products and services that suit the demands of the target mass.

References

Avcıkurt, C. (2015), *Turizm Sosyolojisi*, Detay Yayıncılık, Ankara.

Avcıkurt, C. (2009), "The mature age market in Europe and its influence on tourism", *Balikesir Universitesi Sosyal Bilimler Enstitusu Dergisi*, pp. 141-157.

Dall' Aglio, S. (2011). *The Slow Tourism Strategic Project*, Italy-Slovenia, 2007-2013.

de la Barre, S. (2012), "Travellin' Around on Yukon Time in Canada's North", In S. Fullagar, S., Markwell, K. and Wilson, E. (Eds), *Slow Tourism Experiences and Mobilities (Aspects of Tourism),* Channel View Publications, Bristol, pp. 157-170.

Dickinson, J., and Lumsdon, L. (2010), *Slow Travel and Tourism*, Earthscan, London.

Dickinson, J.E., Lumsdon, L. and Robbins, D. (2011), "Slow Travel: Issues for Tourism and Climate Change", *Journal of Sustainable Tourism*, Vol.19 No. 3, pp. 281-300.

Fullagar, S., Markwell, K. and Wilson, E. (Eds.) (2012), *Slow Tourism: Experiences and Mobilities*, Channel View Publications, Bristol.

Gardner, N. (2009). "A Manifesto for Slow Travel. Hidden Europe*"*, available at: http://www.hiddeneurope.co.uk/a-manifesto-for-slow-travel (Accessed 10 October 2015).

Guidelines for the Slow Tourism Italia Slovenia Programme (2011), *The Slow Tourism Strategic Project*, Italy-Slovenia, 2007-2013.

Heitmann, S., Robinson, P. and Povey, G. (2011), "Slow Food, Slow Cities and Slow Tourism", In Robinson, P., Heitmann, S. and Dieke, P. (Eds.), *Research Themes for Tourism,* CABI, London.

Honoré, C. (2004), *In Praise of Slowness: How a Worldwide Movement is Challenging the Cult of Speed*, Harper, San Franscisco.

Juvonen, E. and Saarnikko, T. (2014), "Slow Tourism and Other Emerging Trends in Finland", *Laurea University of Applied Sciences Prime Mover*, April 2014.

Lumsdon, L. M. and McGrath, P. (2011), "Developing A Conceptual Framework for Slow Travel: A Grounded Theory Approach", *Journal of Sustainable Tourism,* Vol. 19 No. 3, pp. 265-279.

Molz, J. G. (2009), "Representing Place in Tourism Mobilities: Staycations, Slow Travel and the Amazing Race", *Journal of Tourism and Cultural Change,* Vol. 7, pp. 270-286.

Molz, J. G. (2013), "Social Networking Technologies and the Moral Economy of Alternative Tourism: The Case of Couchsurfing.org", *Annals of Tourism Research*, Vol. 43, pp. 210-230.

Mosayebi, G. (2011), "A Critical Review on "Image"–based Tourism: A Case of Slow Traveler", Unpublished Master Thesis, *Södertörn University Master Program in Tourism Studies.*

Oh. H., Assaf, G. and Baloglu, S. (2014), "Motivations and Goals of Slow Tourism", *Journal of Travel Research,* Vol. 55 No. 2, pp. 205-219.

Pearce, P. L. (2011), *Tourist Behaviour and the Contemporary World (Aspects of Tourism),* Channel View Publications, Bristol.

Robinson, P., Heitmann, S. and Dieke, P. (2011), "Research Themes for Tourism", *Journal of Heritage Tourism*, Vol. 6 No. 3, pp. 263-264.

Thomas, W., D. and Butts, B. F. (1998), "Assessing leisure motivators and satisfaction of international elder hostel participants", *Journal of Travel &Tourism Marketing* Vol. 7 No 1, pp. 31-38.

Yüksek, G. (2013), "Yavaş Turizm Anlayışı", In Aydın, Ş. ve Boz, M. (Eds). *Turizmde Güncel Konu ve Eğilimler*, Detay Yayıncılık, Ankara.

Yurtseven, H. R. and Kaya, O. (2011), "Slow Tourists: A Comparative Research Based on Cittaslow Principles", *American International Journal of Contemporary Research*, Vol. 1 No. 2, pp. 91-98.