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**SPORA HRANA, BRZ ŽIVOT: PRIKLADAN POSLOVNI MODEL
ZA MODERNE KONZUMENTE****SLOW FOOD, FAST LIFE: A CONVENIENT BUSINESS MODEL
FOR MODERN CONSUMERS**

SAŽETAK: U radu se istražuju karakteristike i preferencije konzumenata spore hrane s ciljem otkrivanja mogućnosti uklapanja ovog koncepta u brzi tempo života. Temeljem sustavnog pregleda literature znanstvenih radova objavljenih prije 19. lipnja 2024. u časopisima indeksiranim u bazama ScienceDirect, Scopus i Web of Science, a koji uključuju pojam „spora hrana“ u naslovu, sažetku ili ključnim riječima, moguće je razlikovati tri glavna oblika konzumacije spore hrane: tržnica lokalnih proizvođača, festival i turizam. Iako se vrijeme provedeno u pripremi hrane znatno skratilo tijekom posljednjih desetljeća, postoje generacijske razlike. Stariji konzumenti i turisti često sporu hranu doživljavaju kao kulturno iskustvo, tražeći angažman s lokalnim proizvođačima. Mlađe generacije, s druge strane, mogu biti osjetljivije na cijene i davati prioritet opcijama usluga. Ova zapažanja otkrivaju novi poslovni model koji bi mogao zadovoljiti većinu preferencija konzumenata spore hrane. Predbilježbe na ručak spore hrane mogle bi kombinirati praktičnost usluge ručka s prednostima lokalne hrane uz stvaranje jedinstvenih kulinarskih turističkih iskustava. Putem najsuvremenijih poljoprivrednih tehnika, ovaj model mogao bi privući mlada poduzeća te potaknuti održivi gastronomski turizam i doprinijeti promicanju regionalnih kultura hrane uz podršku brojnih ciljeva održivog razvoja.

KLJUČNE RIJEČI: spora hrana, turizam, preferencije potrošača, inovacija, održivost

ABSTRACT: This study investigates the characteristics and preferences of Slow Food consumers to reveal how this approach could fit into the fast-paced life. Based on a systematic literature review of the research papers published before June 19, 2024 in journals indexed by ScienceDirect, Scopus, and Web of Science that included “slow food” in their title, abstract, or keywords, three main forms of Slow Food consumption could be distinguished: farmers’ markets, festivals, and tourism. While time spent on food preparation has demonstrably decreased in recent decades, generational differences exist. Older consumers and tourists often view Slow Food as a cultural experience seeking engagement with local producers. Younger generations, on the other hand, may be more price-sensitive and prioritize service options. These observations reveal a new business model that could satisfy most of the Slow Food consumers’ preferences. Slow Food lunch subscription could combine the convenience of lunch services with the benefits of locally sourced food, creating unique culinary tourism experiences. With the incorporation of state-of-the-art agricultural techniques, this model could attract start-ups, elevating sustainable food tourism and contributing to the promotion of regional food cultures while supporting various Sustainable Development Goals.

KEYWORDS: slow food, tourism, consumer preferences, innovation, sustainability

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1. UVOD

U današnjem brzom svijetu, koncept spore hrane pojavio se kao snažna protuteža dominaciji globalizacije, prerađenih obroka i brze hrane. Ovu revitalizaciju potaknula je rastuća svijest o negativnim posljedicama našeg trenutnog prehrambenog sustava na zdravlje, kulturu i održivost (Chrzan, 2004; Jones *et al.*, 2003; Janković *et al.*, 2020). Globalizacija je nesumnjivo proširila naše kulinarske horizonte, ali je i homogenizirala prehranu te dala prioritet učinkovitosti nad kvalitetom (Bairagi *et al.*, 2020; Feldman i Wunderlich, 2023). Prerađena i brza hrana, kao obilježje ovog sustava, često je prepuna nezdravih masti, šećera i umjetnih dodataka (Cediel *et al.*, 2021; Oliveira *et al.*, 2024). Prema istraživanjima, ovi prehrambeni obrasci povezani su s porastom kroničnih bolesti poput pretilosti, dijabetesa i srčanih bolesti (De Amicis *et al.*, 2022; Yang *et al.*, 2020). Nasuprot tomu, spora hrana zalaže se za povratak lokalnim, sezonskim sastojcima i tradicionalnim metodama kuhanja (Roy, 2022). Fokus na svježju, zdravu hranu potiče ne samo bolje zdravlje, već i dublju povezanost s podrijetlom i kulturnom baštinom naše hrane (Silva *et al.*, 2024; Payandeh *et al.*, 2022). Uz potporu lokalnim poljoprivrednicima i proizvođačima, spora hrana potiče održiviji prehrambeni sustav, smanjuje ovisnost o prijevozu na velike udaljenosti i minimizira utjecaj na okoliš (Di Gregorio, 2017; Tokucoglu Yumusak *et al.*, 2024; Zapalska i McCutcheon, 2024). Festivali gastronomije, tržnice lokalnih proizvođača i Poljoprivreda podržana od zajednice (CSA) neke su od inicijativa koje potiču ljude na ponovno otkrivanje kulinarske tradicije i osjećaj zajedništva oko hrane (Pahor Žvanut i Vodeb, 2023). Tradicionalno se turizam usmjerio na kulturne znamenitosti i povijesna mjesta. Međutim, nova skupina putnika traži iskustva koja nadilaze razgledavanje (Bader *et al.*, 2023; Čivre *et al.*, 2024; Fusté-Forné i Jamal, 2020). Kulinarski i agroturizam

1. INTRODUCTION

In today's fast-paced world, the concept of Slow Food has emerged as a powerful counterpoint to the dominance of globalization, processed meals, and fast food. This resurgence is driven by a growing awareness of the negative consequences of our current food system on health, culture, and sustainability (Chrzan, 2004; Jones *et al.*, 2003; Janković *et al.*, 2020). Globalization has undoubtedly broadened our culinary horizons, but it has also homogenized diets and prioritized efficiency over quality (Bairagi *et al.*, 2020; Feldman and Wunderlich, 2023). Processed foods and fast food, the hallmarks of this system, are often laden with unhealthy fats, sugars, and artificial additives (Cediel *et al.*, 2021; Oliveira *et al.*, 2024). Studies have linked these dietary patterns to a rise in chronic diseases such as obesity, diabetes, and heart disease (De Amicis *et al.*, 2022; Yang *et al.*, 2020). In contrast, Slow Food advocates return to local, seasonal ingredients and traditional cooking methods (Roy, 2022). This focus on fresh, whole foods not only promotes better health but also fosters a deeper connection to our food's origins and cultural heritage (Silva *et al.*, 2024; Payandeh *et al.*, 2022). By supporting local farmers and producers, Slow Food nurtures a more sustainable food system, reduces reliance on long-distance transportation, and minimizes environmental impact (Di Gregorio, 2017; Tokucoglu Yumusak *et al.*, 2024; Zapalska and McCutcheon, 2024). Food festivals, farmers' markets, and Community-Supported Agriculture (CSA) are some initiatives that encourage people to rediscover culinary traditions and foster a sense of community around food (Pahor Žvanut and Vodeb, 2023). Traditionally, tourism has focused on iconic landmarks and historical sites. However, a new breed of traveller seeks experiences that go beyond sightseeing (Bader *et al.*, 2023; Čivre *et al.*, 2024; Fusté-Forné and

nude jedinstvenu priliku za upoznavanje s kulturom odredišta kroz njegovu kuhinju i poljoprivrednu praksu (Pehin Dato Musa i Chin, 2022; Krešić i Gjurašić, 2022). Unatoč tim prednostima, stvarnost užurbanog života često ostavlja malo vremena ili energije za pripremu obroka. Gotova jela pojavljuju se kao naizgled savršeno rješenje, obećavajući prehranu bez muke planiranja, kupovine i kuhanja (Nakano i Washizu, 2020; Choi *et al.*, 2022; Kukanja i Planinc, 2023). Integracija načela spore hrane s praktičnošću koja zahtijeva moderni način života mogla bi biti povoljna za konzumente i pružiti financijske koristi inovativnim dionicima (Abiola-Oke, 2024).

Za bolje razumijevanje postojećeg znanja o karakteristikama i preferencijama konzumenata spore hrane, pregledani su objavljeni pregledni članci. Nedostatak relevantnih radova istaknuo je istraživačku prazninu, naglašavajući potrebu za ovim radom. Stoga, ovaj rad ima za cilj analizirati karakteristike i preferencije konzumenata spore hrane. Kao okvir za ovaj sustavni pregled literature, predlažu se sljedeća istraživačka pitanja:

1. Koje su glavne značajke i preferencije konzumenata spore hrane?
2. Na koje načine se mijenjaju ponašanja i motivacije konzumenata u okvirima različitih oblika konzumacije spore hrane?

2. METODE

U ovome radu koristi se sustavni pregled literature kako bi se ispitali svi dostupni visokokvalitetni radovi vezani uz određenu temu (Page *et al.*, 2021). Metoda uključuje identifikaciju, evaluaciju i analizu znanstvenih radova koji zadovoljavaju zahtjeve navedenih kriterija pretraživanja (Mishra i Mishra, 2023). Rad primjenjuje metodu PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses for Protocols), koji je izvorno razvijen za primjenu u radovima povezanim sa zdravstvom (Moher *et al.*, 2009). Za mak-

Jamal, 2020). Food and agritourism offer a unique opportunity to engage with a destination's culture through its cuisine and agricultural practices (Pehin Dato Musa and Chin, 2022; Krešić and Gjurašić, 2022). Despite these benefits, the reality of a hectic life often leaves little time or energy for meal preparation. Convenience ready-to-serve meals step in as a seemingly perfect solution, promising sustenance without the hassle of planning, shopping, and cooking (Nakano and Washizu, 2020; Choi *et al.*, 2022; Kukanja and Planinc, 2023). Integrating the principles of Slow Food with the convenience demanded by modern lifestyles could be favourable for consumers, and provide financial benefits for innovative stakeholders (Abiola-Oke, 2024).

To gain a wider understanding of the existing knowledge of Slow Food consumers' characteristics and preferences, published review articles were scanned. The lack of relevant works highlighted a research gap, underscoring the need for this study. Thus, this paper aims to analyse the characteristics and preferences of Slow Food consumers. To guide this systematic literature review, the following research questions are posed:

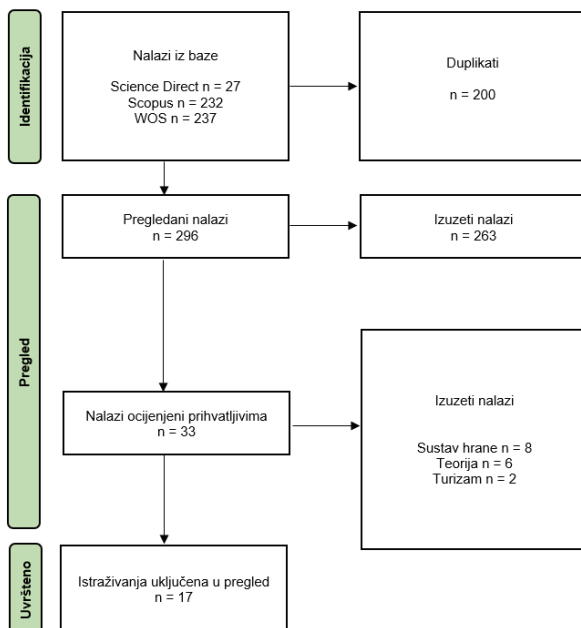
1. What are the main characteristics and preferences of Slow Food consumers?
2. How do consumer behaviours and motivations vary between different forms of Slow Food consumption?

2. METHODS

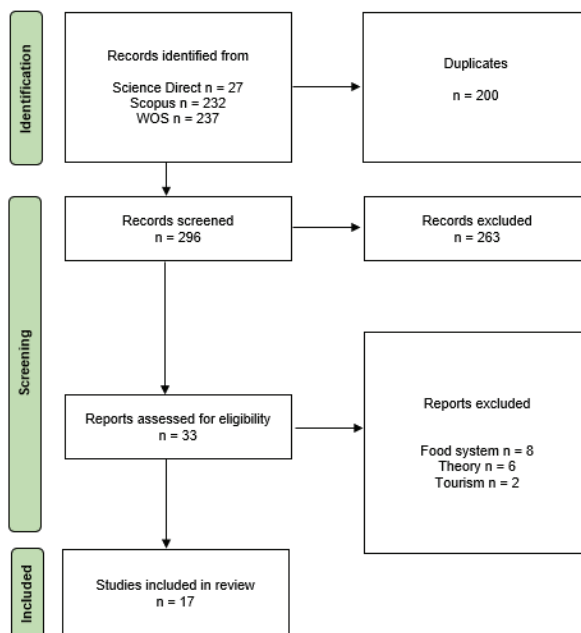
A systematic literature review was employed in this article to examine all the available high-quality studies related to a particular topic (Page *et al.*, 2021). This method involves the identification, evaluation, and analysis of scientific works that meet the requirements of the specified search criteria (Mishra and Mishra, 2023). The current work follows the Preferred Reporting Items for Systematic Reviews and Meta-Analyses for Protocols (PRISMA) approach, which

simiziranje identifikacije relevantnih radova, provedeno je skeniranje tri glavne akademske baze podataka: ScienceDirect, Scopus i Web of Science (Swartz, 2011). Budući da je cilj rada bio identificirati i sintetizirati postojeće dokaze o karakteristikama i motivacijama konzumenta spore hrane, ključna riječ „spora hrana“ korištena je za stvaranje najšire skupine radova. Ovaj pojam morao se pojaviti u naslovu, sažetku ili ključnim riječima publikacije. Tijekom procesa odabira uvršteni su samo radovi na engleskom jeziku objavljeni prije 19. lipnja 2024. godine. U daljnje analize uvršteni su samo oni radovi koji se temelje na primarnim podacima koji se bave socio-demografskim značajkama ispitanika. Početna pretraga dala je 496 članka. Kako bi se olakšalo upravljanje ovim velikim volumenom, koristi se Rayyan (2024), besplatna online platforma dizajnirana za sustavne preglede. U nastojanju da se proširi skup relevantnih publikacija, skenirane su reference odabranih radova; međutim, dodatni članci nisu uključeni (Aromataris *et al.*, 2024). Faze implementirane metode prikazane su na Slici 1.

was originally developed for application in healthcare-related studies (Moher *et al.*, 2009). To maximize the identification of relevant studies, a scan of three major academic databases was conducted: ScienceDirect, Scopus, and Web of Science (Swartz, 2011). Since the study aimed to identify and synthesize existing evidence on the characteristics and motivations of Slow Food consumers, the keyword “slow food” was used to create the broadest pool of studies. This term was required to appear in the title, abstract, or keywords of the publication. During the selection process, only English-language studies published before June 19, 2024, were included. Only studies based on primary data that focused on the socio-demographic features of the respondents were included for further consideration. An initial search yielded 496 articles. To facilitate the management of this large volume, Rayyan (2024), a free online platform designed for systematic reviews was employed. In an effort to expand the pool of relevant publications, the references of the selected studies were scanned; however, additional works were not incorporated (Aromataris *et al.*, 2024). The stages of the implemented method are presented in Figure 1.

Slika 1: Faze primijenjene metode PRISMA

Izvor: vlastita izrada, 2025

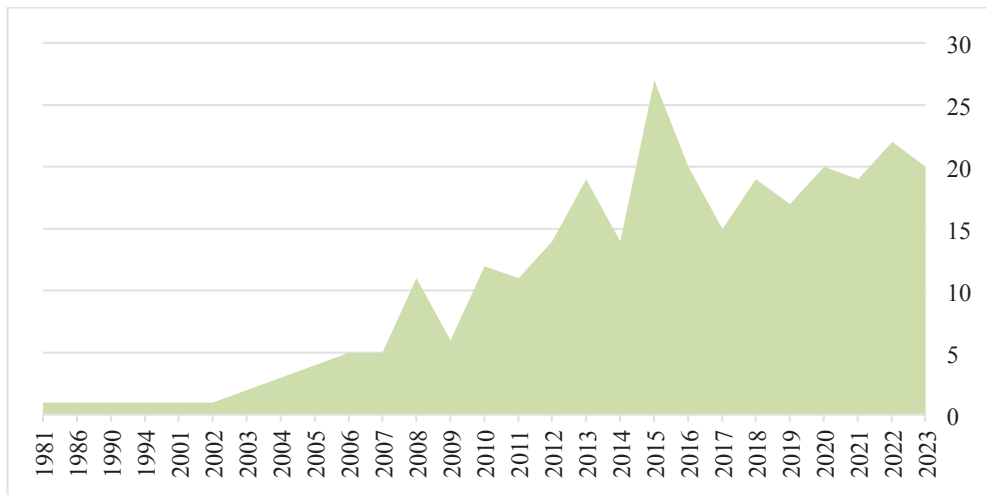
Figure 1: Stages of the applied PRISMA method

Source: own elaboration, 2025

Zbog središnje uloge hrane u ljudskom životu i povezanosti spore hrane s ciljevima održivog razvoja, ova je tema predmet opsežnih znanstvenih istraživanja. Slika 2 prikazuje rastući broj publikacija na tu temu.

Due to food's central role in human life and Slow Food's connection to the sustainable development goals, this topic is a subject of extensive research. The growing number of publications can be seen in Figure 2.

Slika 2: Radovi na temu spore hrane prema godinama izdanja / Figure 2: Slow Food studies by year of publication



Izvor: vlastita izrada, 2025 / Source: own elaboration, 2025

Budući da spora hrana uključuje izazove poput održive poljoprivrede, očuvanja bioraznolikosti i jačanja lokalnih prehrambenih sustava, njezina višestruka relevantnost smješta ju u vrijedan okvir za istraživanja. Konceptualni okvir njezinih udaljenih tema prikazan je na Slici 3.

As Slow Food addresses interconnected challenges such as sustainable agriculture, biodiversity preservation, and strengthening of the local food systems, its multifaceted relevance positions it as a valuable framework for research. The conceptual framework of its distant themes is illustrated in Figure 3.

Međutim, široki interes rezultirao je isključivanjem brojnih nevažnih radova. Nakon rigoroznog procesa odabira, zadržano je samo 17 znanstvenih publikacija izravno povezanih s identificiranim područjem interesa, a oni su prikazani tematskom analizom, a nalazi su organizirani u jasne teme ističući obrasce, sličnosti i razlike među radovima.

Metoda odabira također ima ograničenja. Mogla bi dovesti do previđanja relevantnih radova, posebno onih koje koriste drugačije formulacije ili su objavljeni izvan uključenih baza podataka. Nadalje, pregledavanje samo radova objavljenih na engleskom jeziku prije 19. lipnja 2024. godine može značajno smanjiti skupinu istraživanja. Stoga bi uvrštavanje radova izvan akademskih publikacija (sive literature) moglo polučiti dodanu vrijednost zbog svojih jedinstvenih perspektiva. Međutim, pronalaženje tih izvora može biti izazovno.

3. ANALIZA ZNAČAJKI I PREFERENCIJA KONZUMENATA

Cilj ovog poglavlja je jasno identificirati zajedničke karakteristike i razlike konzumenata spore hrane. Ovo poglavlje predstavlja rezultate sustavnog pregleda literature provedenog kako bi se istražile njihove karakteristike i preferencije. Rezultati su organizirani u tri primarna konteksta potrošnje spore hrane: tržnice lokalnih proizvođača, festivali i odmor. Svaki odjeljak pruža detaljan pregled ključnih značajki i ponašanja konzumenata unutar tih konteksta, osvjetljavajući motivacije, vrijednosti i preferencije koje potiču potrošnju spore hrane u različitim okruženjima.

3.1. Povezani pregledni radovi

Kako bi se steklo sveobuhvatno razumijevanje postojećeg znanja, pregledni članci temeljito su analizirani korištenjem iste metode PRISMA (i istih kriterija odabira). Na-

However, this widespread interest has resulted in the exclusion of numerous irrelevant studies. Following a rigorous selection process, only 17 scientific publications directly connected to the identified area of interest were retained. These were presented through thematic analysis, where the findings were organized into clear themes, while highlighting patterns, similarities, and differences across the papers.

The selection method also has limitations. It could lead to overlooking the relevant studies, especially those using different phrases or appearing outside the involved databases. Moreover, scanning only English-language studies published before June 19, 2024 can significantly reduce the research pool and including works outside of the academic publications (grey literature) could add value by their unique perspectives. Nevertheless, finding these sources can be challenging.

3. ANALYSIS OF CONSUMER CHARACTERISTICS AND PREFERENCES

The aim of this chapter is to clearly identify the commonalities and differences of Slow Food consumers. It presents the results of the systematic literature review conducted to explore the characteristics and preferences of them. The findings are organized into three primary Slow Food consumption contexts: farmers' markets, festivals and vacation. Each section provides a detailed examination of the key features and consumer behaviours in these contexts, clarifying the motivations, values, and preferences that drive Slow Food consumption in diverse settings.

3.1. Related reviews

To gain a comprehensive understanding of the existing knowledge, review articles were thoroughly analysed using the same PRISMA method (and the same selection cri-

kon uklanjanja duplikata, u bazama podataka identificirano je 36 preglednih radova koji zadovoljavaju kriterije uključivanja. Osam radova moglo se povezati s analiziranim temama (Tablica 2), ali nijedan se nije bavio karakteristikama i motivacijama konzumenata povezanih s kupnjom spore hrane.

terija). After removing duplicates, 36 reviews were identified in the databases as meeting the inclusion criteria. Eight works could be connected to the analysed topic (Table 2), but none of these reviews addressed the consumers' characteristics and motivations related to purchasing Slow Food.

Tablica 2: Sažetak preglednih članaka vezanih uz temu konzumacije spore hrane

Članak	Fokus	Metoda	Ključni doprinosi
(Chahbazi i Grow, 2008)	Procjena zdravstvene prednosti određene hrane i metoda uzgoja, uključujući vegansku prehranu i organsku poljoprivredu.	Narativni pregled	Pružaju se uvidi temeljeni na dokazima o tomu kako određeni prehrambeni obrasci i poljoprivredne prakse mogu poboljšati zdravlje ljudi.
(Schreiner <i>et al.</i> , 2013)	Ispitivanje usklađenosti kvalitete hortikulturnih proizvoda s preferencijama konzumenata i sigurnosti hrane.	Pregled literature	Naglašava se važnost poznavanja različitih zahtjeva konzumenata kako bi se povećalo zadovoljstvo i riješili izazovi sigurnosti hrane.
(Mattiello <i>et al.</i> , 2017)	Identifikacija i klasifikacija tipičnih afričkih mliječnih proizvoda proizvedenih od lokalnih životinjskih sirovina.	Pregled	Ističe se raznolikost afričkih mliječnih proizvoda, njihov kulturni značaj i ekonomske izazove mljekarstva u Africi.
(Mattiello <i>et al.</i> , 2018)	Ispitivanje nemliječnih životinjskih proizvoda u Africi, uključujući meso, insekte i pčelinje proizvode.	Pregled	Ističe se raznolikost i kulturni značaj nemliječnih životinjskih proizvoda, s naglaskom na održivu proizvodnju i društvene aspekte.
(Nosratabadi <i>et al.</i> , 2020)	Istraživanje uloge inovacija poslovnih modela u poboljšanju lanaca opskrbe hranom.	Sustavni pregled literature	U članku se identificiraju ključne inovacije u lancima opskrbe hranom, uključujući održive vrijednosne prijedloge, korištenje <i>blockchaina</i> za sljedivost i integraciju umjetne inteligencije i velikih podataka, a sve s ciljem poboljšanja učinkovitosti, održivosti i zadovoljstva konzumenata.
(Sadovska <i>et al.</i> , 2020)	Ispitivanje stvaranja vrijednosti u poljoprivredi iz perspektive održivosti.	Sustavni pregled literature	Predlaže se okvir koji integrira održivost u stvaranju poljoprivredne vrijednosti i ističe potreba za uravnoteženim fokusom na kratkoročne i dugoročne strategije.
(Zocchi <i>et al.</i> , 2021)	Istraživanje učinka dinamike i rizika kreiranja identiteta hrane na socio-kulturnu održivost.	Pregled literature	Ističe se potreba za uključivim i sveobuhvatnim pristupima prehrambenoj baštini kako bi se osigurali pozitivni socio-kulturni ishodi.
(Werner <i>et al.</i> , 2021)	Istraživanje kako spora događanja mogu potaknuti održivi razvoj turizma.	Pregled literature	Ističe se potencijal sporih događanja za poticanje lokalnih gospodarstava, očuvanje kulture i održivost okoliša.

Table 2: Summary of review articles related to the topic of slow food consumption

Study	Focus	Method	Key Contributions
Chahbazi and Grow, 2008	Evaluate the health benefits of specific foods and farming methods, including vegan diets and organic farming.	Narrative review	Provides evidence-based insights into how certain dietary patterns and agricultural practices can enhance human health.
Schreiner <i>et al.</i> , 2013	Examine the alignment of horticultural product quality with consumer preferences and food security.	Literature review	Emphasizes the importance of understanding diverse consumer demands to enhance satisfaction and address food security challenges.
Mattiello <i>et al.</i> , 2017	Identify and classify typical African dairy products made from local animal resources.	Review	Highlights the diversity of African dairy products, their cultural significance, and the economic challenges of dairy farming in Africa.
Mattiello <i>et al.</i> , 2018	Examine non-dairy animal products in Africa, including meat, insects, and bee products.	Review	Highlights the diversity and cultural significance of non-dairy animal products, emphasizing sustainable production and social aspects.
Nosratabadi <i>et al.</i> , 2020	Investigate the role of business model innovations in enhancing food supply chains.	Systematic literature review	The article identifies key innovations in food supply chains, including sustainable value propositions, the use of blockchain for traceability and the integration of AI and big data, all aimed at improving efficiency, sustainability, and consumer satisfaction.
Sadovska <i>et al.</i> , 2020	Examine value creation in agriculture from a sustainability perspective.	Systematic literature review	Proposes a framework that integrates sustainability into agricultural value creation, highlighting the need for a balanced focus on short-term and long-term strategies.
Zocchi <i>et al.</i> , 2021	Explore the effect of dynamics and risks of food heritagisation on socio-cultural sustainability.	Literature review	Highlights the need for inclusive and comprehensive approaches to food heritage to ensure positive socio-cultural outcomes.
Werner <i>et al.</i> , 2021	Investigate how slow events can foster sustainable tourism development.	Literature review	Highlights the potential of slow events to enhance local economies, cultural preservation, and environmental sustainability.

Source: Own elaboration, 2025

3.2. Akademski radovi

Budući da pokret utjelovljuje različite koncepte, radovi pokrivaju širok raspon pristupa, u kojima spora hrana ima bitnu ulogu, kao što je prikazano u Tablici 3.

3.2. Academic papers

As the movement embodies various concepts, the studies cover a wide range of approaches in which Slow Food plays a vital role as presented in Table 3.

Tablica 3: Teorijski okviri i perspektive analiziranih članaka

Članak	Teorijski okvir	Fokus	Istraživačka pitanja
Mandemakers i Roeters, 2015	Vrijeme, kulturni trendovi	Istraživanja o trendovima konzumacije hrane i percepciji vremena	Kako nedostatak vremena utječe na odluke o hrani u modernim društvima?
Crandall <i>et al.</i> , 2011	Ponašanje konzumenata, sigurnost hrane	Briga konzumenata o kvaliteti hrane, sigurnosti na tržištima lokalnih proizvođača	Koji čimbenici utječu na percepcije konzumenata o sigurnosti hrane?
Voinea <i>et al.</i> , 2016	Kulturalne studije, ponašanje konzumenata	Percepcija mladih o kulturi spore nasuprot brze hrane	Kako se spora hrana može bolje integrirati u kulturu mladih u urbanim područjima?
Soonsap <i>et al.</i> , 2023	Brending destinacije, spori turizam	Utjecaj spore hrane na imidž regionalnog turizma	Kako spora hrana oblikuje imidž održivog turizma regija?
Huang <i>et al.</i> , 2023	Spori turizam, kvaliteta života	Odnos između spore hrane i turizma zabave	Koje su psihološke i emocionalne dobrobiti iskustava spore hrane u turizmu?
Lee <i>et al.</i> , 2014	Habitus, prehrambeni životni stil	Utjecaj praksi spore hrane na turističke aktivnosti	Kako prakse spore hrane utječu na prekogranične turističke aktivnosti u ruralnim područjima?
Lee <i>et al.</i> , 2015a	Teorija životnog stila putovanja, odabiri destinacija	Ponašanje zagovornika spore hrane nasuprot neistomišljenika tijekom putnih aktivnosti	Kako pokret spore hrane utječe na odabir destinacije turista?
Lee <i>et al.</i> , 2015b	Teorija izbora potrošača, teorija usklađenosti	Poznavanje usklađenosti osobnih preferencija s ponudama destinacije	Kako usklađenost destinacije utječe na zadovoljstvo aktivnostima turizma spore hrane?
Björk i Kauppinen-Räsänen, 2014	Gastronomski turizam, kulturni turizam	Istraživanje uloge hrane u iskustvima kulturnog turizma	Koje kulturne prakse najučinkovitije utječu na razvoj turizma temeljenog na hrani?
Prasongthan i Silpsrikul, 2023	Turizam temeljen na zajednici, generacijske studije	Spora hrana i njezina integracija u turizam temeljen na potrebama zajednice	Kako generacija Y pokreće budućnost turizma spore hrane temeljenog na zajednici?
Williams <i>et al.</i> , 2015	Etička potrošnja/konzumiranje, etika hrane	Poveznica etike hrane i ponašanja konzumenata na festivalima	Kako etički odabiri hrane utječu na ponašanje turista na festivalima spore hrane?
Dimitrovski <i>et al.</i> , 2024	Zadovoljstvo potrošača, atributi događanja	Atributi festivala hrane koji utječu na zadovoljstvo potrošača	Kako organizatori događanja mogu oblikovati festivale spore hrane na zadovoljstvo posjetitelja?
Chung <i>et al.</i> , 2018	Ponašanje pri sporoj hrani, teorija autentičnosti	Odnos spore hrane, autentičnih iskustava i percipirane vrijednosti festivala	Koju ulogu igra percipirana autentičnost u privlačenju turista spore hrane?
Kim <i>et al.</i> , 2019	Wellness turizam, spori život, teorija privrženosti	Istražuje dodirne točke turizma wellness-a sa sporom hranom i privrženosti	Kako privrženost festivalu utječe na sudjelovanje turist u iskustvima spore hrane?
Peira <i>et al.</i> , 2018	Marketing usluga, brendiranje turizma	Marketing prehrambenih usluga na mjestima UNESCO-ve baštine	Kako mjesta UNESCO-ve baštine mogu koristiti sporu hranu kao jedinstvenu prodajnu prednost u turističkom marketingu?
Jung <i>et al.</i> , 2014	Održivi turizam, spora hrana	Uloga spore hrane u održivom razvoju turizma	Kako pokret spore hrane doprinosi održivom ruralnom razvoju?
Skryl <i>et al.</i> , 2018	Kulinarski turizam, gastroturizam	Rast gastroturizma u Hrvatskoj, uvrštavanje lokalnih prehrambenih tradicija	Kako lokalne prehrambene tendencije mogu potaknuti turizam u novim gastronomskim destinacijama?

Izvor: vlastita izrada, 2025

Table 3: Theoretical frameworks and perspectives of the studied articles

Article	Theoretical framework	Focus	Research Questions
Mandemakers and Roeters, 2015	Time, cultural trends	Studies on food consumption trends and time perception	How does time scarcity influence food-related decision-making in modern societies?
Crandall <i>et al.</i> , 2011	Consumer behavior, food safety	Consumer concerns about food quality, safety at farmers' markets	What factors influence consumer food safety perceptions?
Voinea <i>et al.</i> , 2016	Cultural studies, Consumer behaviour	Youth perception of slow food vs fast food culture	How can slow food principles be better integrated into youth culture in urban areas?
Soonsap <i>et al.</i> , 2023	Destination branding, slow tourism	Slow food's influence on regional tourism image	How does slow food shape the sustainable tourism image of regions?
Huang <i>et al.</i> , 2023	Slow tourism, quality of life	Slow food's relationship with leisure tourism	What are the psychological and emotional benefits of slow food experiences in tourism?
Lee <i>et al.</i> , 2014	Habitus, food lifestyle	Impact of slow food practices on tourism activities	How do slow food practices influence broader tourist activities in rural areas?
Lee <i>et al.</i> , 2015a	Travel lifestyle theory, destination choices	Behaviours of slow food members vs. non-members in travel activities	How does the slow food movement influence destination selection for tourists?
Lee <i>et al.</i> , 2015b	Consumer choice theory, fit theory	Understanding how personal preferences align with destination offerings	How does destination "fit" influence satisfaction in slow food tourism activities?
Björk and Kauppinen-Räsänen, 2014	Gastronomic tourism, cultural tourism	Exploring the role of food in cultural tourism experiences	What cultural practices most effectively influence the development of food-based tourism?
Prasongthan and Silpsrikul, 2023	Community-based tourism, generational studies	Slow food and its integration with community-based tourism	How can Generation Y drive the future of community-based slow food tourism?
Williams <i>et al.</i> , 2015	Ethical consumption, food ethics	Link between food ethics and consumer behaviour at festivals	How do ethical food choices influence tourist behaviour at slow food festivals?
Dimitrovski <i>et al.</i> , 2024	Consumer satisfaction, event attributes	Attributes of food festivals that affect visitor satisfaction	How can event organizers tailor slow food festivals to enhance visitor satisfaction?
Chung <i>et al.</i> , 2018	Slow food behaviour, authenticity theory	Relationship between slow food, authentic experiences, and perceived festival value	What role does perceived authenticity play in attracting slow food tourists?
Kim <i>et al.</i> , 2019	Wellness tourism, slow life, attachment theory	Investigates how wellness tourism intersects with slow food and attachment	How does attachment to a festival impact tourists' engagement with slow food experiences?
Peira <i>et al.</i> , 2018	Service marketing, tourism branding	Marketing of food services at UNESCO heritage sites	How can UNESCO sites use slow food as a unique selling point in tourism marketing?
Jung <i>et al.</i> , 2014	Sustainable tourism, slow food	Slow food's role in sustainable tourism development	How does the slow food movement contribute to sustainable rural development?
Skryl <i>et al.</i> , 2018	Culinary tourism, gastro-tourism	Growth of gastro-tourism in Croatia, incorporating local food traditions	How can local food trends be leveraged to boost tourism in emerging gastronomic destinations?

Source: Own elaboration, 2025

3.2.1. Tržnice lokalnih proizvođača: Briga o sigurnosti hrane

U zadnjih 30 godina uočeno je postupno skraćivanje vremena provedenog u pripremi hrane i povećanje *outsourcinga* (posjete restoranima i naručivanje „za van“) tijekom vremena. Ti se trendovi objašnjavaju čimbenicima poput veličine kućanstva, obrazovanja i sudjelovanja u radnoj snazi. Spolne razlike u *outsourcingu* smanjivale su se s vremenom, a trendovi za samce razlikovali su se od pojedinaca u partnerstvu. Ne postoji jasna veza između roditeljskog statusa i trendova *outsourcinga*, a razina obrazovanja ne pokazuje dosljedan učinak na ukupne trendove. Međutim, postoje neke iznimke: osobe s nižim obrazovanjem pokazuju manje smanjenje vremena pripreme u usporedbi s onima s višim obrazovanjem, a obrazovne razlike u posjetima restoranima s vremenom su se povećale (Mandemakers i Roeters, 2015). Oni ljudi koji još uvijek pripremaju obroke kod kuće i kupuju sastojke od lokalnih proizvođača na tržnici obično su dobro obrazovani (prvostupnička diploma ili viša) i stariji (stariji od 56 godina). Većina njih su žene. Njihove glavne motivacije usmjerene su na sigurnost hrane. Značajan dio daje prioritet hrani bez kemikalija, a gotovo polovica navodi pesticide kao svoju glavnu brigu (Crandall *et al.*, 2011). Znanje mlađe generacije o znanstvenoj sigurnosti obećava. Većina daje prioritet zdravoj ishrani, a prevladavajuća većina je čula za pokret spore hrane. Međutim, njihova vijest o aktivnostima pokreta u njihovoj regiji je niska. Kada je riječ o kupnji, većina preferira specijalizirane odjele u supermarketima. Tržnice lokalnih proizvođača izazvale su manji interes. Unatoč tomu, značajan dio nije konzumirao proizvode spore hrane u protekloj godini. Zanimljivo je da bi, kada bi im se ponudilo hipotetsko povećanje prihoda, mnogi mjesečno izdvajali manje od 100 leja (oko 20 USD) za sporu hranu, što sugerira potencijalnu osjetljivost na cijene (Voinea *et al.*, 2016).

3.2.1. Farmers' market: Food safety concerns

A decrease is seen in the last 30 years in time spent on food preparation and an increase in outsourcing (restaurant visits and takeout) over time. These trends are explained by factors like household size, education, and labour force participation. Gender differences in outsourcing narrowed over time, and trends for single individuals differed from partnered individuals. There is no clear relationship between parental status and outsourcing trends, and educational level does not show a consistent effect on overall trends. However, there are some exceptions: people with lower education show a smaller decrease in preparation time compared to those with higher education, and educational differences in restaurant visits widened over time. (Mandemakers and Roeters, 2015). Those people, mostly women, who still prepare their meals at home and purchase the ingredients at the farmers' market, are typically well-educated (bachelor's degree or higher) and older (over 56 years old). As their main motivations are centred around food safety, a significant portion prioritizes chemical-free food, and nearly half list pesticides as their top concern (Crandall *et al.*, 2011). The younger generation's knowledge of Slow Food shows promise. Namely, they typically prioritize healthy eating, and the overwhelming majority have heard of the Slow Food movement. However, their awareness of the movement's activity in their region is low, and when it comes to purchasing, most of them favour specialized departments in supermarkets. Farmers' markets received less interest. Despite this, a significant portion has not consumed Slow Food products in the past year. Interestingly, when offered a hypothetical income increase, many would allocate less than 100 lei (around 20 USD) monthly towards Slow Food, suggesting potential price sensitivity (Voinea *et al.*, 2016).

3.2.2. Festival: Platforma za društveni angažman i kulinarska istraživanja

Festivali spore hrane nude jedinstveno iskustvo koje zadovoljava razne interese i motivacije. U srcu je fokus na visokokvalitetnoj, lokalno uzgojenoj hrani, etičkim metodama proizvodnje i društvenom uživanju u obrocima. Ovu filozofiju prihvaćaju ljudi koji cijene svježinu, zdravstvene prednosti i podršku lokalnim proizvođačima. Međutim, postoji prepoznati „jaz u implementaciji“, tj. izazovi integriranja načela spore hrane u svakodnevni život zbog troškova, vremenskih ograničenja i praktičnosti (Williams *et al.*, 2015). Unatoč tim preprekama, festivali spore hrane privlače posjetitelje koji traže iskustvo spore hrane. Za sve posjetitelje, okus i kvalitetu hrane, uz njezino lokalno podrijetlo, igraju glavnu ulogu u zadovoljstvu. Zanimljivo je da se pojavila generacijska razlika. Mlađi posjetitelji (mlađi od 30 godina) daju prioritet cjelokupnom iskustvu okusa, kvaliteti usluge i raznolikosti aktivnosti koje se nude na festivalu. Nasuprot tomu, stariji posjetitelji (30+) smatraju da je lokalno podrijetlo hrane najvažniji čimbenik koji utječe na njihovo zadovoljstvo (Dimitrovski *et al.*, 2024).

Osim same hrane, koncept „spore vrijednosti“ ključan je za privlačenje i zadržavanje posjetitelja. Ovaj koncept obuhvaća autentičnost, sporiji tempo života i osjećaj cijenjenog iskustva. One koji daju prioritet načelima spore hrane privlači ovaj koncept i doživljavaju ga pozitivno. Snažna percepcija „spore vrijednosti“ pridonosi pozitivnijem stavu prema festivalu i većoj vjerojatnosti povratne posjete. Štoviše, osjećaj kontrole nad iskustvom jača namjeru posjetitelja da ga ponovno posjete (Chung *et al.*, 2018). Privlačnost festivala spore hrane proteže se još dalje. Ljudi koji daju prioritet wellnesu i sporijem načinu života vjerojatnije će biti privučeni sporom hranom. Ova pozitivna povezanost s wellnesom dovodi do povoljnije percepcije festivala spore hrane i veće namjere za sudjelovanjem (Kim *et al.*, 2019).

3.2.2. Festival: A Platform for Social Engagement and Culinary Exploration

Slow Food festivals offer a unique experience that caters to a variety of interests and motivations. At the core lies a focus on high-quality, locally sourced food, ethical production methods, and the social enjoyment of meals. This philosophy resonates with people who value freshness, health benefits, and supporting local producers. However, there's an acknowledged “implementation gap” – the challenges of integrating Slow Food principles into daily life due to cost, time constraints, and convenience (Williams *et al.*, 2015). Despite these hurdles, Slow Food festivals attract visitors seeking the Slow Food experience. For all attendees, the taste and quality of the food, alongside its local origin, play a major role in satisfaction. Interestingly, a generational difference emerged. Thus, younger visitors (under 30) prioritize the overall taste experience, quality of service, and the variety of activities offered at the festival. In contrast, older visitors (30+) find the local provenance of the food to be the most important factor influencing their satisfaction (Dimitrovski *et al.*, 2024).

Beyond the food itself, the concept of “slow value” is crucial for attracting and retaining visitors. This concept encompasses authenticity, a slower pace of life, and a sense of appreciating the experience. Those who prioritize Slow Food principles are drawn to this concept and perceive it positively. A strong perception of “slow value” translates into a more positive attitude towards the festival and a greater likelihood of returning. Furthermore, feeling in control of their experience strengthens visitors' intention to revisit (Chung *et al.*, 2018). The allure of Slow Food festivals extends even further. People who prioritize wellness and a slower lifestyle are more likely to be drawn to Slow Food in the first place. This positive association with wellness leads to a more favourable perception of Slow Food festivals and a greater intention to participate (Kim *et al.*, 2019).

3.2.3. *Odmor: Motivacija za bavljenje kulinarstvom i kulturom*

Turizam spore hrane pojavio se kao zaseban stil putovanja koji daje prioritet autentičnosti, ekološkoj osviještenosti i sporijem tempu. Ovaj pokret naglašava ne samo kvalitetu hrane već i cjelokupno iskustvo, potičući povezanost s lokalnim kulturama i tradicijama. Turisti koji traže iskustva spore hrane privučeni su u destinacije s jakim zajednicama spore hrane, gdje ih društvena poduzeća obrazuju o filozofiji spore hrane. Lokalni dionici igraju ključnu ulogu, obogaćujući svoje znanje o lokalnim tradicijama i pričama o hrani (Soonsap *et al.*, 2023). Pozitivna iskustva spore hrane dovode do većeg zadovoljstva životom i ukupne kvalitete života. Ova veza naglašava transformativni potencijal putovanja koji nadilazi razgledavanje i aktivnosti slobodnog vremena (Huang *et al.*, 2023). Zagovornici spore hrane posebno pokazuju drugačije ponašanje pri putovanju u usporedbi s neistomišljenicima (Lee *et al.*, 2014; Lee *et al.*, 2015a). Daju prednost kulturnom uranjanju i istraživanju nasuprot traženju zabave i akcije (Lee *et al.*, 2015a; Lee *et al.*, 2015b). Dok obje skupine pokazuju interes za hranu i putne aktivnosti, pobornici spore hrane idu korak dalje, aktivno tražeći gastronomske ture, tečajeve kuhanja i prilike za uživanje u regionalnoj kuhinji (Lee *et al.*, 2014; Lee *et al.*, 2015b).

Ovo usklađivanje s načelima sporog turizma proteže se dalje od izbora aktivnosti. Zagovornici spore hrane skloni su integrirati istraživanje i uživanje u hrani u svojoj svakodnevnoj rutini, bilo kod kuće ili tijekom putovanja (Lee *et al.*, 2015a; Lee *et al.*, 2015b). Oni su avanturistički nastrojeni konzumenti, otvoreni za isprobavanje novih i nepoznatih sastojaka (Lee *et al.*, 2015a; Lee *et al.*, 2015b). Ta dosljednost odražava duboko ukorijenjenu filozofiju koja prožima sve aspekte njihova života. Hrana je, međutim, samo jedan dio putne slagalice. Za većinu putnika, iskustva s hranom visoko

3.2.3. *Vacation: Motivations for Culinary and Cultural Engagement*

Slow Food tourism has emerged as a distinct travel style prioritizing authenticity, environmental consciousness, and a slower pace. This movement emphasizes not just the quality of the food but the entire experience, fostering a connection to local cultures and traditions. Tourists seeking Slow Food experiences are drawn to destinations with strong Slow Food communities, where social enterprises educate them about the Slow Food philosophy. Local facilitators play a key role, enriching the experience with their knowledge of local food traditions and stories (Soonsap *et al.*, 2023). Positive Slow Food experiences lead to greater life satisfaction and overall quality of life. This link highlights the transformative potential of travel that goes beyond sightseeing and leisure activities (Huang *et al.*, 2023). Slow Food members, in particular, exhibit distinct travel behaviour compared to non-members (Lee *et al.*, 2014; Lee *et al.*, 2015a). They prioritize cultural immersion and exploration over comfort and action-packed vacations (Lee *et al.*, 2015a; Lee *et al.*, 2015b). While both groups show interest in food and travel activities, Slow Food members take it a step further, actively seeking out food tours, cooking classes, and opportunities to savour regional cuisine (Lee *et al.*, 2014; Lee *et al.*, 2015b).

This alignment with slow tourism principles extends beyond activity choices. Slow Food members tend to integrate food exploration and enjoyment into their daily routines, whether at home or while traveling (Lee *et al.*, 2015a; Lee *et al.*, 2015b). They are adventurous eaters, open to trying new and unfamiliar ingredients (Lee *et al.*, 2015a; Lee *et al.*, 2015b). This consistency reflects a deep-seated philosophy that permeates all aspects of their lives. Food, however, is just one piece of the travel puzzle. For most travelers, food experiences rank highly alongside relaxation, socializing, and cultural immer-

kotiraju uz opuštanje, druženje i kulturno uranjanje (Björk i Kauppinen-Räisänen, 2014). Iako nije jedini odlučujući faktor, posebno za starije putnike, hrana poboljšava cjelokupno iskustvo putovanja. Putnici daju prednost jedinstvenim i lokalnim iskustvima, s naglaskom na svježje, sezonske sastojke (Björk i Kauppinen-Räisänen, 2014; Soonsap *et al.*, 2023). Zanimljivo je da su atmosfera i cjelokupno okruženje restorana važniji od osobnog sudjelovanja u pripremi hrane ili poznavanja jela. Ove preferencije za gastronomska iskustva uglavnom su konzistentne među demografskim skupinama, uz neke iznimke. Na primjer, putnici stariji od 30 godina pridaju veću važnost estetici i cjelokupnom okruženju restorana (Björk i Kauppinen-Räisänen, 2014). Ako se posebno promatraju putnici generacije Y, razlikuju se njihovi prioriteti unutar pokreta spore hrane. Oni više cijene zapanjujuće prirodne krajolike, poštene cijene i zaštitu bioraznolikosti nego lokalna jela na jelovniku ili promicanje kulture zdrave hrane. Prilikom procjene destinacije, čistoća je bila najvažnije načelo spore hrane za generaciju Y, dok su destinacijama nedostajala ponuda lokalne kuhinje i osiguranje kvalitete hrane. To naglašava potrebu da turističke destinacije zadovolje promjenjive preferencije mlađih generacija (Prasongthan i Silpsrikul, 2023).

3.3. Sinteza ograničenja istraživanja i buduće smjernice

Nakon pregleda odabranih radova, provedena je unakrsna analiza kako bi se kritički ocijenila ograničenja postojeće literature. Namjera je bila otkriti nedostatke u istraživanjima koji još uvijek postoje unatoč rastućem interesu za sporu hranu. Ova ograničenja odražavaju metodološka, tematska i kontekstualna pitanja u svim pregledanim člancima, a koja se protežu od uskog geografskog raspona i nedovoljno istraženih demografskih segmenata do ograničenih longitudinalnih podataka. Tablica 4 prikazuje strukturirani pregled ograničenja svake studije.

sion (Björk and Kauppinen-Räisänen, 2014). While not the sole deciding factor, especially for older travellers, food does enhance the overall travel experience. Travelers prioritize unique and local experiences, with a focus on fresh, seasonal ingredients (Björk and Kauppinen-Räisänen, 2014; Soonsap *et al.*, 2023). Interestingly, the atmosphere and overall environment of the restaurant are more important than personal participation in food preparation or familiarity with the dishes. These preferences for food experiences are generally consistent across demographics, with some exceptions. For instance, travellers over 30 place a higher importance on aesthetics and the overall restaurant environment (Björk and Kauppinen-Räisänen, 2014). Looking specifically at Gen Y travellers, their priorities within the Slow Food movement differ. They value stunning natural landscapes, fair prices, and biodiversity protection more than having local dishes on the menu or promoting healthy food culture. When evaluating destinations, cleanliness was the most important Slow Food principle for Gen Y, while they found destinations lacking in offering local cuisine and ensuring food quality. This highlights the need for travel destinations to cater to the evolving preferences of younger generations (Prasongthan and Silpsrikul, 2023).

3.3. Synthesis of Research Limitations and Future Directions

Following the review of the selected studies, a cross-analysis was conducted to critically evaluate the limitations in the current body of literature. The aim was to uncover research gaps that persist despite the growing academic interest in Slow Food. These limitations reflect methodological, thematic, and contextual issues across the reviewed articles—ranging from narrow geographical scopes and underexplored demographic segments to limited longitudinal data. Table 4 presents a structured overview of the limitations identified in each study.

Tablica 4: Ograničenja postojećeg znanja

Članak	Ograničenja	Nedostatak u istraživanju
Mandemakers i Roeters, 2015	Ograničeni fokus na geografske varijacije u načinima konzumacije hrane.	Nepostojanje trajnih proučavanja o načinima razvoja vremenskih trendova u odnosu na prehranu i globalizaciju.
Crandall <i>et al.</i> , 2011	Veličina uzorka ograničena na jedno geografsko područje.	Ograničeno poznavanje ponašanja konzumenata u odnosu na sigurnost hrane na drugim tržištima.
Crandall <i>et al.</i> , 2011	Ograničen raspon sudionika (usmjereni poglavito na mlade).	Nedovoljno istraživanje zapreka za prihvaćanje spore hrane koje su posebne za mlade.
Soonsap <i>et al.</i> , 2023	Uski fokus na izučavanje studije slučaja jedne destinacije.	Mali broj studija o utjecaju spore hrane isključivo na imidž destinacije.
Huang <i>et al.</i> , 2023	Kratkoročno istraživanje te ograničeno na specifične regije.	Nedostato poznavanje dugoročnih dobrobiti turizma spore hrane na dobro zdravlje.
Lee <i>et al.</i> , 2014	Usmjerenje na poglavito sporu hranu jedne zajednice.	Nedovoljno istraživanje o načinima kako životni stil prehrane utječe na aktivnosti u destinaciji.
Lee <i>et al.</i> , 2015a	Fokus na jednu vrstu aktivnosti u grupi sudionika.	Ograničeno poznavanje načina kako regionalni ili kulturni konteksti utječu na putno ponašanje zagovornika spore hrane.
Lee <i>et al.</i> , 2015b	Primjenjivost modela testirana u ograničenom kontekstu.	Nedostatak radova o primjenjivosti modela na druge turističke sektore
Björk i Kauppinen-Räsänen, 2014	Ograničeno istraživanje održivosti u kontekstu kulinarskog turizma.	Nepostojanje radova koji integriraju prehrambeni i kulturni turizam i održivost.
Prasongthan i Silpsrikul, 2023	Usmjerenje samo na generaciju X, isključuje mišljenja drugih generacija.	Nepostojanje radova o odnosu drugih generacija na sporu hranu.
Williams <i>et al.</i> , 2015	Mali uzorak i geografska ograničenja.	Ograničeno istraživanje dugoročnih učinaka etičkog konzumiranja hrane na festivalima.
Dimitrovski <i>et al.</i> , 2024	Rad je uglavnom usmjeren na čimbenike koji se odnose na hranu.	Nepostojanje detaljne segmentacije temeljene na značajkama posjetitelja.
Chung <i>et al.</i> , 2018	Provođenje istraživanja na samo jednoj vrsti događanja.	Ograničeno istraživanje autentičnih iskustava hrane u okviru sporog turizma.
Kim <i>et al.</i> , 2019	Uzak fokus na jednu vrstu teorije privrženosti.	Ograničeno istraživanje o načinima utjecaja privrženosti festivalu na ponašanje konzumacije spore hrane.
Peira <i>et al.</i> , 2018	Uzak raspon ograničen na percepcije vlasnika restorana.	Nedostatak poznavanja načina na koje se usluga hrane može plasirati na UNESCO-ve lokacije.
Jung <i>et al.</i> , 2014	Usmjerenje ponajprije na jedno područje s ograničenom mogućnošću generalizacije.	Ograničeno istraživanje ekonomskog učinka spore hrane na lokalne zajednice.
Skryl <i>et al.</i> , 2018	Uzak geografski fokus i nedovoljno predstavljanje drugih kuhinja.	Ograničeno istraživanje trendova gastro-turizma izvan poznatih destinacija.

Table 4: Limitations of the existing body of knowledge

Article	Limitations	Research Gap
Mandemakers and Roeters, 2015	Limited focus on geographical variation in food consumption patterns.	Lack of long-term studies on how food-related time trends evolve with globalization.
Crandall <i>et al.</i> , 2011	Sample size restricted to one geographical area.	Limited understanding of consumer behaviours toward food safety at other markets.
Voinea <i>et al.</i> , 2016	Limited age range of participants (focused mainly on youth).	Insufficient exploration of youth-specific barriers to adopting slow food.
Soonsap <i>et al.</i> , 2023	Narrow focus on a single destination case study.	Few studies on the impact of slow food specifically on destination image.
Huang <i>et al.</i> , 2023	Short-term study and limited to specific regions.	Lack of understanding of long-term benefits of slow food tourism on well-being.
Lee <i>et al.</i> , 2014	Focused mainly on a particular slow food community.	Insufficient research on how food lifestyle affects in-destination activities.
Lee <i>et al.</i> , 2015a	The focus on a single type of activity in two group of participants.	Limited knowledge about how regional or cultural contexts influence the travel behaviours of slow food members.
Lee <i>et al.</i> , 2015b	Model applicability tested in a limited context.	Lack of studies on the applicability of the "fit" model to other tourism sectors.
Björk and Kauppinen-Räsänen, 2014	Limited exploration of sustainability within culinary tourism.	Lack of studies integrating food and cultural tourism with sustainability.
Prasongthan and Silpsrikul, 2023	Focused only on Generation Y, excluding other generations' views.	Lack of generational-focused studies on slow food.
Williams <i>et al.</i> , 2015	Small sample size and geographic limitations.	Limited research on the long-term impacts of ethical food consumption at festivals.
Dimitrovski <i>et al.</i> , 202)	The study mainly focused on food-related factors.	Lack of detailed segmentation based on visitor characteristics.
Chung <i>et al.</i> , 2018	Research conducted in only one type of event.	Limited research on authentic food experiences within slow tourism.
Kim <i>et al.</i> , 2019	Narrow focus on one type of attachment theory.	Limited exploration of how festival attachment influences slow food behaviour.
Peira <i>et al.</i> , 2018	Narrow scope limited to restaurateurs' perceptions.	Lack of understanding of how foodservice can be marketed in UNESCO sites.
Jung <i>et al.</i> , 2014	Focused mainly on one region with limited generalizability.	Limited exploration of slow food's economic impact on local communities.
Skryl <i>et al.</i> , 2018	Narrow geographical focus and underrepresentation of other cuisines.	Limited research on gastro-tourism trends beyond well-known destinations.

Source: Own elaboration, 2025

Ova tablica služi kao temelj za razvoj snažnijeg i ciljanijeg istraživačkog programa te ističe područja u kojima se znanstveno istraživanje može proširiti, produbiti ili diversificirati. Također podržava pozicioniranje ovog pregleda unutar šire akademske rasprave i opravdava potrebu za daljnjim istraživanjima u ovom dinamičnom području.

4. RASPRAVA

U odabranim radovima prvenstveno su analizirane karakteristike i motivacije konzumenata za konzumiranje spore hrane. Zbog relativno malog broja članaka i složenosti teme, u ovome radu radije se sugeriraju tendencije nego tumačenja, ali isto se tako ističe i veza između različitih oblika konzumacije spore hrane. Konzumente spore hrane obično pokreće želja za visokokvalitetnim, lokalnim iskustvima hrane koja daju prioritet svježini, etičkim metodama proizvodnje i društvenom uživanju. Unatoč smanjenju vremena provedenog u pripremi hrane, čini se da je tržnica lokalnih proizvođača jedan od glavnih izvora sigurnih i svježih sastojaka spore hrane, a njezini klijenti uglavnom su dobro obrazovane, starije žene. Mlađa generacija obećava jer izražava interes za zdravu prehranu i načela spore hrane, ali su, čini se, osjetljivi na cijene. To sugerira da strategije određivanja cijena moraju zadovoljiti ove mlađe konzumente ponudom isplativih opcija ili paketa uz održavanje kvalitete.

Festivali spore hrane više su od tržnica lokalnih proizvođača, jer pružaju i iskustva. Njihove zagovornike privlači društveno uživanje u visokokvalitetnoj, lokalnoj hrani proizvedenoj etički. Mlađi posjetitelji daju prioritet okusu, uslugama i raznolikosti ponuđenih aktivnosti, dok stariji posjetitelji najviše cijene lokalno podrijetlo hrane. Osim same hrane, koncept „spore vrijednosti“ – autentičnosti, uvažavanja iskustva i sporijeg tempa – ključan je za privlačenje i zadržavanje posjetitelja. Naglasak na „sporoj vrijednosti“ i lokalnom podrijetlu sugerira da bi marke-

This table serves as a foundation for developing a more robust and targeted research agenda and highlights areas where scholarly inquiry can be expanded, deepened, or diversified. It also supports the positioning of the present study within a broader academic conversation and justifies the need for continued investigation in this evolving field.

4. DISCUSSION

The selected studies primarily analysed the consumer characteristics and motivations that lead to Slow Food consumption. Due to the relatively low number of articles and the complexity of the subject, the current study rather suggests tendencies than explanations. However, it also highlights the connections between the various forms of Slow Food consumption. Slow Food consumers tend to be driven by a desire for high-quality, local food experiences that prioritize freshness, ethical production methods, and social enjoyment. Even though a decrease in time spent on food preparation, the farmers' market seems to be one of the main sources of safe and fresh Slow Food ingredients, and its customers are mostly well-educated, older women. The younger generation shows promise, expressing interest in healthy eating and Slow Food principles. However, they seem to be price-sensitive, which suggests that pricing strategies must cater to these younger consumers by offering cost-effective options or bundles while maintaining quality.

Slow Food festivals go beyond farmers' markets, since they provide experiences too. Attendees are drawn to the social enjoyment of high-quality, local food produced ethically. Younger visitors prioritize taste, service, and the variety of activities offered, while older visitors value the local origin of the food the most. Beyond the food itself, the concept of “slow value” – authenticity, appreciating the experience, and a slower pace – is key to attracting and retaining visitors. The emphasis on “slow value” and local ori-

ting trebao istaknuti narativ o proizvođačima i autentičnom izvoru hrane. Štoviše, konzumacija hrane ima vitalnu ulogu za mnoge putnike, jer obogaćuje njihovo cjelokupno iskustvo putovanja. Turisti motivirani sporom hranom žude za autentičnošću, kulturnim uranjanjem i ekološkom odgovornošću. Lokalna iskustva, svježi sezonski sastojci i interakcija s lokalnim proizvođačima hrane visoko su im na listi prioriteta. Posebno za zagovornike spore hrane, istraživanje i uživanje u hrani postaju sastavni dio njihovih putovanja te prihvaćaju avanturističko jedenje. Zanimljivo je da za većinu putnika cjelokupno okruženje i ambijent restorana imaju prednost nad osobnom pripremom hrane ili poznavanjem jela. Međutim, putnici generacije Y daju prednost čistim, cjenovno pristupačnim destinacijama sa zadivljujućim prirodnim krajolicima i manje su zadovoljni lokalnom ponudom hrane. Treba naglasiti važnost osiguranja da poduzeće integrira praktičnost i snažan osjećaj privlačnosti za svoju publiku. Različiti utjecajni čimbenici prikazani su u Tablici 5.

Tablica 5: Karakteristike konzumenata prema obliku kupnje spore hrane i prema dobnoj skupini

	Mladi konzument	Stariji konzumenti
Tržnica	zdravstveno osviješten	obrazovan stariji
	cjenovno osjetljiv	žena
Festival	aktivnosti	autentičnost
	usluge	spora vrijednost
Putovanje	priroda	autentičnost
	cijena	kultura interakcije

Izvor: vlastita izrada, 2025

gin suggests that marketing should highlight storytelling about producers and authentic food sourcing. Moreover, food consumption plays a vital role for many travellers, enhancing their overall travel experience. Slow Food tourists crave authenticity, cultural immersion, and environmental responsibility. Local experiences, fresh seasonal ingredients, and interaction with local food producers are high on their priority list. Especially for Slow Food members, exploration and enjoyment of food become an integrated part of their travels, and they embrace adventurous eating. Interestingly, for most travellers, the overall restaurant environment and ambiance take precedence over personally preparing food or familiarity with dishes. However, Gen Y travellers prioritize clean, fair-priced destinations with stunning natural landscapes, and are less satisfied with the local food offers. This highlights the importance of ensuring that the businesses integrate convenience and a strong sense of appeal to their audiences. The various influential factors are presented in Table 5.

Table 5: Consumer characteristics by form of Slow Food purchase and age group

	Young Consumers	Old Consumers
Market	Health conscious	Educated Older
	Price sensitive	Woman
Festival	Activities	Authenticity
	Services	Slow value
Travel	Nature	Authenticity
	Price	Culture Interactions

Source: Own elaboration, 2025

Pregledani članci pokazuju da se oblik i lokacija kupnje proizvoda spore hrane moraju uzeti u obzir prilikom obraćanja potencijalnim konzumentima. To je posebno važno kada putuju mlađi ljudi, koji su paze na cijene, ali traže kvalitetu. Ta poslovna rješenja mogla bi biti najučinkovitija i zadovoljiti većinu različitih zahtjeva. Tendencije pokazuju sve veću važnost zdrave hrane bez obzira na dob, iako treba uzeti u obzir i preferiranje gotove hrane.

U tom kontekstu, postojeći teoretski okviri mogu olakšati daljnje tumačenje rezultata i usmjeriti na praktične primjene. Na primjer, Teorija planiranog ponašanja sugerira da na odluke potrošača u vezi s održivom potrošnjom hrane utječu, između ostalog, pristupačnost, stavovi prema organskim i ekološkim proizvodima te znanje o utjecaju ambalaže na okoliš (Popovic *et al.*, 2019; Jakubowska *et al.*, 2024). Ova teorija pomaže razjasniti zašto mlađe potrošače privlače načela spore hrane, iako se suočavaju s preprekama zbog osjetljivosti na cijene, dok starije, situirane konzumente motiviraju snažnije veze s etičkom proizvodnjom hrane iz lokalnih izvora.

Osim toga, teorija samoodređenja mogla bi objasniti dublje motivacije za konzumaciju spore hrane, posebice za osjećaj autonomije, kompetencije i povezanosti koje konzumenti traže (Caso *et al.*, 2024; Girelli *et al.*, 2016). Oni se često osjećaju samostalnim kada biraju hranu koja je u skladu s njihovim etičkim vrijednostima, kompetentnim kada razumiju procese nabave i proizvodnje svoje hrane te povezanima kada se stupe u kontakt s proizvođačima ili lokalnom zajednicom (Hanel i Basil, 2023; Schösler *et al.*, 2014). To se slaže s rezultatima prema kojima potrošače ne motivira samo kvaliteta hrane već i kulturne, društvene i okolišne veze koje ovo iskustvo potiče.

Ove teorijske spoznaje ukazuju na sve veću važnost emocionalnih i društvenih vrijednosti u donošenju odluka potrošača, što se može integrirati u marketinške strategije.

The reviewed articles reveal that the form and location of Slow Food purchases have to be considered when the potential consumers are addressed. It is especially important when the young travel, since they are price sensitive but look for quality. The most effective business solutions can satisfy most of the various demands. Tendencies show growing importance of healthy food irrespective of age, but convenience food preferences also need to be considered.

In this context, the existing theoretical frameworks can help further explain the findings and guide practical applications. For instance, the Theory of Planned Behaviour suggests that consumers' decisions regarding sustainable food consumption are influenced among others by affordability, attitudes towards organic and ecological products and knowledge about the environmental effects of packaging (Popovic *et al.*, 2019; Jakubowska *et al.*, 2024). This theory helps clarify why younger consumers may be drawn to Slow Food principles but face barriers due to price sensitivity, while older, more established consumers are motivated by a stronger alignment with ethical food production and local sourcing.

Moreover, Self-Determination Theory could explain the deeper motivations behind Slow Food consumption, particularly the sense of autonomy, competence, and relatedness that consumers seek (Caso *et al.*, 2024; Girelli *et al.*, 2016). Slow Food consumers often feel a sense of autonomy when they choose food that aligns with their ethical values, competence when they understand the sourcing and production processes of their food, and relatedness when they connect with producers or the local community (Hanel and Basil, 2023; Schösler *et al.*, 2014). This aligns with the findings that Slow Food consumers are motivated both by the quality of food and by cultural, social, and environmental connections that its experience fosters.

These theoretical insights point to the growing importance of emotional and social values in consumer decision-making, which

Poduzeća usmjerena na konzumente spore hrane mogla bi iskoristiti ove teorije za stvaranje narativa koji govore o želji potrošača za autentičnošću, kulturnim uranjanjem i ekološkom odgovornošću – vrijednostima koje su ključne za prakse. Nadalje, Teorija vrijednosti potrošnje mogla bi se primijeniti za procjenu načina na koji potrošači procjenjuju funkcionalne, emocionalne, društvene i etičke vrijednosti proizvoda spore hrane (Lee, 2021; Amin i Tarun, 2021). Ovi okviri sugeriraju da „spora vrijednost“ duboko rezonira s emocionalnim i društvenim vrijednostima potrošača, zbog čega ih ta iskustva i festivali spore hrane privlače.

Iako ove teorijske perspektive nude vrijedne uvide u motivacije i vrijednosti koje potiču interes potrošača za sporu hranu, one također naglašavaju složenost fenomena i otkrivaju područja unutar kojih su potrebna daljnja istraživanja. Unatoč sve većoj pažnji znanstvenika, još puno toga treba proučiti o spomenutim vrijednostima, što se navodi u Tablici 6.

can be integrated into Slow Food marketing strategies. Businesses targeting Slow Food consumers could leverage these theories to craft narratives that speak to consumers' desire for authenticity, cultural immersion, and environmental responsibility—values that are central to Slow Food practices. Furthermore, the Theory of Consumption Values could be applied to assess how consumers weigh the functional, emotional, social, and ethical values of Slow Food products (Lee, 2021; Amin and Tarun, 2021). These frameworks suggest that “slow value” resonates deeply with consumers' emotional and social values, which is why Slow Food experiences and festivals appeal to them.

While these theoretical perspectives offer valuable insights into the motivations and values driving the consumers' engagement with Slow Food, they also underscore the complexity of the phenomenon and reveal areas where further exploration is needed. Despite growing scholarly attention, much remains to be understood about these values as indicated in Table 6.

Tablica 5: Istraživački program

Tema / Područje	Nedostaci u znanju / Ograničenja	Buduće istraživačke smjernice	Neodgovorena istraživačka pitanja
Prilagodljivost spore hrane modernim stilovima života	Ograničena istraživanja o načinima na koje se načela spore hrane mogu stvarno integrirati u užurbane urbane rutine.	Proučavati modele koji integriraju vrijednosti spore hrane s praktičnošću (npr., gotova jela spore hrane u kutijama).	Koja su varijabilna rješenja spore hrane za urbane konzumente koji nemaju vremena?
	Nedovoljan fokus na hibridna rješenja (npr., praktičnost + autentičnost).	Ispitati kako različite skupine konzumenata definiraju „praktičnu“ sporu hranu.	Kako se marka spore hrane može promijeniti da bi rezonirala s praktično motiviranim mentalitetom?
Mlade generacije i spora hrana	Nedostatak dubokog razumijevanja zanimanja generacije Z za sporu hranu osim površinske svijesti.	Istražiti zanimanje za sporu hranu putem društvenih mreža, influencera ili <i>gamificiranih</i> aplikacija.	Kakvi digitalni narativi ili dodirne točke povećavaju interes za konzumaciju spore hrane među mladim ljudima?
	Nedovoljno istraženi emotivni i digitalni okidači.	Provesti segmentirane studije o motivacijama za konzumaciju spore hrane među mladim ljudima.	Kako se spora hrana može preformulirati kao aspiracijska i pristupačna za mlade?

Izvor: vlastita izrada, 2025

Table 6: Research agenda

Theme / Area	Knowledge Gaps / Limitations	Future Research Directions	Unanswered Research Questions
Adaptability of Slow Food to Modern Lifestyles	Limited exploration of how slow food principles can be realistically integrated into busy, urban routines.	Study models that merge slow food values with convenience (e.g., ready-to-eat Slow Food meals, meal kits).	What are viable slow food based food solutions for time-poor urban consumers?
	Insufficient focus on hybrid solutions (e.g., convenience + authenticity).	Test how different consumer groups define “practical” slow food.	How can slow food be rebranded to resonate with the convenience-driven mindset?
Younger generations & slow food	Lack of in-depth understanding of Gen Z’s slow food engagement beyond surface-level awareness.	Explore slow food engagement via social media, influencers, or gamified apps.	What digital narratives or touchpoints increase slow food participation among young people?
	Underexplored emotional and digital triggers.	Conduct segment-specific studies on slow food motivations among young adults.	How can slow food be reframed as aspirational and affordable for youth?

Source: own elaboration, 2025

U ovome se radu predlaže moguće rješenje za prilagodbu marketinga spore hrane modernim životnim stilovima kako bi se iskoristio njezin poslovni potencijal. Svi zdravstveno osviješteni konzumenti traže svježije, regionalne, sezonske sastojke proizvedene s većom ekološkom sviješću. Autentičnost i kultura kao dodane vrijednosti također su ključne, a to bi lokalni proizvođači mogli odlično zadovoljiti. Međutim, praktičnost, kao glavnu značajku, poljoprivrednici do sada nisu ponudili. Na primjer, košaru poljoprivrednih proizvoda, koju proizvođači uglavnom prodaju i šalju zajedno ili ju Poljoprivreda podržana od zajednice nudi članovima, sadrži svježu hranu i ponekad konzervama. Dostava ovih sirovina djelomično eliminira potrebu za konvencionalnom kupovinom, ali kuhanje je i dalje problem. S druge strane, konvencionalno naručivanje hrane omogućuje kupnju raznih gotovih jela putem telefona, web stranice ili aplikacije u skoro bilo koje vrijeme tijekom dana. Ovisno o lokaciji klijenta, moguće je odabrati obrok iz nekoliko restorana koji se dostavlja u kratkom roku. Međutim, oni rijetko uzimaju u

The current work proposes a potential solution for adapting the marketing of Slow Food to modern lifestyles in order to exploit its business potential. All the health-conscious consumers look for fresh, regional, seasonal ingredients produced with more environmental awareness. Authenticity and culture as added values are also crucial, that could be well served by local producers. However, convenience, as a key feature, has not been offered by the farmers until now. For example, the farmer box, which is mostly sold and sent by the producers weekly, or offered to the members by CSA filled with fresh ingredients and sometimes with preserves. The delivery of these raw materials eliminates partially the need for conventional shopping, but cooking is still an issue. On the other side, conventional food ordering allows one to purchase various convenience foods almost anytime during the day through phone, website, or application. Depending on the client’s location, several restaurants could be chosen, and the meal is delivered within a short time. However, the Slow Food values are rarely considered by these busi-

obzir vrijednosti spore hrane. Predbilježba na ručak je „najbliži“ konkurent s donekle sličnom strukturom, kojom konzumenti najkasnije do jutra dana mogu naručiti hranu s raznih jelovnika koje nude lokalni restorani s dostavom. Međutim, ovu uslugu često nude isti restorani, gdje su načela spore hrane nedovoljno relevantna. Veze s proizvođačima i posjete proizvođačima kao i njihova dostupnost turistima također su relevantne značajke koje bi se trebale pružati u okviru usluge kako bi se maksimizirala baza klijenata i njihovo zadovoljstvo. Ovu dodanu vrijednost mogli bi pružiti i proizvođači. Tablica 7 prikazuje usporedbu nekih oblika i nekoliko karakteristika spomenute kupnje hrane.

nesses. Lunch subscription is the "closest" rival with a slightly similar structure, where the consumers by the morning of the day at the latest, can order from a variety of menus offered by local restaurants with delivery. However, this service is often offered by the same restaurants, where Slow Food principles are hardly relevant. The contact with and visit of the producers, and availability for tourists are also relevant features that should be provided by the service to maximize the client base and their satisfaction. This added value also could be provided by the producers. Some forms and several features of the mentioned food purchasing are compared in Table 7.

Tablica 7: Usporedba različitih alternativa za kupnju hrane

	Košara poljoprivrednih proizvoda	Konvencionalno naručivanje hrane	Predbilježba na ručak spore hrane	Predbilježba na ručak
Dostupno turistima	✗	✓	✓	✓
Kontakt s proizvođačem	✓	✗	✓	✗
Gotova hrana	✗	✓	✓	✓
Certifikat spore hrane	✓	✗	✓	✗
Sudjelovanje na festivalu spore hrane	✓	✗	✓	✗
Fleksibilnost lokacije	✗	✓	✗	✗
Fleksibilnost vremena	✗	✓	✗	✗

Napomena: ne: ✗, da: ✓; Moguće je da neki restorani imaju certifikat spore hrane, ali to obično nije slučaj. „Konvencionalno naručivanje hrane“ odnosi se na uslugu koju nude restorani brze hrane.

Izvor: vlastita izrada, 2025

Table 7: The comparison of various alternatives for food purchasing

	Farmer box	Conventional food ordering	SF lunch subscription	Lunch subscription
Available for tourists	✗	✓	✓	✓
Contact with the producer	✓	✗	✓	✗
Convenience food	✗	✓	✓	✓
Slow Food certificate	✓	✗	✓	✗
Slow Food festival participation	✓	✗	✓	✗
The flexibility of location	✗	✓	✗	✗
The flexibility of time	✗	✓	✗	✗

Note: no: ✗, yes: ✓; It is possible, that some restaurants may have Slow Food certification, but this is not usually the case. "Conventional food ordering" refers to the service offered by fast food restaurants.

Source: own elaboration, 2025

Predbilježba na ručak spore hrane može kombinirati prednosti tradicionalnih predbilježbi na ručak s prednostima košare poljoprivrednih proizvoda. Primarno bi predbilježba na ručak spore hrane služila lokalnom stanovništvu, ali bi se ovaj model mogao proširiti i uključiti manje regionalnih apartmana i pansiona bez mogućnosti objedovanja kao kupce. Integracijom takvog rješenja ovi smještaji mogu poboljšati svoju ponudu (bez potrebe za opsežnom infrastrukturom za objedovanje na licu mjesta), privući ekološki osvještenije turiste i uskladiti se s trenutnim trendovima održivog putovanja. Nadalje, certifikacija za sporu hranu dodaje vrijednost uz jamstvo da se hrana proizvodi u skladu sa strogim ekološkim i etičkim standardima, što može poslužiti kao značajna atrakcija za putnike koji traže autentična iskustva utemeljena u zajednici. Osim ovih prednosti, novi klijenti i potencijalni posjetitelji mogli bi povećati prihode poljoprivrednika. Sudjelovanje poljoprivrednika na regionalnim festivalima pružilo bi izvrsne marketinške prilike za proširenje njihove baze klijenata i proširenje poslovne suradnje. Na taj način, ovi inovativni igrači mogli bi zadovoljiti najveći raspon zahtjeva konzumenata.

Prije pokretanja takvog novog posla, potrebno je kritički procijeniti njegovu izvedivost, a i samo pokretanje moglo bi biti bitno troškovno zahtjevno tamo gdje su značajke farmi iznimno važne (npr. lokacija, veličina zemljišta, profil, broj zaposlenika). Manja naselja (čak i ako bi se uzela u obzir nešto veća područja oko poljoprivrednog imanja) vjerojatno ne bi imala dovoljno lokalnih klijenata. Poduzeća u tim mjestima moraju se usmjeriti na ugošćavanje turista poslovnom suradnjom. Cjelogodišnja proizvodnja raznih sastojaka velikih razmjera i mogućnosti opskrbe proizvodima koji nedostaju u skladu s vrijednostima spore hrane može biti izazovna. Dizajn i rad velike kuhinje s objektivnim potrebama za ljudskim resursima u skladu s lokalnim propisima mogli bi skupo koštati. Dnevna dostava i upravljanje klijentima ta-

A Slow Food lunch subscription can combine the advantages of traditional lunch subscriptions with the benefits of farmer's box. Primarily, Slow Food lunch subscription would serve locals, but this model could be expanded to include smaller regional apartments and guesthouses without dining options as customers. By integrating such a solution, these accommodations can improve their offerings (without the need for extensive on-site dining infrastructure), attract more environmentally conscious tourists, and align with the current trends of sustainable travel. Furthermore, Slow Food certification adds value by ensuring that the food is produced according to strict environmental and ethical standards, which can be a significant attraction for travellers seeking authentic, community-based experiences. Beyond these benefits, the new clients and potential visitors could increase the farmers' income. The farmers' participation in regional festivals would provide excellent marketing opportunities to broaden their client base and expand business cooperation. In this way, these innovative players could satisfy the widest range of the consumers' demands.

Before starting such a new business, its feasibility must be critically assessed and its setting up could be cost-intensive where the farms' features (e.g., location, land size, profile, and number of employees) are crucial. Smaller settlements (even if we would consider a somewhat bigger area around the farm) probably would not have enough local clients. The businesses located there have to focus on catering for tourists, through business cooperation. The large-scale year-round production of various ingredients and the possible supply of missing products in compliance with Slow Food values can be challenging. The design and operation of a large-scale kitchen with decent human resource needs in accordance with the local regulations could be costly. The daily delivery and client management also would require a developed IT system. Considering

kođer bi moglo zahtijevati napredan IT sustav. S obzirom na visoke početne troškove, ovo inovativno rješenje idealno je za *startupeve*, koji bi, između ostalog, mogli iskoristiti potencijal agrivoltaike, vertikalne poljoprivrede i recikliranja. Ovaj bi pristup mogao razviti/proširiti vođenje Poljoprivrede podržane od zajednice, koji koristi model košare poljoprivrednih proizvoda. Obiteljska poljoprivredna gospodarstva kojima generacijski jaz ometa tranziciju poljoprivrednog gospodarstva ili ostvarivanje dovoljno profita mogla bi se uključiti u lokalne zajednice koje slijede taj pristup. Kako bi se povećao uspjeh modela predbilježbe na ručak spore hrane, potrebno je pažljivo razmotriti potencijalne izazove. Konkurentnost troškova bit će ključna, što zahtijeva strategije za minimiziranje operativnih troškova, kao što su učinkovite nabave hrane, optimizirane rute isporuke i tehnologije za pojednostavljeno korištenje poslovanja. Skalabilnost će zahtijevati fleksibilne proizvodne sustave i sposobnost učinkovitog proširenja usluga isporučiti na širu bazu kupaca. Nadalje, intenzivna konkurencija etabliranih usluga dostave hrane zahtijeva snažan fokus na diferencijaciju. To se može postići naglašavanjem jedinstvenih prodajnih prijedloga, kao što su vrhunska kvaliteta hrane, bolji certifikati održivosti, predanost lokalnim nabavkama i personalizirano korisničko iskustvo koje potiče angažman zajednice. Proaktivnim pristupom ovim izazovima, model predbilježbe na ručak spore hrane može napredovati na konkurentnom tržištu i pružiti održiv i skladan doživljaj objedovanja.

5. ZAKLJUČAK

Prehrambene navike značajno su se promijenile tijekom posljednjih desetljeća. Globalizacija omogućuje cjelogodišnju opskrbu raznim prehrambenim proizvodima, koji su često jeftiniji od onih proizvedenih regionalno. Osim toga, dugi lanci opskrbe hranom predstavljaju prepreku poslovanju lokalnih (malih) poljoprivrednika i održivom poslo-

the high start-up costs, this innovative solution rather ideal for start-ups, which could exploit among others the potential of agrivoltaics, vertical farming, and upcycling. This approach also could develop/extend the run of conventional CSAs, where the farmer box scheme is in use. Those family farms where the generational gap hinders farm transition, or do not make enough profit could be placed on a community base where this approach is followed. To increase the success of the Slow Food lunch subscription model, careful consideration must be given to potential challenges. Cost competitiveness will be crucial, requiring strategies to minimize operational expenses, such as efficient food procurement, optimized delivery routes, and leveraging technology to streamline operations. Scalability will demand flexible production systems and the ability to efficiently expand delivery services to a wider customer base. Furthermore, intense competition from the established food delivery services necessitates a strong focus on differentiation. This can be achieved by emphasizing unique selling propositions, such as superior food quality, stronger sustainability credentials, a commitment to local sourcing, and a personalized customer experience that fosters community engagement. By proactively addressing these challenges, the Slow Food lunch subscription model can thrive in a competitive market and deliver a sustainable and fulfilling dining experience.

5. CONCLUSION

Eating habits have changed significantly in recent decades. Globalization provides a year-round supply of various food products, which are often cheaper than those produced regionally. Besides, the long food supply chains pose obstacles to the businesses of local (small) farmers and the sustainable operation of agriculture. The rise of processed and fast food is not only linked to a variety of health problems but also makes it difficult

vanju poljoprivrede. Razvoj prerađene i brze hrane nije povezan samo s raznim zdravstvenim problemima, već i otežava očuvanje lokalnih tradicija i jela. Budući da su principi spore hrane suprotstavljeni tim fenomenima, mogu stvoriti široku bazu osviještenih konzumenata, a poznavanje njih i njihovih potreba može otvoriti nove poslovne prilike. Ipak, prema pregledanim publikacijama do sada ovo pitanje nije analizirano.

Akademski radovi dijele tri glavna oblika kupnje prehrambenih proizvoda, usmjerena na tržnice hrane, festivale i putovanja. Tržnice lokalnih proizvođača najčešće posjećuju obrazovane starije gospođe koje daju prednost sigurnosti i svježini hrane. Za razliku od njih, mlađi konzumenti – iako žele zdravo jesti i upoznati su s načelima spore hrane – više su osjetljivi na cijene i radije će se odlučiti na praktičnija rješenja, poput supermarketa. Iako se vrijeme provedeno u kuhanju kod kuće smanjuje, starije generacije i dalje radije posjećuju tržnice hrane radi lokalnih, svježih i sigurnih sastojaka. Mlađe generacije naizgled prihvaćaju zdravu prehranu, ali njihovi stavovi o praktičnosti i osjetljivosti na cijene ne podržavaju samostalno pripremana rješenja. Festivali, posebno festivali hrane, pružaju izvrsnu marketinšku priliku regionalnim ugostiteljima da impresioniraju starije posjetitelje svojim autentičnim i sporo kuhanim obrocima, iako i mladima također moraju ponuditi gurmanske doživljaje. Mlađi sudionici daju prednost okusima, usluzi i zabavi, dok stariji više cijene lokalno porijeklo hrane. Konzumacija spore hrane na putovanju obično je važnija starijim osobama koje nastoje komunicirati s lokalnim proizvođačima i upoznati se s regionalnom kulturom. Turisti koji vole sporu hranu, pogotovo njezini zagovaratelji, traže autentične kulinarske doživljaje poput kušanja i kulinarskih tečajeva. Međutim, mlađe putnike zanimaju cijene, čistoća i prirodni okoliš te manje traže lokalna ili tradicionalna jela.

Ovaj pregledni rad teoretski i praktično doprinosi poznavanju ponašanja konzumu-

to preserve local traditions and dishes. As the principles of Slow Food go against these phenomena, they can create a wide base of conscious consumers and the understanding of them and their needs can open new business opportunities. However, according to the reviewed publications until now this issue has not been analysed.

The academic works divide three main forms of Slow Food purchasing, centered around food market, festival and travel. Farmers' market consumers are typically well-educated, older women who prioritize food safety and freshness. In contrast, younger consumers—while interested in healthy eating and aware of Slow Food principles—are more price-sensitive and favour convenience-oriented solutions, such as supermarkets. Even though the time spent cooking at home is decreasing, older generations still prefer to visit food markets for local, fresh, and safe ingredients. Younger generations seem to be open to a health-conscious diet, but their convenience and price sensitivity hardly support self-made solutions. The festivals, especially the food festivals provide a great marketing opportunity for the regional caterers to impress the older visitors with their authentic and slow meals, although the businesses also have to serve experiences for the young. At festivals, younger participants prioritize taste, service, and entertainment, while older ones are most influenced by the local origin of the food. Slow Food consumption during travel tends to be more important for older individuals, who strive to interact with local producers and engage with regional culture. Slow Food tourists, especially movement members, seek out authentic culinary experiences, including tastings and cooking classes. Meanwhile, younger travellers focus more on price, cleanliness, and natural surroundings, and are less influenced by the presence of local dishes or traditional food practices.

This review contributes both theoretically and practically to the understanding of

menata spore hrane te izazove s kojima se suočavaju poduzeća koja zadovoljavaju ovu potražnju. Glavna poruka rada jest da, iako su potrošači spore hrane sve više zdravstveno okolišno osviješteni, oni traže dostupnost i vrijednost. Ovaj paradoks predstavlja jedinstvenu poslovnu priliku za razvoj inovativnih rješenja, poput predbilježbe na ručak spore hrane, koji bi mogao zadovoljiti te potrebe kombiniranjem pogodnosti s osnovnim vrijednostima spore hrane kao što su autentičnost, održivost i lokalna proizvodnja hrane.

Iz teorijske perspektive, rad proširuje trenutnu literaturu o ponašanju potrošača i izboru hrane integrirajući postojeće teorije poput Teorije planiranog ponašanja, Teorije samoodređenja i Teorije vrijednosti potrošnje. Ovi okviri pružaju sveobuhvatno razumijevanje emocionalnih, društvenih i praktičnih motivacija koje stoje iza konzumacije spore hrane, naglašavajući potrebu da poduzeća stvaraju iskustva koja su u skladu s vrijednostima i preferencijama potrošača. Spomenuti teorijski doprinos postavlja temelje za buduća istraživanja o integraciji praktičnosti i etične proizvodnje hrane u ubrzanom svijetu vođenom praktičnošću.

S menadžerskog stajališta, ovaj rad nudi nekoliko operativnih spoznaja za poduzeća i lokalne proizvođače. Razvoj modela dostave hrane usmjerenog na sporu hranu predstavlja praktično rješenje za zadovoljavanje potražnje za praktičnim, etički proizvedenim i autentičnim obrocima. Ovaj poslovni model ne samo da podržava zdrav način života, već i jača lokalna gospodarstva te doprinosi glavnim ciljevima održivog razvoja. Fokusiranjem na lokalno nabavljene, sezonske sastojke i smanjenjem otpada od hrane, poduzeća mogu privući potrošače koji brinu o zdravlju i one koji žele podržati održive poljoprivredne prakse. Što se tiče budućih istraživačkih mogućnosti, ostaje nekoliko nepokrivenih tema. Trebalo bi provesti istraživanje stavova i spremnosti potrošača na plaćanje gotovih jela temeljenih na sporu hrani, posebno u mlađim i cjenovno osjetljivijim de-

Slow Food consumer behaviour and the challenges faced by businesses catering to this demand. A key takeaway from the study is that while Slow Food consumers are increasingly health-conscious and environmentally aware, they also seek convenience and value. This paradox presents a unique opportunity for businesses to develop innovative solutions, such as the Slow Food lunch subscription model, which could cater to these needs by combining convenience with the core values of Slow Food such as authenticity, sustainability, and local food production.

From a theoretical perspective, the study extends current literature on consumer behaviour and food choice by integrating the existing theories such as the Theory of Planned Behaviour, Self-Determination Theory, and the Theory of Consumption Values. These frameworks provide a comprehensive understanding of the emotional, social, and practical motivations behind Slow Food consumption, emphasizing the need for businesses to create experiences that resonate with consumers' values and preferences. This theoretical contribution lays the groundwork for future research on the integration of convenience and ethical food production in a fast-paced, convenience-driven world.

From a managerial standpoint, the study offers several actionable insights for businesses and local producers. The development of Slow Food focused food delivery model presents a practical solution to meet the demand for convenient, ethically produced, and authentic meals. This business model not only supports a healthy lifestyle but also strengthens local economies and contributes to key SDGs. By focusing on locally sourced, seasonal ingredients and minimizing food waste, businesses can appeal to both health-conscious consumers and those seeking to support sustainable agricultural practices. In terms of future research opportunities, several gaps remain. Research on consumer attitudes and willingness to pay for Slow Food-based convenience food solutions, particularly

mografskim skupinama, kako bi se potvrdio i poboljšao predloženi model. Osim toga, izvedivost implementacije održivosti sustava predbilježbe na sporu hranu u velikim razmjerima zahtijeva daljnje istraživanje s naglaskom na analizu troškova, skalabilnost i integraciju modernih poljoprivrednih tehnologija. Također bi trebalo istražiti i ulogu pružatelja smještaja i njihov interes za ponudu usluga prehrane temeljenih na sporoj hrani, jer bi to moglo proširiti potencijalnu bazu konzumenata za poslovne modele povezane sa sporom hranom.

from younger and more price-sensitive demographics, should be conducted to validate and refine the proposed model. Additionally, the feasibility of implementing Slow Food lunch subscription systems on a large scale needs further investigation, with a focus on cost analysis, scalability, and the integration of modern agricultural technologies. The role of accommodation providers and their interest in offering Slow Food-based food services should also be explored, as this could expand the potential consumer base for Slow Food-related business models.

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