

**NEVIANA KRASTEVA**

Sofia University "St.Kl.Ohridski", Bulgaria

**DESSLAVA ALEXOVA**

IBS, Bulgaria

## **"FESTINA LENTE" - HURRY SLOWLY FOR TRAVELERS**

### **Abstract:**

Abstract

The study aims to investigate the "manifestation" of "slow tourism", its economic importance and consequences for the sustainable development of regions. A field study was used with managers working in the field of tourism. The analysis of conducted surveys aims to reveal the presence and manifestation of "slow" tourism in Bulgaria, the connection with the sustainable development of the regions. The method is not exhaustive, but it shows some of the essential problems - the lack of sufficient control over the circumstances and consequences of "slow" tourism. The results show statistically significant differences between the average results for the attitude towards the "mainstream" tourist stream and the participants in "slow" tourism, which requires that this group of users be addressed as a separate marketing segment and offer the appropriate tools for this. Exemplary approaches have been developed. The study concludes the importance of the theme of "slow" tourism not only in the context of the sustainable development of tourist regions, but also as a potential solution to labor market problems. The study recommends encouraging tourism business managers, local authorities and the public to take advantage of the findings related to the trends and findings. It is also recommended that when implementing a strategy to interact with "slow tourists", the program should be designed in accordance with the theories and design principles of this type of business.

### **Keywords:**

"slow" tourism, sustainable development, tourism marketing

**JEL Classification:** M31