

Slow Food as a Tourism Product for Vienna

Master Thesis for Obtaining the Degree
Master of Business Administration

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Table of Contents

Overview and Analytical Procedure	4
Vienna as a Tourist Destination	6
The Development of the City of Vienna into a Major Global Tourist Destination.....	8
Vienna 2020: Global. Smart. Premium.....	10
Gastronomy and Culinary Tourism in Vienna	13
The Viennese Cuisine	15
Slow Food	16
Slow Food in Vienna	18
Slow Tourism	21
Target Group	23
European Benchmarking	26
The Tourism Product.....	32
Analysis of the Potential Tourism Supply for Slow Food Travel in Vienna	37
Case Study: Promoting and Obtaining Financial Support for Slow Travel Products through Crowdfunding	42
The Subject of the Case Study	46
The Findings	47
Conclusions.....	48
References.....	52
Appendix 1: Vienna Slow Trail on Indiegogo	59
Appendix 2: Tourism Products by Travel Agents that Could be Included in the Slow Travel Vienna Project.....	62
Appendix 3: Slow Food Manifesto	64

List of Figures

Figure 1: Tourism development in Austria 2004 – 2013.....	6
Figure 2: The Global Cities Index – Vienna as compared to the world’s most influential global cities (selection)	11
Figure 3: Additional catering consumed by tourists in Vienna according to the guest survey 2004 - 2009	13
Figure 4: Key figures of the world tourism industry in 2013.....	33
Figure 5: Parties involved in making tourism work.....	35

List of Tables

Table 1: Development of arrivals, overnights and turnover in Vienna 2009 – 2014.....	7
Table 2: Key data from the guest survey 2004 - 2009.....	8
Table 3: Overnights in European cities 2013.....	10

List of Abbreviations

BMFWF = Bundesministerium für Wissenschaft, Forschung und Wirtschaft (Federal Ministry of Science, Research and Economy)

EU= European Union

HORECA= Hotel/Restaurant/Café

JOBS = Jumpstart Our Business Startups

LOHAS = lifestyle of health and sustainability

MICE= Meetings, incentives, conferencing, exhibitions

UK = United Kingdom

UNESCO= United Nations Educational, Scientific and Cultural Organization

UNWTO= United Nations World Tourism Organization

US = United States

USA= United States of America

WTO= World Tourism Organization

Overview and Analytical Procedure

This thesis originated as a follow-up to the study conducted by the Vienna Tourist Board in 2013, where the first steps were analyzed for identifying the potential of Slow Food Tourism in the Austrian capital of Vienna. The above mentioned study analyzed two main pillars: firstly, the existing industry leaders in core areas like agricultural business, the food producers, as well as the extended areas in which their potential as tourism products can be identified; secondly the potential consumers of Slow Food Travel Vienna.

Having gathered this information in 2013, this master thesis offers a fresh view regarding the **analysis of** the potential of slow food in Vienna, by offering a close-up of the touristic offer of Vienna, the development and trends of the slow food market and implicitly the slow food tourism, by taking a detailed look at the available target group and also by conducting a benchmarking of other European offers that are already on the market and attracting tourists.

Having established the potential of Slow Food Tourism in Vienna as well as the need of the Slow Food industry in this city, we conducted an **empirical study** where we launched a slow food travel project on a crowdfunding portal in order to observe its potential as a financing source and to gather knowledge about the working mechanism of this new investment source offered by the digital media. The goal of using crowdfunding in the project is not exclusively financial, but also aims to identify the potential demand of a slow food travel product in Vienna, by using one of the most popular crowdfunding platforms worldwide, Indiegogo. The success or failure of the process is determined on the one hand by the conducting of efficient research in order to address the right crowd with a proper project, and on the other hand on the handling of the project itself.

In the final chapter we present conclusions that can be useful for a future development of this topic, obviously in accordance with future trends of the global tourism industry and with the changes in behavior and lifestyle of the potential target group.

Aims of the Master Thesis

During the past years the importance of the culinary component has significantly increased in the tourism industry. Various studies revealed that tourists spend as much as one third of the total travel costs on the food experience¹. We should also note that the culinary aspect in travelling increased in importance over the last decades: an important number of studies show the significant relationship between the food image of a destination and the intention to visit, as well as the increasing importance of food in the promotion of local destinations². Consequently, we might safely state the attractiveness of a holiday destination is determined to a large degree by the quality of the regional food products.

Moreover, gastronomy is a key factor for developing the economic and social potential of a region, the key to the conservation of natural resources and a means to improve the quality of life in the destination regions. For this reason, organizations such as "Slow Food" were established, with the goal of preserving food traditions and protecting local culinary diversity³.

Having its roots in environmental tourism, to which it added the values of the slow food movement such as sustainability and personal and social well-being, the concept of slow tourism emerged during the last decade, but relatively little research has been conducted on it and a broadly accepted definition is still in the workings. Its main characteristics are shorter distance travel, low-carbon consumption, and a greater emphasis on travel experience⁴.

As part of its strategy for 2020 Vienna embraces a culture of sustainability and responsibility in the use of resources, materialized by smart urban technologies and intelligent mobility solutions⁵. It is the perfect environment for a new turn in culinary tourism: the slow food tourism. The basic idea is to include the providers of slow food in Vienna in the "tourist map" of the city, thereby creating a new and unexplored attraction, which offers an authentic experience for tourists but also accommodates the locals. Another major advantage would be that the touristic season can be thus extended, quality tourism can be enhanced and the close cooperation with the agriculture industry encouraged, as pointed out in the Tourism Strategy of BMFWF for 2013⁶.

¹ Kim, Y. G., Eves, A., & Scarles, C. (2009). *Building a model of local food consumption on trips and holidays: A grounded theory approach*. /p.423

² Lee, K. H., N. Scott, and J. Packer. (2014). *Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members*./p.6

³ Buiatti, S. (2011). *Food and Tourism: The Role of the "Slow Food" Association*./p.92

⁴ Dickinson, J., and L. Lumsdon. (2010). *Slow Travel and Tourism*./p.1

⁵ Vienna Tourist Board: *Tourism Strategy 2020*./p. 6

⁶ *Kostbares Österreich*, Studie im Auftrag des Bundesministerium für Wissenschaft, Forschung und Wirtschaft, Mai 2015./p.10

Vienna as a Tourist Destination

Vienna has been decreed one of the world's best cities to live in for the fifth time in a row. This is what the study of the Mercer consulting company evinced in 2015, ranking 223 cities worldwide and comparing their political, social and economic climate, medical care, education, and infrastructure such as public transportation, power and water supply⁷. Furthermore, the study focuses on recreational offers such as restaurants, theaters, cinemas, sports facilities, and the availability of a wide range of consumer goods from food to cars, as well as environmental conditions - from green space to air quality. And all these features make Vienna not only the best city in the world to live in, but also an important tourist destination, an aspect which contributes significantly to the city's economic development.

This recognition of Vienna as a quality destination confirms the uprising global trend of city tourism, with Vienna once more clearly surpassing the capitals of the other federal provinces of Austria⁸. In Europe, the number of overnight stays in cities has increased, on an average, by approx. 3.5% annually since 2000 – almost three times as much as tourism in general. The tourism sector is today one of the fastest growing economic sectors. It seems that events like 9/11 and the international financial crisis have been finally surpassed, and the international tourist arrivals exceeded the 1 billion margin in 2013 going towards an expected 1.8 billion by 2030, as calculated by UNWTO in a recent long-term forecast⁹.

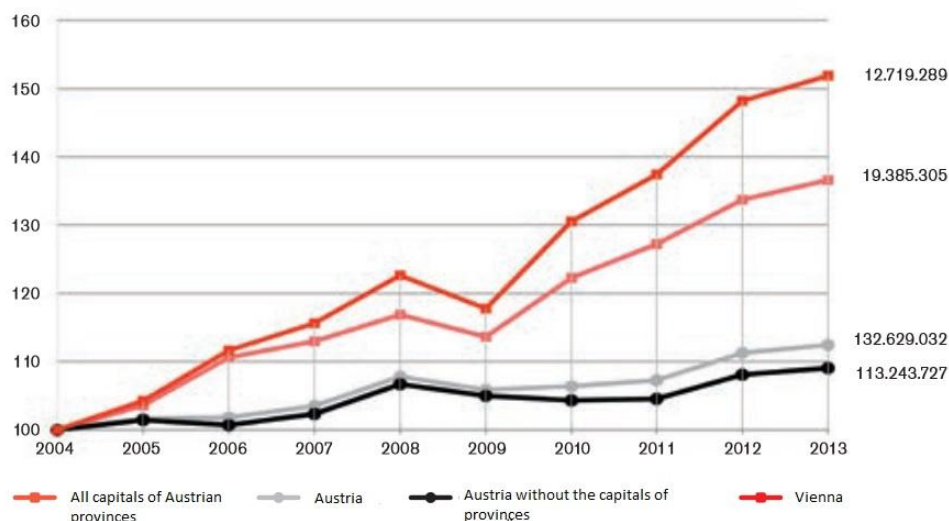


Figure 1: Tourism development in Austria 2004 – 2013

Source: Vienna Tourist Board

⁷ www.mercer.com/newsroom/western-european-cities-top-quality-of-living-ranking-merc.html / retrieved in February 2016

⁸ Egon Smeral (2014): *Austrian Tourism in 2025: City Tourism is the Growth Engine*/p. 143

⁹ UNWTO (2014): *Tourism Highlights* /p. 2

Despite the economic and financial crisis, reflected in a downside trend for 2009 (-3.8%), Vienna managed already in 2010 to surpass the Record year of 2008 (European Football Championship). Since then Vienna is registering every year a new record, exceeding the twelve million mark in 2012, followed by the over thirteen million overnights in 2014 that was a fourth record year in a row with an increase of over 6%. In 2013, it recorded 12.7 million overnight stays – approx. 4.8 million more than just ten years previously, which corresponds to an increase of 60% as compared to 2003¹⁰. The importance of the tourism increase is given also by the around 84,000 workplaces guaranteed by the tourism and leisure industry as a whole¹¹. Every million Euros spent by guests during their stay in Vienna created eleven new full-time workplaces¹² and in 2014 there were over 600 million Euros spent¹³.

Table 1: Development of arrivals, Overnights and turnover in Vienna 2009 - 2014

	Arrivals	+/- in %	Overnights	+/- in %	Net turnover* in €	+/- in %
2009	4.385.529	-4,5	9.842.827	-3,8	424.717.812	-12,9
2010	4.878.654	+11,2	10.860.126	+10,3	450.775.218	+6,1
2011	5.227.576	+7,2	11.405.048	+5,0	492.975.875	+9,4
2012	5.604.522	+7,2	12.262.828	+7,5	539.893.624	+9,5
2013	5.836.669	+4,1	12.719.289	+3,7	608.895.622	n.v.**
2014	6.210.888	+6,4	13.524.266	+6,3	638.804.720	+4,9

Source: Vienna Tourist Board

* net turnover: without VAT and breakfast

**a comparison is not appropriate due to taxation changes

What ensures this rising trend for Vienna is also the constant development in the tourism and entertainment branch. With occupancy of over 71% in 2014¹⁴, mostly in three and four stars hotels Vienna is attracting more and more hotel investors, to increase the bedroom capacity and in this way create a proper tourism infrastructure before welcoming more guests. Until the end of 2016 six more three stars hotels are planned to be opened, four four stars hotels and three five stars including the famous hotel brand Four Seasons¹⁵. With this development plans it is clear that Vienna has to attract more tourists over the next few years and therefore needs to offer a variety of services and entertainment facilities to the tourist coming for the first time to see the imperial capital but also for the ones that want to rediscover a new side of the city with every visit.

¹⁰ Source for all overnight statistics: <https://b2b.wien.info/en/statistics/data/overnights-statistics/> / Retrieved in December 2015

¹¹ Vienna Tourist Board: *Tourism Strategy 2020*, p. 4

¹² Vienna Tourist Board: *Tourism Strategy 2020*, p. 4

¹³ <https://b2b.wien.info/en/statistics/data/accommodation-turnover-statistics/> / Retrieved in December 2015

¹⁴ <https://b2b.wien.info/en/statistics/data/bed-capacity-and-occupancy/> / Retrieved in December 2015

¹⁵ <https://b2b.wien.info/media/files-b2b/hotelprojekte-vorschau.pdf> / Retrieved in December 2015

A look at the source markets, the people that are actually visiting Vienna, offers also interesting information. According to the latest survey conducted by the Vienna Tourist Board during 2004 – 2009 there is an image of the typical Viennese tourist: 41 years old, employed, educated, arrives by plane to Vienna and travels mainly in a couple¹⁶.

Table 2: Key data from the guest survey 2004 - 2009

6.825 respondents (Vienna leisure travelers) from 17 source countries

Age	Ø 40,8	20-39 50 %	40-49 22%
Information source	Internet 39%	Travel literature 35%	Friends&Family 23%
Arrival	By plane 46%	By car 32%	By train 15%
Image Vienna	Cultivated 89%	Hospitable 87%	Pleasant 87%
Travel company	Romantic couples 32%	With friends 29%	Single 19%
Accommodation booking	Individual 68%	Package deal 32%	
Travel decision	Last month 34%	1-2 months before 30%	3-4 months before 25%

Source: Tourist Monitor Austria for Vienna Tourist Board

To complete the image of the Vienna tourist we can take into consideration also the source countries for 2014: Germany (19,59%), Austria (18,35%), USA (5,53%), Italy (5,15%), Russia (4,46%), Great Britain (3,70%), Switzerland (2,95%), Spain (2,87%), France (2,70%), Japan (2,21%)¹⁷. We will concentrate in our empirical study on the first four source countries, due to the significant volume of tourists but also to similar travel behavior and cultural closeness. Especially Germany and Austria are interesting for our case study, due to the frequency of travel and the geographic proximity to Vienna.

An important indicator in analyzing a destination is also the period of travel. Vienna has little variation regarding the arrivals every month but we can distinguish peaks in December, May and August. Vienna is a beloved city trip destination during the summer season, but also attracts tourists during late November and December due to the Christmas Market and Advent culture¹⁸.

The Development of the City of Vienna into a Major Global Tourist Destination

Vienna is top-ranked among tourist destinations¹⁹ especially because of its imperial grandeur and the heritage of the powerful Habsburg monarchy that lasted over six centuries. Today's cityscape is dominated by the Baroque style and the reign of Empress Maria Theresa and

¹⁶ Tourism Monitor Austria for the Vienna Tourist Board: *Vienna Guest Survey 2004–2009*.

¹⁷ <https://b2b.wien.info/en/statistics/data/source-markets/> / Retrieved in December 2015

¹⁸ <https://b2b.wien.info/en/statistics/data/overnights-statistics/> / Retrieved in December 2015

¹⁹ <https://b2b.wien.info/media/files-b2b/vienna-rankings-2014.pdf> / Retrieved in December 2015

Emperor Franz Joseph I who left his mark on the city by completing the Ring Boulevard, which has celebrated 150 years of existence last year (2015)²⁰. The unique architectural landscape includes landmarks like the St. Stephen Cathedral and the State Opera in the city center, outrageously opulent palaces such as Schloss Belvedere and Schloss Schönbrunn and the monumental Hofburg residence, all contributing to the creation of a unique romantic atmosphere belonging to a long lost empire, beloved and cherished by tourists from all over the world.

Vienna's internationalization increased in 1979 when the city became one of four United Nations headquarters alongside New York, Geneva and Nairobi, and in 1995 when Vienna joined the ranks of European Union capitals²¹. These recognitions led to the cultural and artistic development of Vienna. When it comes to museums and art, Vienna prides itself in an abundance of venues, ranging from old historical buildings such as the Kunsthistorisches Museum Wien or the Belvedere Palace, to the modern Museumsquartier that inhabits attractions like the Leopold Museum and Kunsthalle Wien. Also a landmark in Vienna is the Albertina museum near the State Opera, which houses the world's largest collection of graphic art.

Vienna's image as a city of beauty is also due to the numerous entertainment possibilities offered to its guests and inhabitants: Lipizzaner stallions performing elegant equine ballet, the angelic tones of the Vienna Boys' Choir drifting across a courtyard, the famous New Year's concert at the Musikverein enchanting the spectators at every beginning of the year. Vienna is one the most musical cities in the world, especially when it comes to the classical genre. Great composers and musicians were born, lived or worked here, like Mozart, Haydn, Schubert, Beethoven, Johann Strauss (both father and son), Liszt, Brahms, or Bruckner, to name but a few. And the tones of music that made Vienna famous are completed nowadays by some great clubs and live rock and jazz places²².

Vienna is a home to 50 theatres, including four opera houses and several stage musical theatres, 150 museums, numerous galleries, and renowned drama, music and dance festivals. All this ensures an extraordinarily rich cultural program throughout the year, making the city one of Europe's leading cultural centers²³.

But apart from all these attractions, Vienna has something unique that distinguishes it from others capitals worldwide and that is the "urban green" element, Vienna being the European city with the highest ratio of green space²⁴. Almost half of the area of the city is covered by parks, like the Stadtpark with the most frequently photographed motif in the city,

²⁰ <https://b2b.wien.info/en/press-media-services/pressservice/2014/12/video-150-years-ringstrasse/> / Retrieved in October 2015

²¹ <http://www.unis.unvienna.org/unis/en/unvienna.html> / Retrieved in December 2015

²² <https://www.wien.info/en/music-stage-shows/city-of-music/> / Retrieved in October 2015

²³ <https://www.wien.info/en/music-stage-shows/theater/> / Retrieved in October 2015

²⁴ <http://www.aicr-congress.com/about-vienna/> / Retrieved in October 2015

the golden Johann Strauss monument, the woods and grassland of Prater, the extensive Schönbrunn Palace Gardens, sections of the Vienna Woods, vineyards, farmland and the wetlands of the Danube River.

When it comes to the culinary art, Vienna is definitely the capital of the „Genuss“, the Austrian savoir vivre, where the coffee house is a national culture, the local *Beisl*n (bistro pubs) serve delicious brews, wines and traditional food but also where talented chefs are taking the capital in new culinary directions²⁵. We will, however, cover the gastronomy offer of Vienna in more detail in a future chapter.

All the aforementioned, plus many more aspects, placed Vienna among the Top 10 European cities according to the European Cities Marketing Benchmarking Report 2014:

Table 3: Overnights in European cities 2013

	City	Overnights	+/- in %
1	London	53.696.680	+3,3
2	Paris	36.679.245	-0,6
3	Berlin	26.942.082	+8,2
4	Rome	24.160.505	+5,2
5	Barcelona	16.485.074	+3,5
6	Madrid	14.873.643	-4,3
7	Prague	14.654.282	+1,5
8	Istanbul	14.597.845	+4,8
9	Vienna	12.719.289	+3,7
10	Munich	12.894.504	+4,3

Source: European Cities Marketing Benchmarking Report 2014

Vienna 2020: Global. Smart. Premium.

Vienna is excellently positioned as a destination in the globally growing tourism market, and its importance is continuously on the rise (the number of international arrivals is expected to increase by a further 65% by 2030)²⁶. Vienna wants to benefit from this growth, improve its competitive position on an ongoing basis and strengthen its position as an internationally coveted and well connected top destination²⁷:

“This means that, starting with 2013 as base year and with 2020 as final deadline:

- the number of overnight stays is to increase by five million,
- the rooms revenue is to be stepped up by 400 million Euro, and

²⁵ <https://www.wien.info/en/shopping-wining-dining/viennese-cuisine/> Retrieved in October 2015

²⁶ UNWTO (2014): Tourism Highlights / p. 7

²⁷ Vienna Tourist Board: Tourism Strategy 2020 / p. 5

- direct flights to Vienna are to be offered from an additional 20 metropolises worldwide.”²⁸

To achieve the above goals, Vienna developed a strategy to help the city strengthen its existing qualities and thrive in finding innovative answers to new trends and challenges in international city tourism. The tool created for this purpose is the mix Global.Smart.Premium²⁹.

Global³⁰. Vienna has in the past few years become the international connection hub between East and West, and the development of the Schwechat Airport came to augment this position. Vienna’s constantly growing numbers are also due to the MICE industry and the fact that the seat of international organizations and company headquarters are located here, therefore it is very important for the city to continue the internationalization trend and position itself further on as an important center of political decision-making, cultural events and as an economic hub. But Vienna is aiming global also in the leisure department, especially in the shopping and fashion area. By establishing the new shopping area “Golden Quarter” and increasing the high-end accommodation capacity, Vienna is boosting its image as international and intercultural cosmopolitan metropolis, optimally networked and prominent³¹.

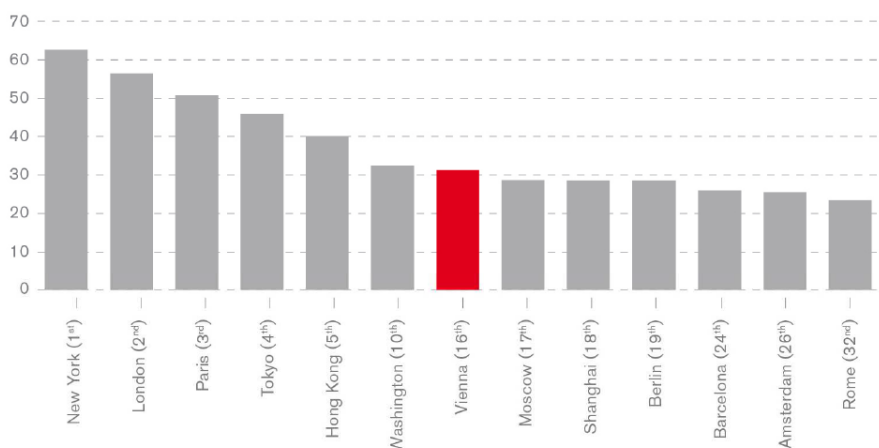


Figure2: The Global Cities Index – Vienna as compared to the world’s most influential global cities (selection)

Source: ATKearney, 2014 Global Cities Index

Smart³². This strategy for 2020 is aiming to assure a high quality of life and a healthy balance between the different needs of the “visitors’ city”, the “residents’ city” and the “entrepreneurs’ city”. Therefore it embraces a culture of sustainability and responsibility in the use of resources and excels at smart urban technologies and intelligent mobility solutions, in

²⁸ Vienna Tourist Board: Tourism Strategy 2020 / p. 5

²⁹ <https://b2b.wien.info/de/presse/unternehmens-presse-info/2014/wiener-tourismusstrategie-2020/> / Retrieved in October 2015

³⁰ Vienna Tourist Board: Tourism Strategy 2020 / p. 5

³¹ Vienna Tourist Board: Tourism Strategy 2020 / p. 25

³² Vienna Tourist Board: Tourism Strategy 2020 / p. 6

order to be able to offer an exciting yet relaxed, authentic, safe, clean, comfortable and “green” urban experience³³.

This goal has three main instruments for completion: smart mobility management, new poles of attraction for visitors and a forerunner city of digital tourism. This paper supports mainly the Smart strategy, by offering the tourists coming to Vienna a new facet of the city: slow food. The attempt is to include the providers of slow food in Vienna in the “tourist map” of the city, creating in this way a new attraction, which offers an authentic experience for tourists but also accommodates the locals.

Premium³⁴. Vienna is aiming to be until 2020 the destination the outstanding service culture of which transforms travelling and enjoyment into a luxury experience for all guests³⁵. Every station of the customer journey should be lived as a unique luxurious happening, regardless if it is the hotel room, the restaurants and cafes, attending a concert or a theater, sightseeing, etc. Vienna is committed to excellent quality every step of the journey, and this is what makes it a premium destination especially in the high-end range. The targeted travelers are part of a population group that has its material needs met and has leisure time – but above all they are in search of “that special something” – of experiences that differ from everyday routine; of unique and hence lasting impressions far away from the mainstream.³⁶ To this customers Vienna is presenting itself as both exquisite and exclusive, with a style based on “classic” luxury products and services as well as on elegance, style, functionality and overall high standards³⁷. Some of the Vienna highlights are the drinking water, the wine production inside the city borders, the cuisine and the Ringstrasse Boulevard³⁸. To these we can add the “Golden Quarter”, an aforementioned location, which perfectly fits the premium target group and offers a glamorous and unique shopping experience treasuring the imperial Viennese architecture.

The topic of slow food is partly also responding to the premium component of the strategy for 2020. Hence gastronomy is an important part of tourism in Vienna, with the recently created slow food branch offering quality food but for slightly higher costs than “average” cuisine. Therefore it is an element that can contribute substantially to shaping the image of premium Vienna over the coming years.

³³ Vienna Tourist Board: Tourism Strategy 2020 / p. 43

³⁴ Vienna Tourist Board: Tourism Strategy 2020 / p. 6

³⁵ Vienna Tourist Board: Tourism Strategy 2020 / p. 59

³⁶ American Express. (2006). *21st Century Living – The Trends Changing our Perception of Luxury in the 21st Century.* / p. 4

³⁷ Vienna Tourist Board: Tourism Strategy 2020 / p. 61

³⁸ Vienna Tourist Board: Tourism Strategy 2020 / p. 61

Gastronomy and Culinary Tourism in Vienna

One of the five pillars of Vienna's marketing strategy today is the culture of savor. In this concept a significant part is occupied by Viennese cuisine, restaurants, café culture and Viennese wine. The Viennese cuisine is a marvelous example of how blending together the very best culinary traditions from Bohemia, Austria, Hungary, Italy and the Balkans can create a world-renowned gastronomic brand³⁹. Dishes like Wiener Schnitzel, Tafelspitz, Sacher Torte and Kaiserschmarren illustrate perfectly how different culinary influences come together to create unforgettable culinary experiences. The Viennese menu is a journey back in time through the history of Europe⁴⁰. The goulash and the famous strudel are inherited from the neighboring Hungarians, while Bohemia contributed many of the city's pastries and the tradition to serve heavy, sweet dishes such as pancakes and apricot dumplings as a main course. The jewel in the Viennese culinary crown, the Wiener Schnitzel, is rumored to have its roots in 16th century Venice and to have been brought around 1857 to Vienna by the legendary field marshal Radetzky⁴¹. Regardless of the origin of the Viennese dishes, they were perfected during the past decades in Vienna and enchant nowadays tourists and locals alike.

Today, over 5.500 establishments are offering a delicious variety of regional and international dishes to tourists and locals in Vienna, from the cozy Viennese guesthouses "Beisl" to the modern fusion restaurants⁴². All the places registered a positive exaltation in a guest survey regarding the price-performance ratio, underscoring the fact that over 90% of the tourists coming to Vienna dine at least once in a restaurant here, this being actually the top activity during their stay⁴³.

Of central importance for our further research is what kind of restaurants tourists prefer during their stay. The guest survey shows the following classification:

³⁹ <http://blog.viennapass.com/everything-you-need-to-know-about-viennese-cuisine/> Retrieved in October 2015

⁴⁰ <https://www.wien.info/en/shopping-wining-dining/viennese-cuisine/imperial-enjoyment/> Retrieved in October 2015

⁴¹ <http://kitchenproject.com/history/Schnitzel/Wienerschnitzel.htm> / Retrieved in October 2015

⁴² <https://www.wien.info/en/shopping-wining-dining/restaurants/> Retrieved in October 2015

⁴³ Tourism Monitor Austria for the Vienna Tourist Board: *Vienna Guest Survey 2004–2009*.

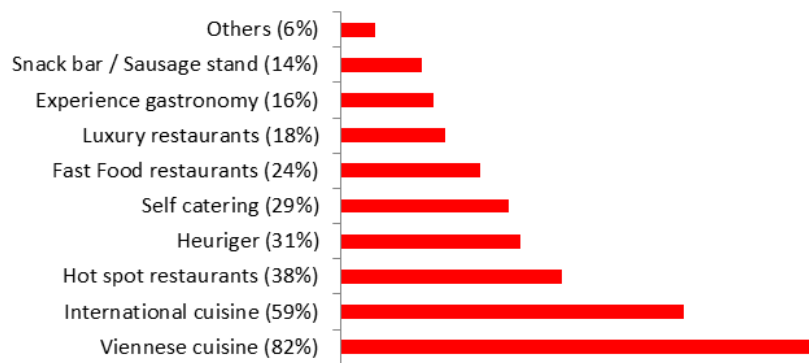


Figure 3: Additional catering consumed by tourists in Vienna accordingly to the guest survey 2004 - 2009

Source: Tourist Monitor Austria for Vienna Tourist Board

The above figure highlights hot spot restaurants, experience gastronomy and others, showing a significant potential in these areas that can be capitalized on. Furthermore, the survey contains data regarding the money spent by tourists on food and beverages: with an average of 44 € / day we can distinguish between 35 € / day for individual tourists and 66 € / day for package tourists⁴⁴. This data is highly important for any future step in selecting and creating suitable tourism products for the slow food concept.

Besides restaurants, Vienna has a venue that is already culture in itself: the coffeehouse. In 1685 the first Viennese coffee house was opened, and more than 300 years later, the Viennese cafe is a place unlike any other in the world. The busy handling of newspapers, lively debates and the smell of freshly brewed coffee: this is the Viennese coffeehouse, where old-style benches surround chic marble tables, Thonet chairs enchant and mirrors reflect the soft lighting⁴⁵. This old-school charm offers the establishment the most important ingredient: the exclusive atmosphere, which is part of the Viennese culture and lifestyle. Not only the locals are proud of their coffeehouses, tourists also would not miss a visit to the coffeehouse on their trip to Vienna. According to the latest guest surveys, 87% of tourists visit at least one coffeehouse during their stay in Vienna⁴⁶. The typical coffee specialty in Vienna is the Melange, a small espresso served in a large cup with half steamed milk topped off with milk froth⁴⁷. The Melange is served best with the traditional Viennese sweets, the probably most famous one being the Sachertorte, a fairly simple chocolate cake with apricot jam and chocolate glaze baked by the chefs of the ominous five-star hotel according to a secret recipe since 1832⁴⁸.

Another important pillar of the Viennese gastronomy is the winegrowing industry inside the city borders. 190 wine growers, 660 ha of vineyards, 6 districts, 2.39 million liters

⁴⁴ Tourism Monitor Austria for the Vienna Tourist Board: *Vienna Guest Survey 2004–2009*.

⁴⁵ <https://www.wien.info/en/shopping-wining-dining/coffeehouses/> Retrieved in October 2015

⁴⁶ Tourism Monitor Austria for the Vienna Tourist Board: *Vienna Guest Survey 2004–2009*.

⁴⁷ <https://www.wien.info/en/shopping-wining-dining/coffeehouses/coffee-capital/> Retrieved in October 2015

⁴⁸ <https://www.sacher.com/original-sacher-torte/> Retrieved in October 2015

of wine harvest, and 400.000 hours spent each year to maintain the Viennese wine region - an effort that is worth both for the locals but also for the tourists⁴⁹. As a successful industry the vineyards create and secure jobs, attract new investments and make an important contribution to the preservation of the landscape diversity. With numerous events on various subjects - from the Viennese Wine Spring or the Vienna Wine Hiking up to the Vienna Boys – the Viennese wine district is a valuable contributor in areas like recreation, tourism and education. The typical establishments of the winegrowing industry, where the local wines can be tasted accompanying local dishes, the “Heurigen”, are also tourist highlights⁵⁰. Despite their seasonal limitations and fairly longer distance between them and the city, their comfortable charm is still an attraction for one third of the tourists coming to Vienna.

Innovative establishment concepts, longer opening times and a "soft" refreshment of the brand would definitely increase further the attractiveness of the Viennese cuisine.

The Viennese Cuisine

It is widely known that Mediterranean food alongside the French cuisine is part of the intangible cultural heritage of the UNESCO. Even if the Viennese cuisine is not yet included in this list, the coffeehouse culture in Vienna already is⁵¹. Nevertheless, the cuisine in Vienna did not go unnoticed either. It has earned the appraisal of “The World’s Best 50 Restaurants” and is considered to be the only cuisine named after a city, with great potential similar to the Italian and French cuisine⁵².

One particular name stands out when talking about Viennese Cuisine, the world renowned restaurant “Steirereck” which thrives to promote a sustainable, regional food culture, sustaining the local food producers and staying true to high quality standards in its receipts⁵³. Because of all the aforementioned aspects it was awarded the “Slow Food UK Award” in 2012⁵⁴. When receiving this award Chef Heinz Reitbauer of the restaurant „Steirereck” mentioned: *“I care about having my own small contribution to promoting and protecting the great gastronomic biodiversity of my country. I introduce long forgotten flavors of our region by promoting products from Slow Food’s Ark of Taste from Austria.”*

⁴⁹ <https://www.wien.info/en/shopping-wining-dining/wine/> / Retrieved in October 2015

⁵⁰ <https://www.wien.info/en/shopping-wining-dining/wine/heurige-2/> / Retrieved in October 2015

⁵¹ <http://immaterielleskulturerbe.unesco.at/cgi-bin/unesco/element.pl?eid=71&lang=de/> / Retrieved in October 2015

⁵² <https://www.wien.info/en/shopping-wining-dining/viennese-cuisine/> / Retrieved in October 2015

⁵³ <https://www.steirereck.at/> / Retrieved in October 2015

⁵⁴ <https://www.slowfood.org.uk/steirereck-wins-first-ever-slow-food-uk-award-sponsored-by-highland-park-at-the-worlds-50-best-restaurants/> / Retrieved in October 2015

Slow Food

Slow Food has its roots in an action taken by Carlo Petrini and a group of activists in the 1980s with the initial aim to defend regional traditions, good food, gastronomic pleasure and a slow pace of life⁵⁵. All started in 1986 from the intention of the fast food chain Mc Donald's to open one of its venues in the market below the Spanish Steps in Rome. Carlo Petrini together with a group of militants, armed with penne pasta protested not only against Mc Donald's but also against the world globalization of food. This culinary incident started the Slow Food movement that in a little over two decades has evolved and embraced a complex approach to food that emphasizes the strong connections between plate, planet, people, politics and culture⁵⁶.

The Slow Food Organization, with its initial roots in the Arcigola institution founded officially in 1986 and conceived as an eno-gastronomic wing of Arci (the recreational and cultural organization of the Italian Communist Party) with the purpose to oppose the degradation of culture and environment due to the rise of fast food, endorses the principles of taste and pleasure in gastronomy since the late 1970s having emerged before the recent trend toward organic, natural, and sustainable food⁵⁷. Slow Food founder Carlo Petrini attempts to reconstruct the gastronomy of Jean Anthelme Brillat-Savarin, a famous French gastronome who famously voiced the opinion that "the destiny of nations depends on how they nourish themselves"⁵⁸, defining food as a thoroughly cultural product linked to issues of quality, sustainability, biodiversity and social justice.

This gastronomic social movement has been spreading far beyond its roots in Italy, becoming during the last few years one of the newest global social movements involving thousands of projects and millions of people in over 150 countries. The popularity of the organization can be traced back also to the international trend which emerged in the USA in the late 1990s when a less ascetic lifestyle began to be more appealing: trendy designer clothes, emerging technologies, smart phones and blogs, low impact tourism, low-energy architecture and, of course, good and conscious food⁵⁹. It was between 2000 and 2003 when national branches of Slow Food International were established in USA, Japan and UK. With an apparently simple platform that food should be 'good, clean and fair' and the endorsement of the organization by world renowned social personalities like Prince Charles, Alice Waters,

⁵⁵ www.slowfood.com / Retrieved in October 2015

⁵⁶ <http://www.slowfood.com/about-us/our-history/> / Retrieved in October 2015

⁵⁷ <http://www.britannica.com/topic/Slow-Food-Movement-A-Delicious-Revolution-The-1964638> / Retrieved in October 2015

⁵⁸ Schneider, S. (2008). *Good, Clean, Fair: The Rhetoric of the Slow Food Movement.* / p.384

⁵⁹ Black, R., & Crabtree, A. (Eds.). (2007). Quality assurance and certification in ecotourism / p. 149

Vandana Shiva and others, the movement gained international recognition and registers nowadays more than 100.000 members worldwide⁶⁰.

But what does the concept of slow food actually stand for? According to Carlo Petrini himself it means “giving the act of nourishing oneself the importance it deserves, learning to take pleasure in the diversity of recipes and flavors, recognizing the variety of places where food is produced and the people who produce it and respecting the rhythm of the seasons and of human gatherings”⁶¹. In an era when the industrialization of food has a negative image, see Eric Schlosser's *Fast Food Nation*, Michael Pollan's *The Omnivores Dilemma*, or Marion Nestle's *Food Politics*, the public opinion is starting to resonate more and more with the idea of sustainability of consumption. Therefore it should come as no surprise that the slow food trend was so well received in the last decade and will definitely know further growth and popularity, standing for concepts like organic food, short distances from harvest until production, fair trade, a revival of traditional recipes and food preparation, seeing food as an expression of various political, economic, cultural, and agricultural networks, trying to place it yet again at the very center of human culture.

The ‘good, clean and fair’ concept it is explained in detail by Petrini himself: „Good food is tasty and diverse and is produced in such a way as to maximize its flavor and connections to a geographic and cultural region”⁶². Clean food is sustainable, and helps to preserve rather than destroy the environment⁶³. Fair food is produced in socially sustainable ways, with an emphasis on social justice and fair wages”⁶⁴.

As we can see, slow food is more than a revolutionary new gastronomy concept. It is a cultural, educational, economic and political lifestyle, which emerged as a response and reaction to post-industrial capitalism and globalization. By seeing in food more than a product to be consumed, a tool for achieving happiness, the key to one’s identity, the heart of any culture, enjoyment and pleasure, social liaisons, an important economic pillar, the necessary fuel for the perpetuation of the human race, this lifestyle is introducing new philosophies and attitudes. Slow food is prompting people to take time, think thoroughly and be informed about what and how they are eating. This creates a pattern that expands to other life areas, teaching people to look at and think about their societies from a different perspective, evaluating the kind of world we want to live in. Slowing down our daily life puts us in the position to question ourselves regarding the pace of our lives and the necessity of speed. This simple questioning act is disintegrating the logic that supports the fast pace of the modern life including the fast food industry.

⁶⁰ Schneider, S. (2008). *Good, Clean, Fair: The Rhetoric of the Slow Food Movement.* / p.387

⁶¹ Petrini, C. (2003). *Slow Food: The Case for Taste.* / preface

⁶² Petrini, C., Furlan, C., & Hunt, J. (2005). *Slow Food Nation: Why our food should be good, clean and fair* / p. 97

⁶³ Petrini, C., Furlan, C., & Hunt, J. (2005). *Slow Food Nation: Why our food should be good, clean and fair* / p. 114

⁶⁴ Petrini, C., Furlan, C., & Hunt, J. (2005). *Slow Food Nation: Why our food should be good, clean and fair* / p. 135

This slowness in everyday life is seen by Carl Honore as “calm, careful, receptive, still, intuitive, unhurried, patient, reflective, quality-over-quantity. It is about making real and meaningful connections with people, culture, work, food, everything”⁶⁵. The slow style is not about taking too long or being slow, it is about toning down the rhythm of our lives, at a level where we can engage more intensely with the surrounding world, respect nature and the people around us, act for the common good with passion and understanding over the immediate personal benefits, cherish friendship and collaboration over economic competitiveness, gifts over trade.

These principles are strongly represented by the Slow Food organization, which is fighting to secure the rights offered by food: soil fertility, the healthfulness of the air and water, biodiversity, the primordial landscape, health, knowledge, memory, social relations. The emphasis is on rights, not on privileges of the wealthy and very wealthy. To ensure the aforementioned rights, at the Slow Food World Congress held in Turin from 27-29 October 2012, four main goals were selected for pursuing until 2016: return to the land by growing crops and farming in the countryside but also in urban areas; the war against the waste of food, when currently 40% of the global food produced turns to waste without even getting near the table; local economy and small scale as a fairer, more sustainable system for the distribution of wealth and well-being at every level, supporting direct forms of participatory democracy; permanent education as a cornerstone at every level and in every context⁶⁶.

Slow Food in Vienna

The Slow Food movement, as highlighted above, is indeed the most important development in the gastronomy area in today's world, which grew into a lifestyle of good, clean and fair conquering every aspect of modern life. Vienna, a city with meaningful cultural heritage, remains still very open to new ideas, managing to mix both old and new into the perfect Viennese mélange that offers a suitable ambiance for all categories of people. The trend of consciousness was quickly adopted, and spread and flourished here, being reflected in everything from the variety of organic, vegetarian and vegan restaurants to the revival of the food markets and the increasing awareness of the importance of the urban farmers in and around the city limits, where 1,450 hectares of farmland from the almost 6,000 existing ones are reserved for organic crops⁶⁷.

If we look more closely into the food markets topic, the first on the list is definitely the Naschmarkt, the largest market in the city located pretty centrally, with 120 market stands

⁶⁵ Honore, Carl. *In Praise of Slowness: How a Worldwide Movement Is Challenging the Cult of Speed*. / Retrieved from Brown, J. (2011). *Slow Food Slow Homes: Expanding the role of architecture in the North American housing industry*. Nordes, (4). / p. 4

⁶⁶ *Slow Food: The Central Role of Food*. Congress Paper 2012 – 2016 / p. 5-7

⁶⁷ <https://www.wien.info/en/sightseeing/green-vienna/organic-delights/> / Retrieved in October 2015

and restaurants where customers find a colorful international culinary offering. Almost 60.000 persons per week are estimated to visit this city's landmark; we can assume that an important part of these are tourists, placing Vienna on the culinary map of Europe⁶⁸. Among the product variety that can be found here are fresh vegetables, specialty cheeses, and old varieties of roses, sustainably caught fish or well-seasoned beef from the Waldviertel. The highlight of the market is on Friday and Saturday when the farmers in and around Vienna come to present the results of their sustainable growing activity, offering a full range of fresh products like organically farmed fish, free range chicken, Bergkäse cheese from traditional small-scale Alpine artisans, handmade hams and sausages and many others. But this kind of fresh food variety can be found also in other Viennese markets, like the Karmelitermarkt where on Saturday the local farmers present their crop of rare vegetables, herbs and meat. Here the Slow Food organization is present also with its own stand where the visitors can taste a full range of products such as the original Vienna Gemischter Satz wine, or Rowan berries from the Vienna Woods⁶⁹. Other delicacies that enchant the quality food lovers in this market are jams and preserves made from old varieties of fruits, alongside hams and sausages from old breeds, artisan breads featuring ancient grains, and another firm favorite among foodies: the Viennese escargot⁷⁰. As part of a rising trend, other districts in Vienna follow suit, which is the reason why at present there are farmer's markets in several squares in town like on the Servitenplatz, Sobieskiplatz and in the courtyard of the WUK culture center (all in the ninth district), in front of Lerchenfelder Kirche (seventh district), on the Kurt-Pint-Platz (sixth district) and on the Fasanplatz (third district) or the traditional Viktor Adler-Markt (tenth district)⁷¹.

These markets do not only serve the purchase of good, clean and fair food, but come to confirm the fact, that food itself is the heart of human culture, transforming the markets into important networking and communication centers and social barometers of everyday life. They are now charming and flourishing hubs of the local community that bring people of all cultures and culinary backgrounds together.

In a city like Vienna, where gastronomy is part of the local culture and also one of the most important touristic services, a central issue is the restaurant landscape and the dishes they are serving. The Slow Food philosophy has long since taken root in the capital's best restaurants. Regarding the topic of sustainability, numerous restaurants have their unique contribution to it. From restaurants that buy whole animals from selected slaughterhouses and use every part of it in their dishes to avoid food waste, and using only ingredients that are locally-sourced, seasonal and organic to restaurants that take the sustainability and

⁶⁸ <https://www.wien.info/en/shopping-wining-dining/markets/naschmarkt/> / Retrieved in October 2015

⁶⁹ <http://slowfood.wien/projekte/karmelitermarkt/> / Retrieved October 2015

⁷⁰ <https://www.wien.gv.at/freizeit/einkaufen/maerkte/lebensmittel/karmelitermarkt.html> / Retrieved October 2015

⁷¹ <https://www.wien.info/de/einkaufen-essen-trinken/maerkte/wiener-maerkte/> / Retrieved October 2015

consciousness also to the furnishings, Vienna offers it all⁷². Besides the restaurants that are famous for their organic orientation, there are also a number of small locations that use organic products, small-scale producers and authentic recipes as inspiration without putting it on their label.

All the delicious dishes created by the chefs with good, clean and fair products are accompanied by “slow” drinks, like organic beer or especially in Vienna, organic wines produced on the surrounding hills. On the 700 hectares of vineyards within the city’s limits, organic wine, once a niche product, is growing in abundance, due to the efforts of important winegrowers in Vienna, who are moving more and more into the organic dimension. But not only the organic production and ingredients make the Viennese wine so special, but also the sustainability, and geographic proximity⁷³. The highlight of the Viennese wines is definitely the Gemischter Satz, a typical local blend, which was revived approximately ten years ago by a couple of Vienna’s visionary winemakers. From a simple table wine, it is now situated, due to advances in enology and a contemporary approach to quality, in the same league as other top international wines⁷⁴. The blend also raised the attention of the Slow Food organization, which conferred for the Gemischter Satz the distinction as one of Austria’s first two Presidio products⁷⁵. The revival of this blend and the appreciation offered by Slow Food are reviving more and more the vineyards around Vienna that are being gradually re-cultivated and brought back to life, offering now the proper soil composition and the microclimate to produce a blend praised internationally and with promising future potential.

These are only the beginnings towards the path for the future, one in which the public opinion will be more and more conscious regarding the food and its purchasing chain, where more providers and consumers will join forces in achieving the goal for the right of food culture, pleasure and regional diversity of food. With its joyful approach to this subject, Vienna is proving that ethical consumerism is not meant to be abstinence and restraint; on the contrary it aims to support local economies and small scale systems that can assure a long term sustainability and increased awareness of ethical approaches to eating and drinking⁷⁶.

⁷² <https://www.wien.info/en/shopping-wining-dining/restaurants/organic-cuisine/> / Retrieved October 2015

⁷³ <https://www.wien.info/en/sightseeing/green-vienna/organic-delights/> / Retrieved October 2015

⁷⁴ <https://www.wien.info/en/shopping-wining-dining/wine/gemischter-satz-awarded/> / Retrieved October 2015

⁷⁵ http://www.archeprojekt.at/index.php?option=com_content&view=article&id=108&Itemid=113 / Retrieved October 2015

⁷⁶ Holzer, F. *Treat yourself – with a clear conscience!* / p. 5

Slow Tourism

Why are people travelling? Numerous studies have been devoted to this subject. The definition of tourism given by Wang “tourism is thus regarded as a simpler, freer, more spontaneous, more authentic, or less serious, less utilitarian, and romantic, lifestyle which enables people to keep a distance from, or transcend, daily lives”⁷⁷ sums it up in a simple and useful sense. People are looking for that “something else” in their journeys, regardless if their motivation is to escape, to learn, to relax, to seek adventure, to enhance relationships, explore the self, gain prestige, establish interpersonal interactions, find novelty, recreation, health, regression or mastery⁷⁸. According to Oh H., Assaf A. G., and Baloglu S. people travel to appreciate the natural environment (ecotourism), to immerse into different cultures (cultural tourism), to visit the authentic past/remains of people and places (heritage tourism), to get to know the harmony among the environment, local residents, and visitors (green tourism), or to obtain desirable medical treatments and services (health/medical tourism)⁷⁹.

Deriving from environmental tourism and adding to it the values of the slow food movement such as sustainability and personal and social well-being, slow tourism emerged in the last decade, but is still lacking research and a broadly accepted definition. Its main characteristics are shorter distances, low-carbon consumption, and a greater emphasis on travel experience⁸⁰.

Even if the concept of slow travel exists for several decades now, studies do not seem to have devoted sufficient attention to it. If we look back, we can find first mentions of what slow tourism would later on become in the groundbreaking book, *The Holiday Maker: Understanding the Impact of Leisure and Travel*, first published in German in 1984, where the author, Swiss academic Jost Krippendorf, detailed what he called his ‘credo for a new harmony’⁸¹. He anticipated the movement towards alternative tourism, the emergence of the slow movement and slow travel and tourism in particular a decade before it started, and he militated in his work for a more genuine and sustainable engagement with places, cultures, natures and peoples. Another milestone in terms of publications on the topic is the work of Rafael Matos, an economic geographer, who wrote that slow tourism was founded on two principles: ‘taking time’ and ‘attachment to place’⁸², underpinning much of the more recent

⁷⁷ Wang, N. (1999). *Rethinking Authenticity in Tourism Experience*. / Retrieved from Williams, S. (2004). *Tourism: The experience of tourism* p.222

⁷⁸ Morgan, M., Lugosi, L., and Ritchie, J.R. B. (eds.) (2010) *The Tourism and Leisure Experience: Consumer and Managerial Perspectives*. /p. 12

⁷⁹ Oh, Haemoon, Assaf, A. G., & Baloglu, S. (2014). *Motivations and Goals of Slow Tourism*. / p. 1

⁸⁰ Dickinson, J., & Lumsdon, L. (2010). *Slow Travel and Tourism*. / p. 1

⁸¹ Krippendorf, J. (1987). *The Holiday Makers: Understanding the Impact of Leisure and Travel*. / p. 11

⁸² Weiermair, K., & Mathies, C. (Eds.). (2004). *The Tourism and Leisure Industry: Shaping the Future*. / p. 100

work in this area. An important contribution is also the one of Michael Hall and his analysis of the slow movement, and, in particular slow food, in relation to sustainable tourism⁸³. Mention should also be made of the examination conducted by Jennie Germann Molz of the relationship between tourism, pace and modernity⁸⁴, or the case studies of slow tourism in the Caribbean islands conducted by Conway and Timms⁸⁵.

Slow tourism emerged as a broader understanding of the well-being concept and the necessary characteristics to obtain close social relationships, absorption of the features of environments and the steady practice and improvement in skills and knowledge of people, places and mobilities⁸⁶. In a world where more and more emphasis is placed on the possession of material goods and consumerism, in spite of the realization that these do not assure a happy life, on the contrary, we can point out that the pursuit of happiness essentially aims at the development of a wisdom embodying “exceptional insight, judgment, and advice involving complex and uncertain matters of the human condition”⁸⁷.

Focusing on all these particularities, slow tourism encompasses according to Dickinson and Lumsdon more experiential elements such as: “the importance of the travel experience to and within a destination, engagement with the modes of transport, associations with slow food and beverages, exploration of localities in relation to patrimony and culture at a slower pace and what might best be described as support for the environment”⁸⁸.

Returning to the present, we find a simple but effective explanation regarding what slow travel is: “Slow travel is not about money or privilege. Slow travel is a state of mind. It is about having the courage not to go the way of the crowd”⁸⁹. The author of this definition, Nicky Gardner, is offering also some guidelines to be taken into consideration when it comes to slow travelling:

1. Start at home. The key to slow travel is a state of mind, which can and should be developed at home.
2. Travel slow. Avoid planes if possible, and instead enjoy ferries, local buses and slow trains. Speed destroys the connection with landscape. Slow travel restores it.
3. You may eagerly look forward to the arrival at your chosen destination, but do not let that anticipation eclipse the pleasure of the journey.
4. Check out local markets and shops.

⁸³ Hall, C. M. (2006). *Introduction: Culinary Tourism and Regional Development: from Slow Food to Slow Tourism?*/Reference

⁸⁴ Molz, J. G. (2009). *Representing Pace in Tourism Mobilities: Staycations, Slow Travel and The Amazing Race.* /Reference

⁸⁵ Conway, D. and B.F. Timms (2010.) *Re-Branding Alternative Tourism in the Caribbean: The Case for ‘Slow Tourism’* /Reference

⁸⁶ Fullagar, S., K. Markwell, & E. Wilson (Eds.). (2012). *Slow Tourism: Experiences and Mobilities* / p. 192

⁸⁷ King Laura (2008). *Interventions for Enhancing Subjective Well-Being: Can We Make People Happier and Should We?*/Retrieved from “Eid, M., & Larsen, R. J. (Eds.). (2008). *The science of subjective well-being*” p. 441

⁸⁸ Dickinson, J., & L. Lumsdon. (2010). *Slow Travel and Tourism.* / p. 2

⁸⁹ Gardner Nicky (2009) *A Manifesto for Slow Travel.* / p. 12

5. Savoir café culture. Sitting in a café, you become part of the cityscape and not merely a passing observer.
6. Take time to get a feel for the languages and dialects of the areas you visit. Learn a few phrases, use a dictionary and buy a local newspaper.
7. Engage with communities at the right level. Choose accommodation and eating options that are appropriate to the area where you are travelling.
8. Do what the locals do, not only what the guidebooks say.
9. Savoir the unexpected. Delayed trains or missed bus connections create new opportunities.
10. Think what you can give back to the communities you visit.

Consequently, the Slow Food Travel project aims to help travelers discover through their itineraries less celebrated destinations or less known aspects of the visited areas. “It allows participants to discover the authenticity of a region by tapping into Slow Food’s local network of food producers, winemakers, farmers, artisans and restaurateurs who, through their daily work, promote the local food culture and protect quality traditional products in their regions.”⁹⁰

Target Group

An important issue in every tourism related discussion is doubtlessly the target group: who are the potential tourists? We talked before about slow travel, how it emerged and what it is offering. Now we will direct our attention towards the people who are the aim of this project.

The latest trends mainly regarding healthy lifestyle influenced also the development of tourist destinations. The growing accessibility of any world destination due to the increase of air transportation made it possible for a growing number of people to discover a variety of new countries and regions and made tourists more demanding in their travel preferences. On the other hand, this growing accessibility increased also the competition between destinations, making it necessary to offer diverse and innovative services to a more pretentious target group.

To identify and understand the potential target group of slow tourism, we need to look first at the motivation for travel in general. This topic has been a main focus for tourism research since the 70s, when mass tourism was on the rise. At that time these main travel motives were identified: the escape from modern life, the quest for sensation and adventure, stimulation and novelty⁹¹. The definition of tourism provided by Wang “tourism is thus regarded as a simpler, freer, more spontaneous, more authentic, or less serious, less

⁹⁰ www.slowfood.com / Retrieved in March 2015

⁹¹ Bhatia, A. K. (2002). *Tourism development: Principles and practices*. / p. 50

utilitarian, and romantic, lifestyle which enables people to keep a distance from, or transcend, daily lives”⁹² sums it up neatly. People are looking for that “something else” when they travel, regardless if their motivation is to escape, to learn, to relax, to seek adventure, to enhance relationships, explore the self, seek prestige, build up interpersonal interactions, find novelty, recreation, health, regression or mastery⁹³.

As mentioned before, the profile of the tourist changed greatly in the last couple of years: the “new” tourist is more experienced and therefore more demanding, expects to receive additional value, strives for individuality, is more flexible at short notice, is economically independent and more price sensitive⁹⁴. Nowadays people are insatiable seekers of experiences, who devote “a considerable portion of [their] resources to the pursuit of the good life’ – one of contentment, pleasure, and happiness”⁹⁵.

A main part of our daily life, regardless if on holiday or not, represents the consumption of food. Research studies found out that on average the tourists spend as much as one third of the total expenditure in a destination on the food experience⁹⁶. One should also note the fact that the culinary aspect in travelling increased in importance over the last decades: there is a significant relationship between the culinary image of a place and the intention to visit, as well as that the importance of food in the promotion of local destinations steadily increases⁹⁷. The tourists first decide where to go and once the destination is decided upon they choose in which activities to engage.

Since slow travel has emerged from the slow food movement, our focus in this paper is definitely on those tourists that have a great affinity for the culinary aspect of the visited destination. The World Food Travel organization defined this particular target group as looking for „the pursuit and enjoyment of unique and memorable food and drink experiences, both far and near”⁹⁸. According to the Sinus Milieu Institute, the most suitable group would be the „established post materialist” identified through a high education and above average buying power, mostly married with children and with ages between 35 and 65 years. They travel in average 5-6 times a year, including the long vacations and short trips, have an intense lifestyle, are self-confident and in constant search of self-improvement. They are interested in art and culture and appreciate good cuisine. Being in constant search for the authentic tourism experience that will make the trip memorable and unique, they will choose the holiday destination according to the opportunity to meet the locals, explore the nature off

⁹² Wang, N. (1999). *Rethinking Authenticity in Tourism Experience*. / Retrieved from Williams, S. (2004). *Tourism: The experience of tourism* p.222

⁹³ Morgan, M., P. Lugosi, & J.B. Ritchie (Eds.). (2010). *The Tourism and Leisure Experience: Consumer and Managerial Perspectives*. / p. 12

⁹⁴ Pikkemaat, B., M. Peters, P. Boksberger, & M. Secco. (2009). *The Staging of Experiences in Wine Tourism*. / p. 240

⁹⁵ Van Boven, L., & T. Gilovich. (2003). *To Do or to Have? That is the Question*. / p. 1193

⁹⁶ UNWTO (2012). *Global Report on Food Tourism*. / p. 34

⁹⁷ Lee, K. H., N. Scott., & J. Packer (2014). *Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members*. / p. 6

⁹⁸ Stanley, J., & Stanley, L. (2014). *Food Tourism: A Practical Marketing Guide* / p. 3

beaten tracks, but also take advantage of the comfort of the accommodation, quality service and good food⁹⁹.

Another segmentation provided by the Matthias Horx Institute through the study “Zielgruppe LOHAS” identifies the **LOHAS** (lifestyle of health and sustainability), as the suitable target group especially for slow travel destinations¹⁰⁰. This particular segment likes to put an enjoyable lifestyle first, but still cares greatly about health, sustainability, ethics, and an overall sense of living with a clear conscience. They are an important future market segment, because they enjoy shopping, have uncompromisingly high standards and are not afraid to look and pay for quality – three key elements for marketing experts with an eye on the future. For example, LOHAS brought back the food markets in Vienna, by turning the food purchase directly from the producer into a new lifestyle trend. The University of Klagenfurt studied the travel behavior of the LOHAS and found out that the most important aspect in the chosen holiday destination is the nature experience and activity in beautiful, atmospheric scenery¹⁰¹. The services offered should be in tune with the natural environment and emphasize regional characteristics. A special importance is also allotted to the ecological and social added value of the sustainable services offered, which should be clearly visible and communicated. The Schober Lifestyle Report 2010 identified also the main activities of the LOHAS and discovered that this target group has an above average affinity for topics like wine, delicacies, art, culture, antiques and lifestyle. Of interest for our research are also the leisure activities preferred by LOHAS that include reading, cooking and gardening¹⁰².

To complete the picture of the aimed target group, we will refer now also to a study that was conducted on members of the Slow Food organization and that surveyed the holiday preferences of the interviewees. In this study “Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members” the authors Lee, Scott, and Packer aim to point out that certain members of a particular lifestyle choice are more likely to behave similarly in their travels as in their daily lives. This means that members of the Slow Food organization will stick during their holiday to the same eating habits as usual, visiting food markets in the chosen destination, purchasing good, clean and fair food, cooking for themselves, choosing carefully the restaurants they are visiting and seeking to find out as much as possible of the local producers and suppliers chains, by engaging with the natives¹⁰³. These eating preferences also have an impact on the chosen accommodation: since these kinds of tourists enjoy cooking also on holidays they are more likely to choose

⁹⁹ <https://www.austriatourism.com/marke-urlaub-in-oesterreich/zielgruppe-established-postmaterialists/> Retrieved October 2015

¹⁰⁰ Horx, M. (2007). Zielgruppe LOHAS. Wie der grüne Lifestyle die Märkte erobert. /Reference

¹⁰¹ http://www.uni-klu.ac.at/unisonoonline/inhalt/1512_1540.htm / Retrieved October 2015

¹⁰² <http://www.deutsche-politik-news.de/modules.php?name=News&file=article&sid=12735> / Retrieved October 2015

¹⁰³ Lee, K. H., N. Scott, & J. Packer. (2014). Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members. / p.215

lodging that allows them to do so, like rent houses, kitchen appliances in natural areas or stay in family-owned hostels¹⁰⁴. It also affects the activities chosen in the destinations. Therefore this particular target group is more likely to engage in food tours or cooking courses. They are keen on trying local foods and new ingredients, considering that the local food is a way of obtaining an authentic travel experience. They also are interested in accumulating knowledge about local receipts, food habits and the culture behind it¹⁰⁵.

Even if the food itself is not the main reason for travelling, it is a very important issue once arrived at the destination and can influence the perception of the entire holiday. These travelers like to merge into the visited environment, to be part of the destination. Therefore they take the necessary time to explore everything, obtaining a sense of the environment, the food, and culture of the area. They will engage in conversation with the locals, in order to integrate and connect with the place visited, until they feel that they live like a local. Regarding the organization of the trip, the majority of the interviewees planned the trip by themselves using the internet. The activities conducted on spot were chosen day by day in order to be able to experience the destination slowly. They avoid crowded areas and prefer slow cities and natural environments, relaxation and reenergizing being of high importance as goals of the travelling experience¹⁰⁶.

European Benchmarking

As amply shown above, the slow tourism concept is still developing and not only is there no exact definition of it, but we also lack official statistics regarding this way of traveling. After a detailed documentation regarding the regions in Europe where slow travel is already present we clearly can identify a concentration in countries like Italy, France, UK & Ireland and Spain¹⁰⁷. This is mainly connected to the history of the slow movement, but also to the geographical position, the climate and the landscapes.

Further on we will take a brief look at the slow tourism product already present on the market.

Italy, home of the slow food movement, is as expected the leading segment also in the slow travel section. With the diverse and unique landscape, the beautiful architecture and an exceptional cuisine it offers the perfect destination for the slow travel tourist. The most popular slow tourism products of Italy are:

¹⁰⁴ Lee, K. H., N. Scott, & J. Packer. (2014). Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members. / p.215

¹⁰⁵ Lee, K. H., N. Scott, & J. Packer. (2014). Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members. / p.216

¹⁰⁶ Lee, K. H., N. Scott, & J. Packer. (2014). Habitus and Food Lifestyle: In-Destination Activity Participation of Slow Food Members. / p.217

¹⁰⁷ <http://www.slowtrav.com/europe/> Retrieved October 2015

- *Road-trips through Tuscany*, a region of sprawling vineyards, rolling hills, charming old cities, masterpieces of art, culinary specialties and prestigious wines¹⁰⁸. During the trip, travelers have the opportunity to visit prestigious monuments, works of art, churches and natural landscapes of towns like Florence, Siena, but also have the opportunity to sample several local delicacies from the Slow Food's network of quality producers like wines from the Chianti area, Montepulciano and Montalcino, diverse types of cheese and the famous Italian gelato. The chosen restaurants for the offer are definitely locations with delicious, authentic dishes of the regional cuisine, small local restaurants that still cook using traditional recipes and fresh, local produce, highlighted in Slow Food's "Osterie d'Italia" guide¹⁰⁹.
- *The „green heart of Italy”, the region of Umbria*, a place that offers valuable art, good regional cuisine, lots of vacation rentals, lovely wooded hills and bucolic valleys¹¹⁰. The region offers a variety of authentic, unusual places to stay in and eat, and rich cultural background details combined with Renaissance palazzos and colorful *feste* to rural *agriturismi* and tantalizing vineyards¹¹¹. The slow travelers will have to opportunity to taste here products like sausages dell'Alta Valle del Tevere, snap beans del Trasimeno, celery di Trevi, fava bean dell'Amerino, the Civita di Cascia peas, the traditional dish made of suckling pig Cicotto di Grutti¹¹².
- *Cinque Terre*: includes five of the most picturesque villages of Italy, Riomaggiore, Manarola, Vernazza, Corniglia and Monterosso and one of the most beautiful stretches of coastline in the world. The landscape of the Cinque Terre is shaped by a rocky coastline and colorful houses built against the cliffs¹¹³. The beautiful area is included since 1997 in the UNESCO World heritage and is an example of how man has succeeded in finding a balance between nature and his own subsistence. The area boasts also quality food products, thanks to its vineyards, olive groves, citron and lemon trees, as well as fig and peach trees grown on this small patch of land. Not to miss on a visit in the area are the specific local dishes like the salted anchovies, the famous *crostata alla marmellata di limone* and the local limoncello (limoncino), and, of course, the Cinque Terre olive oil¹¹⁴. For every slow traveler an area not to miss is the "Organic Valley", Val di Vara, where agriculture is experiencing a great revival and whose villages guard castles, fortresses, bridges, and abbeys¹¹⁵.

¹⁰⁸ http://holidayswithdowntown.com/inside_tuscany/ Retrieved October 2015

¹⁰⁹ https://www.slowfood.de/publikationen/osterie_ditalia/ / Retrieved February 2016

¹¹⁰ http://www.slowtrav.com/italy/planning/where_umbria.htm / Retrieved October 2015

¹¹¹ <https://www.lonelyplanet.com/italy/umbria/travel-tips-and-articles/76846> / Retrieved October 2015

¹¹² <https://slowfoodumbria.org/> Retrieved October 2015

¹¹³ <http://slowitaly.yourguidetoitaly.com/2014/06/cinque-terre-photo-and-foodie-tour/> Retrieved October 2015

¹¹⁴ <http://www.slowtrav.com/italy/liguria/cinqueterre.htm> / Retrieved October 2015

¹¹⁵ <http://www.bradtguides.com/destinations/europe/italy/liguria/val-di-vara.html> / Retrieved October 2015

Moving a little more North-West from Italy, to its Latin neighbor, **France**, we arrive in a country where the food is already part of the national culture and the personality of its inhabitants. The core of the French cuisine, added in 2010 to the intangible cultural heritage of the UNESCO, are the cheeses and of course the diverse variations of wine¹¹⁶. From the multitude of French destinations we will mention briefly only those that we consider important for the further creation of the proper touristic product for Vienna:

- *Provence*, a never-ending inspiration for great artists like Cézanne and Van Gogh, with its azure skies, brilliant sunlight, and windswept landscapes, this region entralls its visitors with its magnificent medieval villages on hilltops between rolling vineyards, fragrant lavender fields, and craggy mountains¹¹⁷. Not to miss are the regions of Aix, Arles and Avignon with their archaeological gems, the port towns on the French Riviera and the lively scene of Marseille. When it comes to the culinary delights Provence is legendary for its food, from tomatoes and olive oil, to signature dishes like bouillabaisse. To savor the taste of the really great wines, it is recommended to follow the path of the Avignon and the Rhone wine trail¹¹⁸.
- *Dordogne*, one of the most authentic and appealing regions of rural France, abounding in castles, cliff-top châteaux, most dating back to the 13th and 14th centuries, and storybook villages, surrounded by the *nature sauvage*, with wide valleys crossed by clear-water rivers, rugged plateaus of granite and limestone and rocky cliffs¹¹⁹. The area is rich also in prehistoric sights and caves and became known in the touristic circuit due to the British that discovered it as a perfect French escape¹²⁰. A destination recommended for slow travel would not be complete of course without its food. Therefore the area is well known for Périgord truffles, foie-gras, walnuts, plums, and myriad species of mushrooms. To accompany such earthy textures and flavors, Dordogne offers its best wines like Bergerac and Cahors. And of course the most famous drink of the region is the amber cognac, perfect for aiding the digestion of the delightful local delicacies¹²¹.
- *Burgundy* is world famous for its wine and food and is the perfect destination for slow travelers. First of all it requires time to be explored in a proper manner, offering a variety of places to see and things to do. The region is perfect to travel on bike and is an attractive mix between medieval history and modern life¹²². Once in Burgundy one has to visit the famous concentration of Romanesque churches and abbeys, and the

¹¹⁶ <http://www.unesco.org/culture/ich/en/RL/gastronomic-meal-of-the-french-00437> / Retrieved October 2015

¹¹⁷ <http://www.fodors.com/world/europe/france/provence/> / Retrieved October 2015

¹¹⁸ <http://www.theluberon.com/food-and-wine/> / Retrieved October 2015

¹¹⁹ <http://www.fodors.com/world/europe/france/the-dordogne/> / Retrieved in October 2015

¹²⁰ http://www.slowtrav.com/france/notes/mellen_dordogne.htm / Retrieved in October 2015

¹²¹ <http://www.telegraph.co.uk/travel/destinations/europe/france/dordogne/articles/dordogne-travel-guide/> / Retrieved in October 2015

¹²² <http://www.fodors.com/world/europe/france/burgundy/> / Retrieved in October 2015

towns and villages of the area with their ancient charm and present-day functionality¹²³. But the most extraordinary experience in the area will be of course the food and wine. The Burgundy region is world famous due to its red savory wine and wine lovers all over the world come to spend time tasting the delicious grape drink. But wine is not the only famous drink of the region: the “Kir” cocktail was invented here and named after a mayor of Dijon, which became world famous mainly to its more aristocratic cousin, the “Kir Royale”¹²⁴. The local dishes combine therefore the natural ambiance with the products of the farmers into slow-cooked, wine-laced dishes. To mention here are the renowned escargots which grow wild in the vineyards, and are the star on menus throughout the region¹²⁵. Burgundy has a lot of stars as we can see in the culinary area, one of them named after the capital of the region, Dijon: the famous mustard is enriching dishes all over the world today, and the 18th-century factory can be visited today as a main sightseeing objective¹²⁶.

Moving further away from the Mediterranean neighbors Italy and France, there is surprisingly a well-developed slow travel offer variety in the **United Kingdom**. This country mostly known for a vibrant life pace, agitation and overcrowded cities, has a surprising side seldom publicized, where tourists can easily meet the locals, find the best food and indulge in a little cultural quest.

- *Perth* is a small town in the middle of Scotland, a former capital of the region, with a long history as an important trade knot, today a regular winner of the Beautiful Britain award and an important cultural center with over 300 protected historic buildings¹²⁷. The town is located in one of the most important agricultural areas that is noted for its soft fruit, cereals, lamb and beef and is now part of the Cittaslow organization in the UK¹²⁸. Perth set up the first Farmers' Market in Scotland and the monthly Perth Farmers' Market continues to be one of the largest in the country, where locals and tourists can buy jams, preserves, chutneys, jellies and sauces using locally grown produce¹²⁹. To mention here is also the "Taste of Perthshire" guide to local produce, which lists over 50 local producers and outlets where members of the public can taste local specialties ranging from fruit wines to cured meats¹³⁰. Perth has not only food to boast with, but also a select group of six active distilleries in the county, all with their own unique and fascinating story to tell, and all producing single malt Scotch whisky

¹²³ <https://www.lonelyplanet.com/france/burgundy-and-the-rhone> / Retrieved in October 2015

¹²⁴ <http://www.townandcountrymag.com/leisure/drinks/how-to/a2638/the-history-behind-the-kir-royale/> / Retrieved in October 2015

¹²⁵ <http://www.burgundytoday.com/gourmet-traveller/food/burgundian-table.htm> / Retrieved in October 2015

¹²⁶ <http://www.regions-of-france.com/regions/burgundy/food-gastronomy/dijon-mustard> / Retrieved in October 2015

¹²⁷ <http://www.perthcity.co.uk> / Retrieved in October 2015

¹²⁸ <http://www.cittaslow.org.uk/towns/perth/> Retrieved in October 2015

¹²⁹ <http://www.perthcity.co.uk/event/perth-farmers-market-15/> Retrieved in October 2015

¹³⁰ <http://www.tasteperthshire.co.uk/> Retrieved in October 2015

of the very highest quality. One of these six distilleries is the oldest one in Scotland and the spiritual home of Scotland's bestselling whisky, The Famous Grouse¹³¹.

- Sussex boasts a huge variety of landscapes and architecture, from the chalk South Downs, Britain's newest and most visited national park, over the distinctive countryside onto the salty marshes and long coastline¹³². When it comes to food, Sussex pampers its visitors with the best breakfast: venues with the Sussex Breakfast accreditation are committed to serve their guests a fresh, seasonal and tasty breakfast. This consists of a minimum 60% of ethically farmed quality local produce, which include a huge variety of cheeses, jams, pouring yoghurts, cereals, and garden grown ingredients washed down by a refreshing glass of apple juice, the local beverage¹³³. Even if still unknown to the public eyes, Sussex has the same chalky subsoil found in the Champagne region of France. Therefore it produces award-winning reds, whites and rosés, but also sparkling wines that regularly trump French Champagnes in international competitions. The vineyards in Sussex produce not only beautiful wines, but they also provide opportunities for sampling, touring and meeting the Vintners, an experience that is the core of the slow travel concept¹³⁴.
- The *Norfolk* landscape is far more variable than many imagine: the coast in the North, considered to be one of the most beautiful stretches in England, is also a hugely important habitat for wildlife especially migrating birds. The interior of the county has a rich mix of architectural variety, with numerous country houses, medieval churches, Roman forts and Norman castles¹³⁵. The county capital Norwich is an important center for art and culture, with its acclaimed Sainsbury Centre for Visual Arts and the annual, highly rated Norwich and Norfolk Festival. As any slow travel destination, Norfolk is also proudly promoting its local specialties one way through its restaurants, area in which the region sticks out with two Michelin stars chefs, but also through its farmers markets that trade fresh, seasonal, unprocessed products¹³⁶. All the delicious culinary local delights are accompanied by the beverage made out of the best malting barley in the country that you can order throughout the county in one of the numerous microbreweries¹³⁷.

Besides the above detailed regions, there are many more to mention inside Italy, France and the UK, but also in other countries like Spain, Portugal, Ireland, Turkey only inside

¹³¹ <http://perthshirewhisky.co.uk/> / Retrieved in October 2015

¹³² <http://www.bradtguides.com/slow-sussex-and-the-south-downs-pb.html> / Retrieved in October 2015

¹³³ <http://www.visitsussex.org/page/sussex-breakfast> / Retrieved in October 2015

¹³⁴ <http://www.visitsussex.org/page/sussex-vineyards/> / Retrieved in October 2015

¹³⁵ <http://www.bradtguides.com/shop/norfolk-slow-travel-pb.html> / Retrieved October 2015

¹³⁶ <http://www.slowfoodnorwich.org.uk/> / Retrieved October 2015

¹³⁷ <http://www.visitnorfolk.co.uk/food-and-drink/Food-and-drink-in-Norfolk.aspx> / Retrieved October 2015

Europe. But also countries in Asia are rising very fast as popular destinations for slow tourism. The aim of this benchmarking is in fact to see what offers are already on the market and what the particular characteristics slow tourists are looking for.

Any destination can be a slow travel destination. It has only to offer the traveler the opportunity to explore it in a slow way: that means to spend at least one week in a destination, unhurriedly and to allow the world to show itself on its own terms, to be able to connect with the surroundings, whether with people, food, climate, nature, animals or culture, to explore the destination with mindfulness and with openness for new encounters¹³⁸. Also an important ingredient for a slow tourism destination is the approach to slow food and a sustainable food supply chain and the availability of local, natural products for the locals but also for the tourists.

Vienna, as a destination is a city that cherishes the sustainability concept and thrives to be constantly a forerunner for a high quality of life, holding the number one position in this field since 2009, according to the Mercer consulting company¹³⁹. It also puts great emphasis and encourages local produces, from a wide range of edibles to the local wine that cannot be only savored in the local restaurants but interested parties can also take part from the harvest of the grapes to the first tasting of the delicious liquor¹⁴⁰. Once it is clear that Vienna has a high potential as a destination for slow travel, the next step is to identify the proper touristic product and afterwards the real market interest for it.

¹³⁸ Fullagar, S., K. Markwell, & E. Wilson (Eds.). (2012). *Slow Tourism: Experiences and Mobilities* / p. 158

¹³⁹ www.mercer.com/newsroom/western-european-cities-top-quality-of-living-ranking-merc.html / retrieved in February 2016

¹⁴⁰ <https://www.wien.gv.at/english/leisure/wine/> Retrieved October 2015

The Tourism Product

Why is the tourism industry of such importance? Because it is one of the major players in international commerce, with a business volume that equals or even surpasses that of oil exports, food products or automobiles. Being a fast growing and constantly changing sector in the world, due to the continued development of new destinations around the globe, it is also one of the main income sources for many developing countries, producing economic benefits also for complementary industries like agriculture, construction, telecommunications and others¹⁴¹.



Figure 4: Key figures of the world tourism industry in 2013

Source: World Tourism Organization

Tourism as we know it nowadays is the sum of a multitude of elements and actors that create together a system that aims to offer the tourist an authentic but extraordinary experience of a lifetime. As Gunn mentioned in his work "Tourism Planning", tourism is a multi-functional system that is guided by an invisible hand, and its success is based on the complementary correct functioning of the interrelationships between every element involved¹⁴², allowing in this way the successful gaining of goals like visitor satisfaction, business success, efficient use of resources, and community and area integration.

The main two components of tourism are as in any commercial activity, supply and demand. These two players are involved in an interaction that has as core the tourism

¹⁴¹ UNWTO (2014): Tourism Highlights / p. 2

¹⁴² Gunn, C. A. (1988). *Tourism Planning* / Reference

experience. But this tourism experience needs a real life framework, which has general rules, conditions and mechanisms. This is what in practice is called the tourism product, which is meant to shape specific touristic products and services into personalized bundles according to the tourist wants¹⁴³. The development of tourism products is a large, inter-linked and continuing process that incorporates market research, where the tourist is in focus, the economic framework, where the government takes the main role and the marketing activities where the Tourism Destination Organization takes the main responsibility¹⁴⁴.

Every tourism product is made up of three components¹⁴⁵:

- Experiential: festivals, activities, community, events, dining and entertainment, shopping, safety, service
- Emotional: human, cultural and historic resources, hospitality
- Physical: infrastructure, natural resources, accommodation, restaurants

To successfully plan, develop and conduct operations there are a series of principles which have to be considered¹⁴⁶:

- Market research in order to understand profile, characteristics, trends and tasks of markets and segments
- Market product matching that means that the products and services should be developed according to the market requirements
- Identification of areas appropriate for specific kind of touristic product development
- Ensure the support of all involved stakeholders
- Identify outstanding features where major touristic products can be developed to constitute hubs that can attract tourist
- Bundling a range of attractions and activities, creating tourism routes and organizing festivals and events
- Formulate a development plan for all touristic products and a product investment portfolio for potential investors
- Educate the needed personal by creating vocational trainings and managerial educational programs
- Integrate the new created products into the overall destination branding plan

The range of activities and actions that fall under the general term of “tourism products” covers such diverse components as natural features, history and cultural heritage, the built environment, and the people of the destination themselves.

¹⁴³ Koutoulas, D. (2004). *Understanding the tourism product*. / p. 4

¹⁴⁴ Stelios, D. B., & Melisidou, S. (2008). *Globalisation and sustainable tourism development: A critical review* / p. 26

¹⁴⁵ *Handbook on Tourism Product Development*, World Tourism Organization and European Travel / p. 3

¹⁴⁶ *Handbook on Tourism Product Development*, World Tourism Organization and European Travel / p. 18

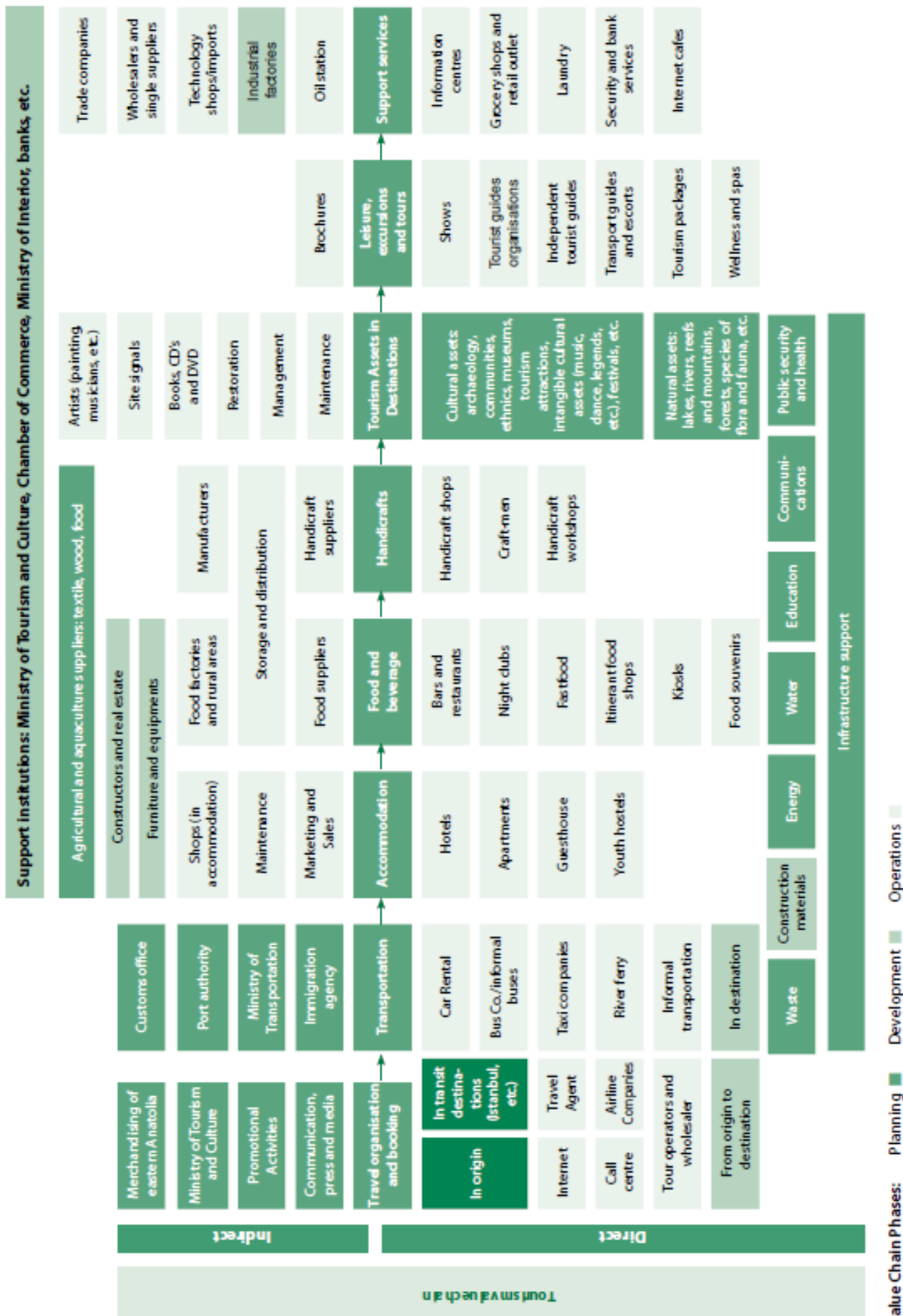


Figure 5: Parties involved to make tourism work
Source: Handbook on Tourism Product Development, World Tourism Organization and European Travel Commission, 2011

As we can observe in the figure above, tourism products comprise a complex mixture of elements, such as physical plant (including natural features and weather), the input of services, hospitality, choices for tourists, tourist involvement in the delivery of services, and also experiences. Tourism products are fundamental experiences, with experiences seen as central to tourist choice and satisfaction¹⁴⁷. Following this idea of Smith, it is clear that the development of tourism products today should be focusing on designing extraordinary experiences, that offer absorption, personal control, joy and valuing, a spontaneous letting be and a newness of perception, an experience that is recalled easily for years after, but, because of its considerable emotional content, it is difficult to describe¹⁴⁸.

This trend of experience economy is rooted in the transformation process of the affluent societies into experience societies in which people tend to see a lifetime as an experimental project¹⁴⁹. Experiences are the result of encountering, undergoing, or living through situations that provide sensory, emotional, cognitive, behavioral, relational and functional values¹⁵⁰.

The experience is required to integrate all five senses, therefore “tourism demands new metaphors based more on being, doing, touching and seeing”¹⁵¹. This concept emphasizes once again the shift from the toured objectives to tourist experiences. An important part of the experience is also the fact that it has to be shared with significant others, like family members, friends or tourist communities. Involved in the touristic experience, tourists also enact and inscribe places with their own “stories” and follow their own paths. In this way, tourists not only consume experiences but also co-produce, co-design and co-exhibit them¹⁵². They are co-creators of the value of the tourism experience. This way, the traditional distinction between producer and consumer in tourism, hospitality and marketing, is dissolved.

We may conclude from the above that experience is the essence of tourism today and for the businesses in this industry “a key to survive and excel in the increasingly competitive tourism market is to offer unique, differentiated products and services that lead to memorable experiences that add value for visitors”¹⁵³. This idea is also sustained by Pine and Gilmore that see the experience deriving from an “iterative process of exploration, scripting and staging – capabilities that aspiring experience merchants will need to master”¹⁵⁴.

Tussyadiah emphasizes further that in designing an experience “the focus is to create new experiences concepts through a careful construction of the service contexts to intensify

¹⁴⁷ Smith, S. (1994). *The Tourism Product*. / p. 7

¹⁴⁸ Arnould, E. J., & L.L. Price (1993). *River Magic: Extraordinary Experience and the Extended Service Encounter*. / p. 25

¹⁴⁹ Pine, B. J., & J.H. Gilmore (1999). *The Experience Economy: Work is Theatre & Every Business a Stage*. / Preview p. XII

¹⁵⁰ Schmitt, B. (1999). *Experiential Marketing*. / p. 25-26

¹⁵¹ Urry, J. (2002). *The Tourist Gaze* / p. 190

¹⁵² Ek, R., J. Larsen., S.B. Hornskov., & O.K. Mansfeldt. (2008). *A Dynamic Framework of Tourist Experiences: Space-Time and Performances in the Experience Economy*. / p. 126

¹⁵³ Tussyadiah, I. P. (2014). *Toward a Theoretical Foundation for Experience Design in Tourism*. / p. 1

¹⁵⁴ Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy* / p. 102

engagement and emotional connections with customers”¹⁵⁵. The first steps to correctly implement an experience design are, according to Pine and Gilmore¹⁵⁶:

1. Theme the experience – staging an experience by envisioning a well-defined theme, that is concise and compelling. The purpose of the theme is to “drive all the design elements and staged events of the experience toward a unified story line that wholly captivates the customer”.
2. Harmonize impressions with positive cues, thus impressions are the “takeaways” of the experience. Important here is that each cue must support the theme and none should be inconsistent with it.
3. Eliminate negative cues, which could diminish, contradict or distract from the theme.
4. Mix in memorabilia.
5. Engage all five senses.

The above model is unfortunately incomplete, because it omits a highly important element of the touristic product: the tourist. Because of the fact that tourists are individuals, who perceive everything in their particular way, another definition is required, one in which the tourism experience is a “past personal travel-related event strong enough to have entered long-term memory”¹⁵⁷.

Analyzing the whole, we go further to a model of the tourist experience that tries to incorporate also the influences and personal outcomes. In this model the tourist experience is viewed as encompassing five phases that happen during a tourist event: anticipation, travel to site, on-site activity, return travel and recollection¹⁵⁸. The experience itself is influenced by three aspects: physical, social and products/services, elements that form the external experience of the travel. In this model we can also distinguish a personal realm, which involves elements within the individual¹⁵⁹. One important part of the entire tourist experience is the outcome, which can be either satisfaction or dissatisfaction. These outcomes are closely related to the initial expectations and motivations of the individual. This basically means that if the expectations an individual had before the trip are met during the travel, this will cause a level of satisfaction that will further influence the expectations of the next trip¹⁶⁰. The same cycle can also be observed in the case of dissatisfaction. But between the outcome and the expectations lie also elements that are particular for every individual, like knowledge, memory, perception, emotions and self-identity. These influence every stage of the process.

¹⁵⁵ Tussyadiah, I. P. (2014). *Toward a Theoretical Foundation for Experience Design in Tourism*. / p. 2

¹⁵⁶ Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy*. / p. 102-104

¹⁵⁷ Larsen, S. (2007). *Aspects of a Psychology of the Tourist Experience*. / p. 15

¹⁵⁸ Morgan, M., P. Lugosi, & J.B. Ritchie. (eds.). (2010). *The Tourism and Leisure Experience: Consumer and Managerial Perspectives* / p. 6

¹⁵⁹ Morgan, M., P. Lugosi, & J.B. Ritchie. (eds.). (2010). *The Tourism and Leisure Experience: Consumer and Managerial Perspectives* / p. 11

¹⁶⁰ Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer* / p. 427

It is obvious that the tourism experience is a highly complex process, which first of all needs to be understood. This is fundamental to the conception and planning process of touristic services before they are delivered to the end consumer. With the focus of attention moving from the delivery of services to the staging of experiences, a progression of the established frameworks for service design is required in order to fulfill the emerging challenges of experience design. One way for effectively designing and managing the customer experience requires presenting a series of clues that function holistically to meet or exceed customer expectations¹⁶¹.

It is a doubtless fact that international tourism is increasingly driven by more demanding customer requirements, with greater emphasis on unique experiences, authenticity and emotional involvement¹⁶². But at the end of the day the core goal for a touristic product is to deliver distinctive, authentic and memorable experiences that stimulate increased visits, longer dwelling times and higher expenditure. And that can be achieved only by offering quality experience in an increasingly competitive global tourism market, goal that is possible to obtain only by experience development and innovation.

Analysis of the Potential Tourism Supply for Slow Food Travel in Vienna

In the period between 2012 - 2013 a research project¹⁶³ was conducted by the Vienna Tourist Board together with Slow Food Vienna, one of the objectives being to identify the potential of creating and developing a touristic product out of the Viennese core industries like agricultural businesses, food crafts, cooking and baking classes, food markets, food festivals, guided tours and shows as well as extended areas like accommodation, mobility, guides, national parks and other connected branches.

From the totality of suppliers in Vienna there were selected a total of 24 businesses for detailed interviews. All have demonstrated great interest in a partnership that could develop the travel business of Slow Food Vienna. Unfortunately almost all of the interviewed businesses have a low level of development regarding the touristic offers, but they show all a great willingness to invest in this area.

The potential of all parties involved is appreciated in the conducted interviews as above average. This is on the one hand due to the image Vienna has built for itself in the last decades regarding agriculture, viniculture and food crafts, on the other hand also because of the great tourism potential in these areas that has not yet been made use of. The majority of the interviewed businesses already offer some kind of special activities for the tourists like

¹⁶¹ Bitner, M. J., A.L. Ostrom., & F.N. Morgan (2008). *Service Blueprinting: A Practical Technique for Service Innovation.*/ p. 69

¹⁶² Tourism Policy Review Group (2003): *New Horizons for Irish Tourism.*/ p. 4

¹⁶³ Monography of the Potential of Slow Food Travel Vienna (2013).

guided tours, tastings or cooking classes. These activities however are not designed logistically to handle constant tourist groups; therefore there is a clear need to structure these services in an appropriate manner for the tourism industry. This obviously demands more or less complex financial investments for creating the proper facilities, and also developing a suitable touristic product. Besides the on spot facilities, what needs to be implemented is also a booking platform that can serve as a direct connection between the suppliers and the interested tourists. Of course an important intermediary can and definitely would be the incoming agency, but nevertheless there has to be also the opportunity of direct contact between supply and demand. The question that arises here is who will take the responsibility of creating and maintaining such a platform? Another necessity in the field would be to create a network of specially trained guides that could assist the businesses in implementing the new touristic services. Also not to be overlooked in this situation is the fact that the core businesses we are talking about are definitely experts in their field but certainly not in tourism. Therefore they need support, guidance and counseling in the general organization, communication and distribution of the created touristic services.

Moving further, it is also of great importance to know the situation of the extended services that will definitely be part directly or indirectly of the Slow Food Travel product of Vienna. As we concluded in the former chapters, the slow travel tourists prefer lodging in private apartments where they can cater for themselves. This can be covered by the little boutique or family owned hotels that for sure can profit from accommodating slow tourists. It is also a business opportunity for old hotels threatened by bankruptcy to transform themselves into slow travel hotels, offering appropriate services for the chosen target group. The interviewed hotels for the mentioned research project were very interested in changing their catering especially the breakfast into a service with affinity for slow tourism. For implementing this, the hotels need support, guidance and counseling of the Slow Food community in Vienna and would gladly participate in themed workshops and courses. What should be taken into consideration if there should be a change from regular breakfast to slow food breakfast are topics like:

- Distribution: one of the main weak points of the system. The lacks of proper distribution infrastructure in this field make the regional food products almost inaccessible for the HORECA industry. A solution could be in the future one similar to the initiative of the Vienna Tourism Board that implemented a successful distribution logistics for the Viennese wines for the HORECAs.
- Volume: for hotels chains or hotels with a substantial number of rooms, there is the problem of finding suitable food suppliers that can provide a guaranteed amount, quality and price of the needed groceries

- Packaging: the HORECA industry needs for the supplied products specific packaging in material, size and weight to be able to handle and deposit easily. This is also an important issue that cannot be respected by most of the little regional producers who often use bundles for transporting their foods.
- Price: it is clear that a “good, clean, fair” breakfast would definitely mean higher costs for the hotel but also for the customer. This issue could be overcome by offering the breakfast separately from the room price, or when offered as integrated product, emphasizing on the quality of the food products, that can be vouched for by the Slow Food organization.

Regarding mobility, Vienna is known for being a very environmental friendly and constantly green concerned city. It has one of the best public transport networks in Europe and offers also special services for tourists, like the City Airport train, the Vienna Card for 48 or 72 hours, City Bike Wien, Segway Tours and others¹⁶⁴. Vienna is therefore quite able to support the Slow Travel project from the point of view of mobility.

Vienna is also one of the greenest cities in the world. More than 50% of the city's area is green¹⁶⁵. Here we include the various parks inside the city, the big green area around the entertainment park Prater, the Vienna Woods, the “Viennese jungle”, the Lobau, part of the National Park Donau-Auen and various events and festivals around gardening. This is a very important aspect of Vienna since the target group of slow travel is keen on discovering the natural surroundings of the chosen destination. For creating a proper touristic product it is therefore crucial to include the Vienna Woods and /or the Lobau in the offers. The Lobau covers almost one third of the area of the National Park and is home to more than 800 species of plants, 30 species of mammals and 100 brooding bird species, 8 reptile species, 13 amphibian and 60 fish species¹⁶⁶. It represents not only a green retreat but offers also a range of activities like educational hiking, an excursion in the National Park boat, hiking excursions or herbage hikes. Through the Lobau run also wider hiking and cycling tours, like the Napoleon loop trail that combines the historic heritage with sports in the natural surroundings. This area offers also a location where several culinary activities can be conducted, the Wien-Lobau cottage. Another green area of Vienna, perhaps the widest and also most famous especially among the tourists, is the Vienna Woods, a branch of the foothills of the Alps and UNESCO Biosphere Reserve since 2005¹⁶⁷. It is the perfect example of how the natural surroundings can be protected by simultaneously developing the region with living space, results that can be observed in the Viennese districts Hietzing, Penzing, Ottakring, Hernals, Währing, Döbling and Liesing. The Vienna Woods provide a habitat

¹⁶⁴ <http://www.visitingvienna.com/transport/public/> Retrieved October 2015

¹⁶⁵ <https://www.wien.info/en/sightseeing/green-vienna/> Retrieved October 2015

¹⁶⁶ <https://www.wien.info/en/sightseeing/green-vienna/lobau-jungle/> Retrieved October 2015

¹⁶⁷ <https://www.wien.info/en/sightseeing/excursions/vienna-woods/> Retrieved October 2015

for 2,000 plant species, 150 bird species and many other endangered animals, encompasses 15 nature reserves and 4 national parks, meadows, pastures, fields and vineyards. The vineyards are for sure the most visited locations by tourists in this area. They maintain their village character, conveying the landscape in the area a special touch, and offering local wine and dishes and listening to Viennese music at cozy 'Heurige' taverns and outdoor dining areas. The Viennese are proud of this area not only for the tasty wine produced here but also for the fact that it is the only capital to have such extended vineyard operations within the city limits. The Vienna Woods offer also diverse sportive activities with 39 biking routes, 12 hiking routes, colorful family programs and regional culinary delicacies. From the two local mountains, the Kahlenberg and the Leopoldsberg, visitors can enjoy a beautiful panoramic view of the city of Vienna.

As the research of the target group reveals, slow travelers prefer individual booking and personalized tourism offers. As mentioned before in relation to the accommodation, this could be a consequence of lacking suitable touristic products offered by the incoming agencies. It is understandable, that for a tour-operator it is much more efficient to sell big volumes for masses of customers; it requires lower resource input and the turnover and profit is also considerably higher. But a trend towards individualized travelling is more than obvious and the business segment is seizing the opportunity by creating services like Airbnb or Uber. The incoming agencies feel the wind of changes and are prepared to adapt to the new challenges. As a result of the interviews conducted for the above mentioned research project, there is new information revealed by representatives of the sales channels in the tourism industry. Vienna is a city that already has culinary and cultural package offerings (not slow food), mainly designed for the German and domestic market. To be able to sell the touristic products to a larger group of customers, the incoming agencies request some characteristics that have to be regarded like duration of a particular activity and the possibility to integrate it in the daily schedule of the tourists, regulated availability of the services with fixed and constant business and visiting hours, the possibility for the tour operator to offer vouchers for a particular activity and of course the agency commission of 20 – 25 %. From the point of view of the incoming agencies, the once created slow food travel products have to be also marketed, to gain notoriety with the desired target group. These marketing activities need support from all the organizations involved, from the municipality represented by the Vienna Tourist Board, to the Slow Food Vienna and Slow Food International organizations, and including all the actors involved in the product like accommodation, transportation, core businesses, and other connected services. In the annexes of this paper we have included some examples of packages that already exist and can be booked through different travel agencies. What we can notice from the presented offers is the lack of the slow food element. They are rather general culinary offers, without including the most important

particularity of all: the slow concept. But the simple fact that they exist even if in not a desired form, shows the availability of the tourism agencies to organize and market these kind of touristic products and also the existing demand of such services.

Besides the “Steiereck” restaurant, awarded the “Slow Food UK Award” (mentioned in the chapter “Viennese Cuisine”) there are a few other players belonging to the Viennese food industry that already disclosed their interest in an further development of the Slow Food Travel project and are already offering on a small scale suitable products and programs like: Weingut Wien Cobenzl, Weingut Wieninger, Wiener Schnecke, Staud Delikatessen, Kochschule ichkoche.at, Bäckerei Felzl and others¹⁶⁸.

Analyzing the existing suppliers in the food and tourism industry we observe a real need for networking between single entities. The existing tourism products of Vienna are not specialized in culinary tourism and more specifically in slow food, on the other hand the suppliers of slow food products in Vienna are not oriented and could not support in their present form a touristic approach. In this collective approach lies the key to the development of a successful Slow Food Travel project in Vienna, where all involved parties work together in the organization, communication and distribution of properly developed touristic products.

¹⁶⁸ *Monography of the Potential of Slow Food Travel Vienna* (2013).

Case Study: Promoting and Obtaining Financial Support for Slow Travel Products through Crowdfunding

Crowdfunding involves relatively small contributions of many consumer-investors over a fixed time limit (generally a few weeks). It is a relatively new form of informal venture financing, where entrepreneurs are seeking availability of early-stage funding in large, online communities of consumer-investors¹⁶⁹. As defined by Belleflamme, crowdfunding involves an open call (through the Internet) for the provision of financial resources either in the form of donation or in exchange for some form of reward in order to support initiatives for specific purposes¹⁷⁰. Crowdfunding differs from the traditional financing of new ventures in two important ways: firstly the fixed time limit (generally a few weeks) and secondly, the possibility of potential backers to see the level of support from other donors as well as its timing before making their own funding decisions¹⁷¹. This is the reason why the success of a crowdfunding project is closely related to the herd effect of the individuals and their irrationality in decision making¹⁷².

The term "crowdfunding" is derived from the better known term "crowdsourcing", which describes the process of outsourcing tasks to a large, often anonymous number of individuals, a "crowd of people" (the Internet community) and drawing on their assets, resources, knowledge or expertise¹⁷³. As a definition of crowdfunding we can lean on the findings of PhD Schwienbacher and his scholar group, perhaps the most substantial scientific reports on this topic: "Crowdfunding involves an open call, essentially through the Internet, for the provision of financial resources either in form of donations (without rewards) or in exchange for some form of reward and/or voting rights in order to support initiatives for specific purposes."¹⁷⁴

Crowdfunding can be traced as far back as the 1700s. In that period Jonathan Swift started a fund that gave loans to low-income families throughout Ireland. Another modern microfinancing can be traced back to Dr. Mohammad Yunus in 1976. Similar to Swift, Yunus gave low-income individuals the chance at getting a loan from a bank, a program that several years and success stories later became Grameen Bank, a revolutionary action that was rewarded with the Nobel Peace Prize in 2006. Another episode in the history of crowdfunding that has to be mentioned is the launch of ArtistShare, the first dedicated crowdfunding

¹⁶⁹ Schwienbacher, A. and B. Larralde (2012), *Crowdfunding of Entrepreneurial Ventures*,/p. 3

¹⁷⁰ Belleflamme, P., T. Lambert, & A. Schwienbacher (2014). *Crowdfunding: Tapping the Right Crowd*. /p. 4

¹⁷¹ Kuppuswamy, V., & B.L. Bayus (2014). *Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter*. /p. 17

¹⁷² Simonsohn, U. and D. Ariely (2008), *When Rational Sellers Face Nonrational Buyers: Evidence from Herding on eBay*. /p. 1624

¹⁷³ Hemer, J. (2011). *A Snapshot on Crowdfunding*. /p. 8

¹⁷⁴ Lambert, T., & A. Schwienbacher (2010). *An Empirical Analysis of Crowdfunding*./Retrieved from "Hemer, J. (2011). *A Snapshot on Crowdfunding* (No. R2/2011). Working papers firms and region." p. 8

platform in 2003, a website where musicians could seek donations from their fans to produce digital recordings, and which has evolved into a fundraising platform for film/video and photography projects as well as music¹⁷⁵. The term “crowdfunding” itself was first mentioned in 2006, by fundavlog founder Michael Sullivan¹⁷⁶. In 2008 and 2009, IndieGoGo and Kickstarter (two of the most popular crowdfunding platforms today) were established with the goal of supporting creative entrepreneurs and projects. These platforms helped popularize the rewards-based method of crowdfunding, combining the original principle with an ever-growing social sharing mindset and technical infrastructure¹⁷⁷. In 2012 crowdfunding reached the White House when the Jumpstart Our Business Startups (JOBS) Act passed Congress and was signed by president Obama, opening the doors for the first combined reward and equity based crowdfunding portal, Fundable¹⁷⁸.

The most comprehensive research in the crowdfunding field conducted by Massolution, reveals that the researched 1250 active global crowdfunding platforms experienced an accelerated growth in 2014, expanding by 167% to reach \$16.2 billion raised, as compared to \$6.1 billion in 2013. In 2015, the industry was set to more than double once again, with estimated raisings of \$34.4 billion. In 2014 the geographic distribution of the investment value through crowdfunding was led by far by North America with a total of \$9.46 billion, followed by the new up comer Asia with \$3.4 billion (a rise of 320% as compared to 2013) and on the third place Europe with \$3.26 billion raised. Looking at the top 5 crowdfunding categories, there are no spectacular changes: business and entrepreneurship remained the most popular, collecting \$6.7 billion in 2014 (41.3%), social causes (\$3.06 billion), films and performing arts (\$1.97), real estate (\$1.01 billion), and music and recording arts (\$736 million)¹⁷⁹.

Crowdfunding communities differ mainly from the expectation point of a return on investment for the funder. There are communities that offer consumer investors an interest in the venture in the form of equity or some sort of profit sharing agreement¹⁸⁰, other crowdfunding platforms involve peer-to-peer lending in which it is expected that the original payment is repaid, along with some fixed interest¹⁸¹. On the other hand there are also the donation-based crowdfunding communities, where backers do not expect any tangible reward for their investment. But the most popular and fast growing crowdfunding platforms are nevertheless the reward based ones, in which project backers do receive tangible, but

¹⁷⁵ Freedman, M. David and Matthew R. Nutting. *A Brief History of Crowdfunding Including Rewards, Donation, Debt, and Equity Platforms in the USA* / p. 1

¹⁷⁶ <http://socialmediaweek.org/blog/2011/12/a-social-history-of-crowdfunding/> Retrieved October 2015

¹⁷⁷ www.fundable.com/ Retrieved April 2015

¹⁷⁸ <https://www.whitehouse.gov/the-press-office/2012/04/05/president-obama-sign-jumpstart-our-business-startups-jobs-act> / Retrieved April 2015

¹⁷⁹ Massolution, *Crowdfunding Industry Report*, (2015CF)/ Retrieved April 2015

¹⁸⁰ Agrawal, A. K., C. Catalini., & A. Goldfarb. (2011). *The Geography of Crowdfunding.* / p. 5

¹⁸¹ Herzenstein, M., U. Dholakia, and R. Andrews (2011), *Strategic Herding Behaviors in Peer-to-Peer Loan Auctions.* / p. 5

non-financial, benefits for their financial contributions, like tokens of appreciation (thank-you message, artist's autograph, mentioning the crowd funder's name in the credits, t-shirt) or the pre-purchasing of products or services. Even if these kinds of campaigns typically get the most headlines, it is lending-based crowdfunding that dominates the industry: in 2014, it raised \$11.08 billion¹⁸².

As mentioned before, the definition of crowdfunding according to Schwienbacher refers to the efforts of entrepreneurs to fund their ventures by tapping on relatively small contributions from a relatively large number of individuals using the internet, without standard financial intermediaries¹⁸³. Two main aspects of the crowdfunding aspect are omitted in this definition: the goal of the crowdfunding effort and the goal of the investors, both of great importance, but at the same time subject to the most variation. It is at this stage of our paper that the need arises to talk about the goals, in order to properly understand why we chose a crowdfunding portal as platform for our case study.

When talking about founders' goals it is clear that top of the list is undoubtedly the funding part. Here there are several varieties from the small capital raises for onetime events sponsored mainly by family and friends to the projects allowing entrepreneurs to raise the initial money required to start their new venture. This second case is starting to be regulated by law in the US by the JOBS Act (Jumpstart Our Business Startups Act) which affects also the crowdfunding industry since October 2015. Besides the aim of funding, crowdfunding is also used by founders to demonstrate demand for a proposed product. In this case, crowdfunding is a quick and easy platform for testing the potential demand of a new product and service, either concluding to give up the idea in case of bad results, or to use the idea as a starting point for venture capital in case of positive outcomes. Another important use of crowdfunding is for marketing and public relations purposes. If a product or service is in its early stages of development, a crowdfunding project can help create the desired interest from the crowd and get the attention of the media, if the project is creative, innovative and viral. It is also a good opportunity to create an ecosystem of complementary products, that in the future will support the main product on the market¹⁸⁴. For this paper clearly the main goal is to determine the potential demand of a slow food travel product in Vienna, by using one of the most popular crowdfunding platforms worldwide, Indiegogo.

But not only founders are driven by concrete goals for taking action in crowdfunding projects. Also funders have their motives in participating. The goals of the funders can be identified in four main directions, but should not be considered individually because they are most of the time overlapping depending on the nature of the project. One of the motivations

¹⁸² Massolution, *Crowdfunding Industry Report*, (2015CF) / Retrieved April 2015

¹⁸³ Mollick, E. (2014). *The Dynamics of Crowdfunding: An Exploratory Study*. / p. 2

¹⁸⁴ Mollick, E. (2014). *The Dynamics of Crowdfunding: An Exploratory Study*. / p. 3

of the funders is related to the philanthropist position, in which funders donate their money voluntarily from altruistic motivations with no expectations of any tangible rewards.¹⁸⁵ A second model is based on the peer-to-peer lending model, where funders offer a loan with the expectation of investment repayment together with a return on capital invested.¹⁸⁶ These projects are mostly characterized by the herding behavior of the funders who tend to act rationally by funding projects that already have sufficient supporters in order to diminish their risk of loss. A third model and the most popular and publicized one, is the case where funders back up a project in order to receive tangible benefits (non-financial ones) or have the opportunity of pre-purchasing new products or services. In this model the rewards offered play a highly important role but one should also not to ignore the herding effect, for which the creativity and popularity of the project are highly rated. A final model, called equity crowdfunding, is provided by the US Jumpstart Our Business Startups Act, when funders are treated as investors, giving them equity stakes, shares of future profits or royalties or similar consideration in return for their funding¹⁸⁷.

As an exploratory empirical study, the goal of this paper is to develop initial evidence about the role and importance of crowdfunding in developing slow food as a tourism product in Vienna. As mentioned before the goal of using crowdfunding in the project is not exclusively financial, but to seek potential demand of a slow food travel product in Vienna, by using one of the most popular crowdfunding platforms worldwide, Indiegogo. The success or failure of the process is determined on the one hand by the proper research in order to address the right kind of crowd with a proper project and on the other hand on the handling of the project itself. The former chapter of this thesis examined in detail the product of slow food travel in Vienna as well as the target group. Unfortunately, secondary literature does not offer much information on crowdfunding in general and on crowdfunding platforms in particular. It would have been particularly useful to this study to know detailed information about the founders' activity on the crowdfunding platforms and to have the possibility of targeting them in accordance to our target group. Since this is not possible, we only have a general match between the founders and funders of crowdfunding platforms and the target group of slow food travel products that motivated us to conduct this empirical study. Also an evaluation of other projects conducted on these platforms on slow food / slow travel had no relevant results for the development of this paper, therefore we will not present them at this point.

¹⁸⁵ Burtch, G., Ghose, A., & S. Wattal. (2013). *An Empirical Examination of the Antecedents and Consequences of Contribution Patterns in Crowd-Funded Markets.* ./ p. 4

¹⁸⁶ Herzenstein, M., U. Dholakia, and R. Andrews (2011). *Strategic Herding Behaviors in Peer-to-Peer Loan Auctions.* ./ p. 4

¹⁸⁷ Mollick, E. (2014). *The Dynamics of Crowdfunding: An Exploratory Study.*./ p. 3

The Subject of the Case Study

For conducting the present case study, we created a touristic product called “The Vienna Slow Food Trail”, an itinerary that planned to include a series of sites, starting from the farmers and food producers, up until the restaurants that serve their dishes respecting the slow food process. This route was conceived in such a way as to integrate also touristic attractions, offered in a conveniently packaged form, satisfying the tourist need for variety, new sensations and authentic experiences.

In compliance with the crowdfunding portal conditions, six types of different perks were fixed for the funders:

- € 10 “Citizen of Slow”: a personal "Thank you" card via e-mail
- € 50 “Milestone of Slow”: a personal "Thank you" video via e-mail, one slow food video recipe via e-mail
- € 100 “Guidelines of Slow”: a collection of slow food recipes of Austria via e-mail and a personal "Thank you" video via e-mail
- € 500 “Stars of Slow”: a collection of slow food recipes of Austria, a branded lanyard and a branded pen
- € 1,000 “The Strength of Slow”: a free Slow Travel Guide, personalized recommendations on slow food in Vienna according to personal preferences, a collection of slow food recipes of Austria, a branded lanyard, 2 branded pens & post-it's
- € 5,000 “The King/Queen of Slow”: 2 x Vienna cards for 72 hours, 2x branded T-shirts, special guest together with one friend at the launching of the Slow Travel Vienna project. Free gift: Slow Travel Guide Vienna.

The available budget for this Master Thesis was limited, therefore the above perks were established in accordance to it.

The project took place in September 2015 and stayed online for 30 days and was published on the crowdfunding portal's blog and newsletter. Since the available budget for this study case was planned for the perks, the promotion of the project was done only via personal social network channels.

Considering the multitude of legal boundaries in dealing with the received funding and the fact that successful projects have to be implemented by the founder, we set a high value of € 50,000 in order for the project to be considered eligible. Every amount of money that would be funded until the end of the project was to be restituted to the funders.

The Findings

The project did not achieve the limit of € 50,000; therefore all the funds were restituted to the funders. The amount funded during the projects timeline was around € 2,000. Here I want to mention that no additional financial investment was made in promoting the project. The aim was to observe the natural development of the project, without marketing, promotional or public relations aid. Also no funding from family & friends were taken into consideration, in order to avoid an unrealistic outcome of the project. After the deadline of the project was met, following important conclusions arose.

Firstly, financing a project through crowdfunding is not an easy process. The initiation phase is very strict and not very permissive for countries like Romania. Being a portal for gaining considerable amounts of money, a multitude of security information is needed, that can considerably hinder a project, sometimes putting an end to it before it even begins. Therefore it is recommended to use as beneficiary of such a touristic project an entity or organization that has the financial and infrastructure means to also implement it.

Secondly, every project needs a thoroughly planned marketing plan in order to be successful. It is by far not enough for the project to exist on the platform. Potential funders have to be informed about it. For this the crowdfunding platforms have multiple promotional instruments, but all need an initial investment. So to make money, one has first to spend money. But the promotion does not have to stop on the crowdfunding platform. All the involved organizations and players have to give a helping hand in disseminating the information throughout their communities. Therefore a plan has to be made in advance and everyone involved should assume their role and responsibilities in the process.

Promotion is not the only part where spending money is involved. Also the perks offered for the funders require an initial investment. They do not necessarily have to be expensive and can be just small personalized items or future outcomes of the project. Nevertheless they acquire some spending and in most of the cases a lot of time and energy invested by the project owners.

Finally, one thing that should not be overlooked is the product itself. For the project to be successful in this world overwhelmed with promotional messages, the story behind it has to be authentic and appealing and has to offer the funder a unique experience. There are multitudes of projects started daily on a variety of crowdfunding platforms, many with serious social background, with considerable high attention value. If the aim is to gather a significant starting capital, the product has to have a stand out factor in order to be noticed and funded. A recommendation in this regard is to apply the AB testing methodology, a method of comparing two versions of a webpage against each other to determine which one performs better, in order to get the desired outcome.

Conclusions

As a result of the conducted research, a series of aspects became evident which have to be considered at this point and taken into account in view of further steps towards the Slow Food Travel Vienna initiative.

Out of all the available reports and findings, the conclusion can be drawn that Austria in general and Vienna in particular are perceived by international and domestic tourists as culinary oriented and as exhibiting high standards in this domain. In spite of this, on the tourism market neither Austria nor Vienna seem to be very present as culinary destinations, which mean that there is still much unused potential. The positive image shared by the tourists has to be capitalized by creating correct and realistic development plans for the suppliers. This can be achieved through a constant survey of the touristic potential and demand and the creation of services that fit the customers' needs and desires. Therefore, the consolidation of a sustainable value chain is a necessary prerequisite. As our research has proven, there are a series of suppliers and activities that would fit perfect into a slow food travel product, but they lack coordination of the individual activities, logistic infrastructure, touristic know-how, linkage between the individual suppliers and services, and of course proper marketing. Some improvements we would recommend are:

- Specialized workshops organized by the Slow Food Vienna organization for the HORECA industry: the decision persons in the HORECA entities have first of all to know what slow food really is about, what it stands for and how it can be correctly implemented.
- Specialized workshops organized by the Vienna Tourist Board together with Austrian Incoming Agencies for the core businesses of the slow food travel products (agricultural businesses, food crafts, cooking and baking classes, food markets, food festivals, vineries and others) with the aim of offering the necessary know-how for creating viable, efficient and usable touristic products.
- The creation of a platform that includes all slow food travel providers in Vienna with detailed information about their offered services and the possibility of concrete booking.
- Financial support provided by the city of Vienna and possibly also EU funds for a selected group of suppliers with the largest touristic potential to develop their infrastructure in such a form that they can realistically support the tourist demand.

- The development of a logistic solution that would allow local producers to supply on regular basis the Viennese HORECA industry in a suitable and cost efficient manner for both sides.
- Support from the Vienna Tourist Board and Slow Food in marketing the touristic products.
- Creating a Slow Food Travel label that guarantees the consumer specific quality and characteristics of every part involved in creating the touristic product.

These are just a few recommendations that took shape during the writing process of this paper. Of course, applying the Slow Food Travel products practically can uncover a lot more issues that have to be taken into consideration, starting from governmental regulations, to seasonality, the necessity of specialized know-how in particular field, and many more. But all these can be adapted and corrected only when the first products are on the market. In the words of Napoleon Hill: “Don’t wait. The time will never be just right”¹⁸⁸.

To sustain the above mentioned conclusions, we can also refer to the “Kostbares Österreich” study conducted in 2015 by the Ministry of Science, Research and Economy in collaboration with the IMC University of Applied Sciences Krems, where the experts recommend more courage from the supplier to adapt the offer to specific market niches, the need to have in the future a clear, unique and targeted positioning on the market¹⁸⁹. Also the aspect of “systematization” in the industry is pointed out in the study as a success factor: systems such as traceability of origin, regionalism, sustainability and others contribute to the good co-operation and bring added value for food, agriculture and tourism¹⁹⁰.

Another important aspect that the research unveiled is the lack of a specific target group and therefore also of particular identification characteristics. As we could observe, our target group includes definitely the Slow Food adepts, which have travel habits that were not sufficient researched. Also this is only a deficient part of our aimed target group. The desired costumers are found in the culinary target group, but also in the cultural one. It would therefore be advisable to broaden as much as possible the approached potential target group, for the simple reason that it is impossible to accurately define it at the present moment. The various reasons for traveling almost always include the regional culinary offers in the destinations, making it difficult to really exclude specific groups of travelers. A more narrow definition of the targeted tourist groups would not only be desirable but also necessary for an efficient marketing and sales approach. In the absence of useful findings in this field the only remaining option is the “try and see” strategy.

¹⁸⁸ Hill, N. (2011). *Think and Grow Rich with Think and Grow Rich Study Guide*./p. 144

¹⁸⁹ *Kostbares Österreich*, Studie im Auftrag des Bundesministerium für Wissenschaft, Forschung und Wirtschaft, Mai 2015./ p. 88

¹⁹⁰ *Kostbares Österreich*, Studie im Auftrag des Bundesministerium für Wissenschaft, Forschung und Wirtschaft, Mai 2015./ p. 85

The rapid growth of food tourism is a fact noticed also by the UNWTO in its “Global Report on Food Tourism”, emphasizing the fact that the cuisine of the destination region is an aspect of utmost importance for the perceived quality of the holiday experience¹⁹¹. Therefore it is necessary to create tourism products that respond to the needs of the gastronomy tourist, more specifically in our case to the slow food traveler.

As part of this thesis and as conclusion to the research and case study we conducted, we would recommend a series of specific slow food touristic products that can be initiated in the future, such as:

- a slow food trail in Vienna, defined by an itinerary that includes a series of sites, starting from the farmers and food producers and reaching the restaurants that serve dishes created respecting the slow food process, or specific, slow food themed events. These routes should integrate also touristic attractions, offered in a conveniently packaged form, satisfying the tourist need for variety, new sensations and authentic experiences. The success of such a route is assured only by an effective cooperation of the public and private sector.
- a tourism product that combines the whole experience of creating the slow food from „nose-to-tail” including farming and taking part in the harvesting of the crop or the winemaking process, and afterwards learning to prepare the raw material into slow food dishes during a cooking course; as a primary product for these kind of activity the Vienna snail might be used. More specifically, the product can start at the now famous Viennese snail expert Andreas Gugumuck, where the snail breeding process can be observed, and end during the yearly snail festival. This product can be adapted to any season by changing the product to wine, tomatoes, potatoes, etc.
- a slow food truck that works all year round and promotes the slow food in Vienna at all public festivals and shows. The idea behind the truck is to grant the slow food suppliers the possibility to promote their product to the public by offering on the spot food tasting. The truck can host every week / month another supplier, thereby assuring the diversity of the offer.

All of the above ideas can work only and if there is a strong cooperation between the public and the private sector, providing the necessary logistic, continuity, quality, sustainability and strategy. Having the support of all parts involved in such a project, a successful crowdfunding project could be conducted. The case study shows us clearly that any crowdfunding project needs to be facilitated by all parties included, in order to have a successful outcome. It takes time, energy and involvement to be able to convert a crowdfunding project into reality, since the crowdfunding process is only one of the initial

¹⁹¹ UNWTO (2012). *Global Report on Food Tourism.*/ p. 8

steps, because afterwards the implementation in reality has to follow. And one cannot stress this aspect enough: crowdfunding needs a good marketing strategy to be successful but also is an important promotion tool in the marketing strategy for a new touristic product.

Creating new tourism products is a must with the growing competitiveness in the tourism industry, especially with the ongoing trend identified by the UNWTO in its report „Tourism Towards 2030” where the emerging economy destinations will surpass advanced destinations already by 2015¹⁹². Asia and the Pacific will register the fastest growth, occupying the second place after Europe and before America, the Middle East and Africa. In this forecast Europe will have the most to lose, precisely 10% of its market share. If we look deeper into the sub regions we can see that the predictions pointing to North East Asia as the most visited area by 2030¹⁹³. Augmenting this concept, the UNWTO in another report released in 2014 „Global Report on Food Tourism” is stating: “the creation of plans to establish development guidelines and create gastronomic tourism products is seen as a priority for destinations”¹⁹⁴. Further on they recommend tourism destinations to focus on strategic tools to articulate the quality, variety and uniqueness of local products and gastronomy of a territory. For these strategic tools to be successful and efficient, destinations have to create authentic experiences for their tourists, based on the values of cultural identity, sustainability, the quality of tourism products and services, and consumer protection. A vital instrument in accomplishing this purpose is the involvement of established chefs in the field (e.g. Chef Heinz Reitbauer of Steirereck) as opinion leaders in the chosen field, the development of comprehensive food guides (like the Slow Food Guide Vienna), organization of dedicated events and the efficient use of dissemination tools like media, internet, social networks and others. And finally, but perhaps the most important of all is to establish an effective cooperation between all parts of the value chain in the food market, from the producers, the markets, the grocery stores, the restaurants, the hotels, the private organizations and the public administration.

¹⁹² UNWTO. (2011). *Tourism Towards 2030, Global Overview*./p. 7

¹⁹³ UNWTO. (2011). *Tourism Towards 2030, Global Overview*./p. 10

¹⁹⁴ UNWTO (2012). *Global Report on Food Tourism*./ p. 15

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Appendix 1: Vienna Slow Trail on Indiegogo



ENTDECKEN | SO FUNKTIONIERT'S | STARTE DEINE KAMPAGNE

Vienna Slow Trail ONLINE

Kampagne anschauen | Kampagne bearbeiten | Dashboard anzeigen | To-do-Liste

Vienna Slow Trail

Vienna, Austria | Ernährung

Story | Updates 0 | Kommentare 0 | Unterstützer 0

0

Teilen

0

Tweet

0


8-1

Email


Embed

Link


Folgst Du



He who would travel happily, must travel slow!



Ileana Net



Ernährung
Vienna
Austria
1 Teammitglied

Kontakt · Weitere Details anzeigen

€0 EUR

DES €10.000 ZIELS ERREICHT

0% 21 Tag(e)

Diese Kampagne begann am 8. Apr und endet am 28 April, 2015, (23:59 Uhr PT).

Fester Zielbetrag

Select a contribution amount below:

€1 €50 €100

€ EUR

JETZT UNTERSTÜTZEN

WÄHLE EINEN PERK

€10 EUR

Citizen of Slow

A personal "Thank you" card via E-mail

0 von 1000 angefordert

€50 EUR

Milestone of Slow

A personal "Thank you" Video via E-mail
One slow food video recipe via E-mail

0 von 200 angefordert

€100 EUR

Guidelines of Slow

project. With this I want to promote and rise the awareness of slow travel in Vienna.

Vienna is a well known touristic landmark, mainly to it's imperial heritage. In the last couple of years a lot of other amazing sightseeing objects and mainly events and happening developed in Vienna, transforming it into the meeting point of all Europe.

In this new, sustainable and interesting Vienna, we want to invite you to come and discover a new path, a more slow paced one.

Vienna is the city that offers the opportunity not only to enjoy slow food and a relaxed rhythm of living, but gives everyone the chance to take an active part in the food production process, and work side by side with the local food providers.

See how the food that comes on your table is grown, assure with your contribution that the next crop will be as good, clean and fair as the one that you are savouring.

Don't be only a consumer! Be a maker!

And in this moment you can make a contribution by helping us to assure the necessary infrastructure to offer the path of slow tourism in Vienna.

YOUR CONTRIBUTION

- will set the first step into a new era of travel: slow & meaningful in comparison with fast & easy as it is today
- will help us establish an organization that reunites all slow food & stay providers in Vienna
- will provide us a starting point to ensure the first infrastructure milestones: a slow travel guide of Vienna
- will give us the opportunity to show the world a side of Vienna never known before: with local grown gourmet snails, in-town produced wine, with a colorful diversity of local markets offering fair & fresh products

IF WE SUCCEED it will be the first milestone in a new official development in the travel industry: slow travel. It is the aim of this project to rise the awareness that travel is not only about seeing places, eating local food and talking with locals. It should be about our own contribution to the maintaining of the quality of the places we visit. We want to help travellers realize that they can help destination achieve sustainable growth in a globalized world and not destroy them by consuming every part of it!

IF WE DON'T SUCCEED it will be a motivation to try again! With different tools, on different paths. **Because we are convinced that slow travel is the future!**

HOW YOU CAN HELP US:

- be a maker! and make a contribution
- help us spread the word
- be a slow traveler in the future
- and come visit Vienna!

€50 EUR

Milestone of Slow

A personal "Thank you" Video via E-mail
One slow food video recipe via E-mail

0 von 200 angefordert

€100 EUR

Guidelines of Slow

A collection of slow food recipes of Austria via E-mail
A personal "Thank you" Video via E-mail

0 von 100 angefordert

€500 EUR

Stars of Slow

A collection of slow food recipes of Austria
A branded lanyard
A branded pen

0 von 20 angefordert

€1.000 EUR

The Strenght of Slow

A free Slow Travel Guide
Personalized recommendations on slow food in Vienna according to personal preferences
A collection of slow food recipes of Austria
A branded lanyard
2 branded pens & post-it's

0 von 10 angefordert

€5.000 EUR

The King/Queen of Slow

2 x Vienna cards for 72 hours
2x branded T-shirts
Special guest together with 1 friend at the launching of the Slow Travel Vienna project.
Free gift: Slow Travel Guide Vienna

Vienna Slow Trail

1. UNTERSTÜTZEN

2. ZAHLEN

3. TEILEN

Wähle einen Perk

Kein Perk, ich möchte nur unterstützen.

WEITER

€10 EUR Citizen of Slow

A personal "Thank you" card via E-mail

0 von 1000 angefordert

€50 EUR Milestone of Slow

A personal "Thank you" Video via E-mail One slow food video recipe via E-mail

0 von 200 angefordert

€100 EUR Guidelines of Slow

A collection of slow food recipes of Austria via E-mail A personal "Thank you" Video via E-mail

0 von 100 angefordert

€500 EUR Stars of Slow

A collection of slow food recipes of Austria A branded lanyard A branded pen

0 von 20 angefordert

€1000 EUR The Strenght of Slow

A free Slow Travel Guide Personalized recommendations on slow food in Vienna according to personal preferences A collection of slow food recipes of Austria A branded lanyard 2 branded pens & post-it's

0 von 10 angefordert

€5000 EUR The King/Queen of Slow

2 x Vienna cards for 72 hours 2x branded T-shirts Special guest together with 1 friend at the launching of the Slow Travel Vienna project. Free gift: Slow Travel Guide Vienna

0 von 2 angefordert

Appendix 2: Tourism Products by Travel Agents that Could be Included in the Slow Travel Vienna Project

[Contact](#)
[English](#)
[Cars \(0\)](#)

[Home](#)
[Accommodations](#)
[Destinations](#)
[Summer](#)
[Winter](#)
[Cities](#)
[Wellness](#)
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Green Wien

Genießen Sie unvergesslich schöne Urlaubstage im Null-Energie-Bilanz-Hotel im Herzen von Wien.

2 Nights from EUR 86,- * Price per Person/Package
Valid: 09.03.2015 - 31.08.2015

Check availability

Arrival

Departure

Adults

Children

Included services

- ✓ 2 Übernachtung im Doppelzimmer oder Einzelzimmer im [Boutiquehotel Stadthalle](#)
- ✓ 2 x reichhaltiges Frühstück vom Buffet
- ✓ 1 x Ticket für die Wiener Linien für die Dauer des Aufenthaltes
- ✓ gratis WLAN im gesamten Hotel

Package infos

Genießen Sie unvergesslich schöne Urlaubstage im Null-Energie-Bilanz-Hotel im Herzen von Wien. Erkunden Sie die Stadt mit den öffentlichen Verkehrsmitteln - so sind Sie schnell und umweltschonend zugleich unterwegs!

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Themes

- ✓ Special offers
- ✓ Summer
- ✓ Cities
- ✓ Eco-friendly travelling

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Vienna tour of delights

Go on the tour of delights!

2 Nights from EUR 172,- * Price per Person/Package
Valid: 01.11.2014 - 31.10.2015

Included services

- ✓ 2 nights in the [4*-Best Western Plus Hotel Das Tivoli](#)
- ✓ 2 x breakfast buffet
- ✓ 1 x Naschmarkt market tour including tastings (TUE - FRI at 10am)
- ✓ 1 x tour through the Schlumberger champagne cellars with 5 different glasses to taste (WED - SAT at 4pm)
- ✓ 1 x wine tasting in the Augustinerkeller with 4 glasses to taste & snacks

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Themes

- ✓ Summer
- ✓ Winter
- ✓ Cities
- ✓ Arts & culture
- ✓ Culinary delights



Sapio
KULINARISCHE ENTDECKUNGSREISEN



IMPRESSUM
KONTAKT
ARB.

PROFIL
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INDIVIDUALREISEN
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BERATUNG

WIEN

Sollte man eine kulinarische Hauptstadt Europas wählen, gehörte Wien zu den Favoriten! Wir besuchen berühmte Konditoreien und Kaffeehäuser, den Naschmarkt und eine handwerkliche Kaffeerösterei. Die junge Winzerin Jutta Kalchbrenner zeigt uns die Weinberge um die Stadt, erklärt den Wiener Gemischten Satz und lädt uns in einen Buschenschank ein.

ÜBERSICHT PROGRAMM ÜBERNACHTUNG LEISTUNGEN



Highlights: Kaffeehäuser und Kaffeerösterei
Naschmarkt und Karmelitermarkt
Kochkurs Wiener Küche
Tag in den Weinbergen um Wien
Ruhiges zentrales Boutique-Hotel
Reiseleitung durch Wahl-Wiener

Unterkunft: Hotel Hollmann Beletage
Teilnehmerzahl: Mindestens 6 Personen
Höchstens 12 Personen
Reisepreis: ab 1398.00 €
Reiseleitung: Caroline Derler

Ihre Reisedaten:

- 06.05.2015 bis 10.05.2015
- Anfrage für andere Daten per [Email](#)

GRUPPENREISEN

Italien
Deutschland
Österreich

• Wien
Frankreich

REISEKALENDER

März 2015						
So	Mo	Di	Mi	Do	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NEWSLETTER

KONTAKT

Appendix 3: Slow Food Manifesto



SLOW FOOD MANIFESTO

INTERNATIONAL MOVEMENT FOR THE DEFENSE OF

AND THE RIGHT TO PLEASURE

Born and nurtured under the sign of Industrialization, this century first invented the machine and then modelled its lifestyle after it. Speed became our shackles. We fell prey to the same virus: 'the fast life' that fractures our customs and assails us even in our own homes, forcing us to ingest "fast- food".

Homo sapiens must regain wisdom and liberate itself from the 'velocity' that is propelling it on the road to extinction. Let us defend ourselves against the universal madness of 'the fast life' with tranquil material pleasure.

Against those - or, rather, the vast majority - who confuse efficiency with frenzy, we propose the vaccine of an adequate portion of sensual gourmandise pleasures, to be taken with slow and prolonged enjoyment.

Appropriately, we will start in the kitchen, with Slow Food. To escape the tediousness of "fast-food", let us rediscover the rich varieties and aromas of local cuisines.

In the name of productivity, the 'fast life' has changed our lifestyle and now threatens our environment and our land (and city) scapes. Slow Food is the alternative, the avant-garde's riposte.

Real culture is here to be found. First of all, we can begin by cultivating taste, rather than impoverishing it, by stimulating progress, by encouraging international exchange programs, by endorsing worthwhile projects, by advocating historical food culture and by defending old-fashioned food traditions.

Slow Food assures us of a better quality lifestyle. With a snail purposely chosen as its patron and symbol, it is an idea and a way of life that needs much sure but steady support.