

# **TITTLE OF THE STUDY: THE BASIC PRINCIPLES AND FEATURES OF THE CITTASLOW MOVEMENT IN TOURISM**

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## **Abstract**

*The Cittaslow Movement was established in Italy, in 1999. Since then, the Cittaslow movement has experienced tremendous growth. On the basis of the aforementioned growth, the movement has continued to expand and move outside into other cities. This research will rely entirely on secondary data. This is because, although the Cittaslow Movement is not popular in many countries, there exists extensive literature on this subject. In this paper, the research seeks to provide information pertaining to the principles and goals of the Cittaslow Movement. In addition to that, the research will highlight and discuss ways through which the ideals of the Cittaslow Movement have been implemented in different countries.*

**Key Words:** Cittaslow movement, tourism, slow city