

Chapter 8

Drive Tourism: Cars, Motorcycles and RVs



8.1 Drive Automobile/Car Tourism

Drive tourism is coined interchangeably for self-drive car tourism as well. Indeed, drive tourism is dominated by automobile/car drive tourism. Earlier, Prideaux (2001) noted that the drive tourists travel from the origin point to the destination by car, which can be either owned or rented. Although due to the rising environmental concerns, there are reservations against the promotion of car drive tourism, it is still increasing tremendously. Weston and Davies (2007) noted that in many Western tourist destinations, private car use might dominate despite regulations to limit private automobile use in destinations. The comfort of a car as an independent vehicle, the desire for self-driving, and the mobility freedom enjoyed in multi-destination visits are the prime reasons for drive car tourism. By using cars, independent tourists get the sense of individual achievements since such tourists are empowered with the opportunity to gain feelings of intimacy, escapism, freedom, anonymity, and solitude (Butler & Hannam, 2012). The motivation of escapism can be seen in drive tourism significantly. Ideally, cars allow them to avoid the monotony they undergo in the usual place of work and residence. The intimacy is generated due to the desire to drive and experience the scenery/view along the route, and by involving in touristic activities in the destination.

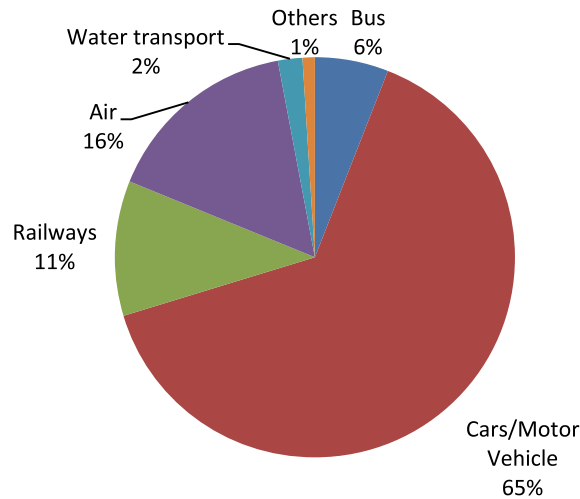
While using car for long drives, and to visit multiple destinations, the role of the car turns manifold. The tourism experience starts in the car, and eventually, the trip becomes as significant as the destination (Yiamjanya, 2016). It becomes a space for relaxation, experiencing the pleasure of travel and outside view, storage of personal belongings, experiencing independence while moving, and the like. A study by Butler and Hannam on independent tourists' use of automobiles in Norway found that "the personal modes of transport were intrinsic features of the journeys undertaken and that they offered alternative sensory experiences in contrast to public transport. Moreover, for many independent tourists, autonomous journeys were considerably more important than the destinations they visited" (Butler & Hannam, 2012: 285). Hannam et al. (2006) opine that vehicles like cars can provide opportunities to attain

Table 8.1 Means of transport for tourism trips made by European Union residents (2015)

Mode of transport used	Outbound and domestic trips (%)	Outbound trips	Car use share. Top 7 countries (%)
Bus	6	6	Slovenia (84)
Cars/Motor Vehicle	65	31	Portugal (80)
Railways	11	4	Czech Republic (79)
Air	16	53	Spain (77)
Water transport	2	5	Bulgaria (75)
Others	1	1	Hungary and France (74)

Source Eurostat, Available online at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20170630-1>

Fig. 8.1 Means of transport for tourism trips made by European Union Residents. Source Eurostat, Available online at <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20170630-1>



unique or more profound experiences via ‘sensescapes’. During self-drive, the tourist can stop and enjoy the scenery as and when they like. The convenience of stopping, starting, and ending the journey makes the car dear to the traveling population. Moreover, the car becomes a private zone for leisure time with groups of familiar persons. (Yiamjanya, 2016). Table 8.1 shows the types of transport modes used by the European Union residents. It is graphically represented in Fig. 8.1 as well.

8.2 Car Tourism Spaces

According to Lisowski (2003), geographical space can be divided into several subtypes, one of which is tourism space. The principal elements of tourism space are the

natural and cultural heritage (tangible and intangible), assuming the form of tourist attractions, drawing visitors to a given destination. Infrastructure facilitates taking advantage of the heritage value and making tourist destinations more attractive.

Car tourism space can be considered a space where the tourists' purpose is to take advantage of tourism assets and products associated with cars, enabling the tourists to learn about the history and the latest models of cars, participate in car events, and enjoy driving experiences. Therefore, a component of the car tourism space is tourism infrastructure. Generally, the car tourism spaces can be classified as cognitive urban tourism spaces (e.g., car museums), as well as activity, special interest (e.g., race tracks), and business-oriented spaces (e.g., car factories or business meeting spaces at visitor centers or car museums), according to the typology presented by Włodarczyk (2009). That is because they are destinations of cognitive trips, active, and qualified tourism (e.g., offering car races and driving experiences), or business trips (e.g., meetings at car factories or car visitor centers).

Car tourism space can be divided into the following subspaces (Cudny, 2018):

- Multifunctional visitor centers: The visitors to these spaces get an opportunity to understand the car manufacturing process, the trade-off of a given manufacturer, the technological and sporting achievements, and the history of a brand or brands. Newly bought cars can be collected straight from the factory. Tourism facilities and services are offered in these spaces, and car companies use them mainly to promote their products.
- Visitor centers: Though these are similar to multifunctional visitor centers, they are smaller centers with limited tourist services.
- Museums and car exhibitions: Rather smaller in size, these spaces include car museums or museums of technology. They may have exhibitions of automotive design and collection of private or corporate cars of one or more brands.
- Race tracks: These consist of race tracks (for sports car competitions) and tracks for mastering driving techniques. Supplementary attractions, like museums, and tourism facilities and services, are also seen as part of tracks often.

Creating brand parks or centers, as well as showrooms, is a strategy often used by different large companies. It is a common modern tool of marketing communication with potential customers. Multifunctional visitor centers entail several attractions and offer car buyers and fans various services. Spaces of this kind provide an opportunity to visit the production line in the factory and see an exhibition of modern and historical models of cars produced by a given manufacturer. The offer is supplemented with commercial, gastronomic, and accommodation services. It is also possible to enjoy so-called driving experiences in many such spaces. This service involves renting a car of a given make, which the user may drive on public roads or in a specially designated area (e.g., off-road) for an allocated time. The activity of multifunctional visitor centers focuses on presenting technology, history, and the current range of models a given manufacturer provides. Centers of this type cover considerable areas, up to several dozen hectares. Because many visitors are tourists, these are examples of tourism spaces performing multiple functions (cognitive, commercial, recreational, and accommodation).

The location of car manufacturing forms the core of this tourism product, and most car tourism spaces have additional tourist attractions and services. Seeing the car production process is a prime attraction for visitors. Many examples, like the Autostadt complex in Wolfsburg (Germany) and the BMW Welt in Munich, can be seen. Porsche Museum and the Lamborghini Museum in Sant'Agata Bolognese (Italy) are some of the popular car museum centers. Tourists can visit the factory sites and museums. Some of the centers offer cultural and entertainment events as well. Different types of recreational facilities are also provided to attract more tourists. Visitors can have a driving experience also from the car tourism spaces. Most of the larger centers provide accommodation services also. Special gastronomic centers and additional attractions for families with children add tourism value to the car tourism centers.

8.3 Consumers and Buying Behavior

Certainly, the motivations of drive tourists primarily revolve around the perceived ability of cars to offer freedom, control, and unpredictability (Lumsdon, 2006). These tourists, as stated in the drive tourism chapter, seek independence and the freedom of traveling, and are interested in seeking new experiences. Driving is the core of their activity, and the experience gets enhanced when the tourist is able to enjoy the scenery and heritage along the route. According to Holyoak et al. (2009), there is a shift in the drive tourism market, from using vehicles for reaching the destination to using the vehicle for enjoyment as part of the trip. According to Taylor and Prideaux (2014), the 4WD drive tourism market consists of 'explorers', who are interested in infrequent and extended trips; 'activity seekers', who prefer to have recreational activities in a significant manner; and 'adventure-thrill seekers' who undertake more frequent and short excursions.

In Fig. 8.2, an example from the past related to cars for tourists is reported.

Along with the desire to drive, tourists anticipate the independence they can enjoy as part of the trip. The tourists can decide the itinerary, and control of the route, drive, visit, and other activities are vested with the tourist. As discussed in the chapter on drive tourism, a range of motivating factors can also be identified in drive car tourism. A drive car tourist may also have more than one or a complex set of motivations behind the decision to go for a drive tour. A study by Taylor and Prideaux (2014) in the 4WD drive tourism sector identified the following main 'push factors' associated with self-drive tourism:

- Psychological: The factors include the scope for 'getting away from it all', self-discovery, socializing, making friends, and facing challenges.
- Thrill-seeking: Seek adventure-based experiences in order to make use of the skills.
- Activity driven: The desire to use the 4WD vehicle to reach locations where favored activities can be undertaken.



Fig. 8.2 Car tourists in front of Old Faithful Inn/Yellowstone National Park (Year 1922) *Source* National Park Service (USA) Historic Photograph Collection/retrieved from <https://commons.wikimedia.org/w/index.php?curid=4867289>

Escaping routine life; leisure; exploration; the desire to drive long routes to visit friends and relatives; testing personal skills, like driving skills; and engaging in adventurous activities, etc., are some of the significant reasons for engaging in drive car tourism. Though they differ from other types of tourism, potential drive car tourists are influenced by both push and pull factors.

The decision-making of drive tourists is influenced by multiple factors. According to Woodside and King (2001), the factors that influence decision-making include the age group, nationality, available days, availability of relatives or friends in the destination, word-of-mouth information, planning type, and the type of vehicle that is used. According to the opinion of Becken and Wilson (2007), attractions, transport, the travel route taken, accommodation, and related infrastructure are the factors that influence the selection with regard to drive car tourism. Some of the demographic factors like age have a significant effect on tourists' decisions, in general. That can be applicable in some cases in drive tourism as well. The 'push factors', like the attractions, the features of the route and the associated facilities, availability of accommodation varieties, and the facilities and services at the destination, may have an influence on drive tourists' decisions and selection of drive car tourists. The vehicle used for travel is also an inducing factor. Their availability of them certainly influences VFR tourists in the destination.

Plans leading to drive tourism by the tourists may have differences. Many tend to be proceeding with their journey without a planned itinerary and specifications in the drive tourism category. A study on 4WD independent tourists by Taylor and Prideaux (2014) found that those tourists, particularly on single-vehicle trips, usually have a

less formal itinerary and give more importance to obtaining desired experiences and undertaking preferred activities as part of the trip. Yiamjanya (2016) also revealed that drive tourists mostly have loose plans, especially with friends. Hyde (2004) identified three distinct categories in the case of planning and decision-making, such as: 'core decisions', 'loose plans', and 'unplanned behaviour'. According to him, a majority had a planned approach, finalized their route in advance as a written 'schedule', and booked their car, accommodation, and attraction tickets online or offline upon confirming their touring route. Another good share of the tourists planned 'loosely', which indicates that they booked the basic transportation or accommodation for the initial few days and roughly planned the destinations that they might visit in advance. Only a few tourists had 'no plans' before traveling, and the plans are finalized after arriving at their destination. On the other hand, in the driving tourism category, as stated in the drive tourism chapter, many plan the places to visit and where to stay while driving along the route. Also, some drive tourists finalize the places to visit and stay as per the information they receive from the host community, etc., after reaching the first destination.

Becken and Wilson (2007) are also of the opinion that the planned itinerary was there with many tourists, and 'word of mouth' and previous experience influenced their decision. The features of the route influence route selection and pre-tour booking tendency for the entire journey is rare, rather booking takes place while en route. Information sources for drive tourists mainly include word of mouth, visitor centers, travel maps, and travel brochures. In the case of senior drive tourism, word of mouth was found to be an important information source for travel (Prideaux et al., 2001). Internet using mobile devices, social media, and technology solutions like GPS and Google Map is used extensively by drive car tourists (Yiamjanya, 2016). In this era of the digital world, eWOM is highly significant. The eWOM platforms can mainly include social media and other online platforms. Social media users primarily interact with people they already know, and the other online platforms take the opinion of anonymous users and consumer review sites, blogs, and shopping websites (Sen & Lerman, 2007).

A study on visitor spending and tourism transport by Downward and Lumsdon (2004) suggests a difference in the pattern of visitor spending between drive car tourists and tourists who use public transport services. The drive car tourists tend to spend higher amounts. Car-borne visitors stay longer in the place visited, which can lead to increased income for the local community. The expenditure level varies according to group size and duration of a day visit (Downward & Lumsdon, 2004). The expenditure pattern is not much different from other types of tourists, as the highest spending is on transportation, followed by accommodation and activities (Hardy, 2006). The trip is the most important activity in the tour; therefore, reaching the destination is a major expenditure item. Along the route, the drive tourist may stop at attractive viewpoints, gas stations/refueling places, toll places, souvenir shopping locations, and the like (Yiamjanya, 2016).

The preference for accommodation is not in classified centers; it can be in different types, including non-serviced accommodation centers. Ward (1987) is of the opinion that the drive tourists go for a variety of accommodation, which can be in private

accommodation, in rented or owned property, hotels, motels, guest houses, and also go for camping and caravanning sites. The time required to travel and the distance to cover, etc., have significance for a drive tourist. The road conditions, signage and information, stop points, and attractiveness of the route greatly influence the tourist experience of drive tourism and the corresponding satisfaction level (Yiamjanya, 2016). Drive car tourism is not accessible to all, and there is a chance of car-related social exclusion. Such a situation can arise when some people “...cannot afford or who do not have access to personal motorised transport and who are thus virtually excluded from these recreational activities and areas” (Hall, 2004: 317).

8.4 Car Rental Market

Car rentals have greatly contributed to the progress of drive car tourism. It offers the freedom of driving a car in any location in the world. The car rental tourism market is a major segment of the international drive tourism market. According to a report, the “Tourism Vehicle Rental Market was valued at USD 57.93 billion in 2020 and is expected to reach USD 58.47 billion by 2026 registering a CAGR of around 8.58% during the forecast period (2021–2026)” (Mordor Intelligence.com). Car rental offers temporary ownership of a car for a specific period of time. The traveler has to make payment for using the car. Drive car tourism could gain prominence in long-haul destinations mainly due to the services of car rental companies. One can book a rental car from anywhere in the world, and as soon as the traveler reaches the destination, the car will be ready for use. The car rental companies attempt to offer comfort, quality of life, freedom of moment, affordability, and low cost of traveling. These firms used to provide economy cars, executive cars, luxury cars, Sport Utility Vehicles (SUVs), and Multi Utility Vehicles (MUVs). More varieties are there, and a list of car offers Avis is given in Table 8.2. The type of cars offered may have some differences from company to company. Oligopoly is a feature in the international car rental market. Enterprise, Dollar, Hertz, Avis, Europcar, Mobility Group, Sixt SE, and Budget are some of the major international car rental firms.

8.5 Drive Car Tourism: Contributing Factors and Advantages

Automobile tourism has been there since the 1920s, and it gained prominence along with the decline in rail travel. The advantages of the car as an independent vehicle to move, experience the journey and the attractions, carrying luggage, and affordability certainly contributed to the evolution of car-based tourism significantly in the history of tourism. According to Hardy and Simic (2006), concerning self-drive tourism, “increased car ownership, retiring baby boomers, the development of larger and

Table 8.2 AVIS car rentals

Types of cars offered and examples of car models)	
COMPACT (Kia Soul or similar)	PREMIUM (Volkswagen Passat or similar)
CONVERTIBLE (Ford Mustang Convertible or similar)	PREMIUM ELITE SUV (GMC Yukon Denali or similar)
ECONOMY (Ford Fiesta or similar)	PREMIUM SUV (Ford Expedition or similar)
FULL-SIZE (Toyota Camry or similar)	SIGNATURE SERIES (Chevrolet Corvette Coupe, Cadillac Escalade, or similar)
FULL-SIZE ELITE SUV ELECTRIC (Kia Niro EV or similar)	STANDARD (Volkswagen Jetta or similar)
FULL-SIZE HYBRID (Toyota Prius Hybrid or similar)	STANDARD ELITE COUPE (Dodge Challenger R/T or similar)
FULL-SIZE PICKUP TRUCK (RAM Rebel or similar)	STANDARD ELITE SUV (Nissan Pathfinder or similar)
FULL-SIZE SUV (Chevrolet Tahoe or similar)	STANDARD RECREATIONAL VEHICLE (Jeep Wrangler 4-Door or similar)
INTERMEDIATE (Toyota Corolla or similar)	STANDARD SUV (Ford Edge or similar)
INTERMEDIATE SUV (Mazda CX-5 or similar)	TANDARD SPORT (Ford Mustang Coupe or similar)
LUXURY (Chrysler 300 or similar)	15-PASSENGER VAN (Chevrolet Express 15-Passenger Van or similar)
LUXURY ELITE ELECTRIC (Tesla Model 3 or similar)	
MIDSIZE PICKUP TRUCK (Toyota Tacoma or similar)	
MINIVAN (Chrysler Voyager or similar)	
PASSENGER VAN (Ford Transit 12-Passenger Van RWD or similar)	

Source www.avis.com, data retrieved from <https://www.avis.com/en/cars/vehicles/us>

more powerful vehicles, and preferences for domestic travel post-September 11th have arguably facilitated the growth of this market". The affordability of car increased remarkably over the years across the world. Car ownership in developing countries too, has increased incredibly.

Tourism in the rural areas is particularly attracting drive tourists mainly due to transportation-related reasons. The availability of public transport and accessibility can be less in rural areas. Moreover, the attractions may be scattered geographically, which is a reason for increased car use in rural areas. In addition to the common advantages of the car as a vehicle for movement in tourism, the following reasons contribute to the increase of drive car tourism in the rural areas.

- Geographically scattered tourism attractions
- Limited public transport options
- Quality concerns related to transporting services
- Lack of diverse transport options
- Fragmentation of the tourism industry
- Lack of investment and financial resources
- Inconsistent demand patterns
- Insufficient policy intervention and incomprehensive planning.

The car gives multiple advantages as a mode of transport for tourism purposes. Those factors certainly add up to the list of reasons for the increase in drive car tourism. According to Hall (2004: 316), "..., the motor car can appear to be one of the cheapest and most convenient and flexible means of gaining ready access to multiple locations over a significant distance in a relatively short time and at a time of the traveller's choosing". Three factors are of highlight here. First, a car is a cheaper mode of transport, particularly in relation to air transport. The convenience of start and stops are certainly advantages. Flexibility in terms of movement, visiting places, and altering itineraries is a significant advantage of cars. The tourist can easily visit multiple destinations on one trip. It is time-saving as well as tourists need not wait for the schedules of transport service providers. Taplin and Qiu (1997) also pointed out the advantage of flexibility in time and itinerary choice in drive car tourism.

For a 'flashpacker', car is an ideal mode of transport. For instance, Kolupaev et al. (2018) argue that the intensive usage of automobile transportation gave way to the rise and wide popularity of the 'flashpacker', which indicates the ease of handling luggage. According to Cambridge Dictionary (dictionary.cambridge.org), a flashpacker is "someone who travels to different places on holiday in a similar way to a backpacker, but has more money to spend on hotels, meals, transport, etc.: A flashpacker is an independent traveller with money to spend". Here, mobility freedom and ease in the handling of luggage are important when a car is used to visit multiple destinations. It is an advantage that cars provide easiness and convenience in experiencing the nuances of the local culture. For short distances, automobile transportation comes forward regarding other modes of transportation. Oter (2007) opines that car-based trip makes it easy to see local culture and nations. It presents great flexibility in contrast to other modes of transportation.

Time and distance contribute to the tourist decisions to use car. If the distance is convenient for a car to drive, the availability of free time contributes greatly to the use of the car. Therefore, for shorter distance journeys, the car is a suitable option for drive-enthusiasts. The car also offers the space for the tourist to plan the trip while driving (Yiamjanya, 2016). Considering the above, the following advantages can be identified as the advantages of drive car tourism.

- The convenience of start and stops
- Relatively (compared to air transport, etc.) more economical
- The flexibility of the itinerary of the visit
- Freedom and independence while traveling
- Ease in visiting multiple destinations
- Time-saving by not waiting for schedules of other modes of transport
- Freedom to choose the route, places to see, etc.
- Freedom in carrying luggage of choice, and the easiness in its handling
- Satisfaction of the desire to driving
- Experience the en route attractions and scenery
- Ideal for short-haul destinations.

The advantages of cars certainly motivate a good share of the population to seek self-drive tourism. For such tourists, car-based drive tourism has the edge over other

modes of transport. For instance, according to Larsen (2001), the differences between trains and cars are following.

- A car is a freedom-enhancing mobility machine.
- The car offers a flexible mobile tourism experience spatially and temporally.
- Cars offer scope for roaming and off-beaten tracks.

Trains have fixed schedules and travel on specific routes only. Cars can be used in more geographical areas, and the schedule of the travel can be fixed by the traveler. Tourists can have continuous sightseeing, enjoy the scenery, and experience driving along a long route. Drive tourism has wider geographic dispersion and generates better socio-economic benefits. The most significant advantage of drive car tourism is the freedom, flexibility, and drive experience compared to coach and rail tourism.

8.6 Disadvantages and Sustainability Concerns

Though car-based tourism is increasing reasonably, there are disadvantages and sustainability concerns. According to Hall (2004: 315), “The relationship between leisure and the motor car is axiomatic and problematic. The motor car literally provides the vehicle for more and different recreation and tourism activities while causing likely irrevocable local and global damage in the process. This paradox is articulated in the fact that road transport and specifically the motor car, is the least suitable form of transport in terms of its impact on the natural and built environment and social equity” (Hall, 2004: 315). Automobile disadvantages include an increased rate of accidents, relatively higher pollution level per passenger, causes of traffic congestion, etc. Road congestion is a major issue due to excessive automobile tourism in some destinations. Congestion causes inconvenience for not only the tourists but also the local people. The parking issue is another important concern. More land use is needed for parking which is also against the environmental conservation principles. Furthermore, infrastructure for car tourism leads to visual pollution as well. There are many attempts to restrain car-based tourism in destinations considering the unsustainable features of automobile tourism. Rodrigue et al. (2006) argued that the car is a highly flexible and ubiquitous mode of transportation, the major constraints such as low capacity and high levels of space and energy consumption create issues. While public transport forms like bus and train are more limited in spatial coverage and enable movements of people in large numbers, they are more ideal for destinations that aim at sustainable tourism development. Dickinson et al. (2004) suggest the following anti-sustainability aspects of car tourism for many rural areas:

- Congestion at key sites (honey pots).
- Pollution in small towns and villages where congestion occurs.
- Aesthetic pollution from unsightly car parking provisions in beautiful locations.
- Land consumption to car parking and associated infrastructure.
- Damage to the environment for parking, etc.

- The impacts and challenges for the local community in the wake of a sudden influx of tourists are difficult to manage, control, or restrict.

8.7 Motorcycle Tourism

Motorcycle tourism, a form of recreational activity, is an interesting segment of drive tourism. The urge to ride a motorcycle has been there for long and the combination of both resulted in the rise of motorcycling tourism. It is often referred to as Niche tourism, in which the participants have a strong desire and motivation to drive through routes of varied kinds (Frash Jr. & Blose, 2019). It is one of the most economical forms of tourism as the transportation cost, which is a major share of the overall expenditure by a tourist, is much lower than many other forms of tourism. The ride on a motorcycle, with a roaring sound, the road with landscapes and sceneries along, and the romance with nature's features make motorcycle tourism memorable. The trip through the routes is most enticing, and the tourist also seeks to experience attractions, stay, and interact with the host community. Motorcycling tourism to the countryside and other rural areas is more prominent. This tourism category now involves more recreational activities other than the recreational drive. Motorcycle tourists can move to countries, small towns, wild fields, aboriginal areas, and national parks. Moreover, it can combine with different types of recreations, camping, and fishing and be attracted by the image of freedom (Wu, et al., 2019).

The tourists in this category are highly involved consumers with a significant commitment that can span a lifetime (Frash Jr. & Blose, 2019). According to Ramoa et al. (2020), the motorcycle offers an experience as exciting as the destination, by which the journey can be considered a destination on the move. Certainly, motorcycle tourism has more socio-economic significance, and the interaction between tourists and the local community is more compared to automobile, coach, or rail tourism. Sykes and Kelly argue that majority of motorcycling tourists' have "... respect for people and place, mutual reciprocity, and that relationship evolves to place, people, loyalty and repeat visitation, based on memories of past interactions with people at that place" (2014: 96). Frash Jr. et al. (2018), as part of a study on motorcycling tourism, revealed that motorcycle tourists prefer ride through enjoyable routes instead of the destination visited and scenery, safety, and interesting stop points are critical in the selecting the route. Lodging facilities that are either very near food service outlets or provide food and beverage on-site are preferred.

Motorcycling tourism is more adventurous as well. Walker (2010) is of the opinion that motorcycling tourists require a more enhanced skill set and can be dangerous too. The severity of risk factors increases with the nature of the route. Some roads are more dangerous, and road conditions are also important for the tourist to experience the ride and remain safe. On the other hand, the nature of the route adds to the experience. For instance, Cater (2017) indicated that for motorcycle tourism, it is ideal to have good condition winding roads, scenic stopping points, parking, and places to meet other bikers; accommodation necessitates secure parking and proximity to restaurants, be

easy to find and helpful hosts. A good motorcycle tourism experience shall remain a memorable experience, especially when the ride is exciting in terms of the nature of the road and the landscape around. According to Broughton (2008), a motorcycle tourist expects a 'challenge-based enjoyment', which, in turn, can lead to a state of euphoria. In addition to good road conditions and an enticing route, good weather conditions are also imminent for a memorable tourism experience.

Concerning the motivation for travel, though motorcycle tourists have a personal and an interpersonal social component in their motivation, personal escape from daily life is more significant than interpersonal-escape items. Moreover, they experience the state of flow while riding, and such tourists mostly have the composite explorer image (Frash Jr et al., 2018). The study by Ramoa et al. (2021) reveals that motorcycle tourists decided the drive tourism based on the factors linked to their experience of pleasure and freedom to travel. The emotional aspect has the highest significance in motorcycle tourism. In general, the factors of more significance include the possibility of experiencing new cultures, mental relaxation, search for adventure, the possibility of making new friends, the chance to visit, travel economically, etc. In adventure motorcycling, engaging with nature, the quest for adrenaline-rush activities, enjoying friendship through sharing activities, and the fulfillment by overcoming challenges to reach difficult goals are the prime motivations (Austen-Smith & Banks, 2000). Therefore, motorcycle tourists, in general, have both mental and physical urges, along with socio-economic reasons to take part in travel. Boundaries, negative perceptions, and a lack of understanding of travel behavior are some barriers for bike tourists (Sykes & Kelly, 2016). Safety issues, adverse climate/weather conditions, poor road conditions, lack of facilities and service en route, etc., can deter Motorcycle tourism.

8.8 Self-Drive RV Tourism

Although self-drive RV tourism has been there for several decades, it is in vogue, especially since the social media influence on travel decision-making has become significant. The interest in RV tourism is mainly due to the desire for drive tourism along with the stay in the vehicle, which makes it more convenient for those interested groups of travelers. International Trade Administration report (ITA, 2016: 15) conceptualizes a Recreation Vehicle (RV) as "a temporary living quarter for travel, recreation, camping, and seasonal use. RVs may have their own motor power (motorhomes), be mounted (truck campers), or be towed by another vehicle (travel trailers, fifth wheel trailers, folding camping trailers). Sports utility RVs, which contain a built-in garage for hauling cycles, ATVs, or sports equipment, are available in both motorhomes and towable RVs". In RV tourism, a subset of self-drive tourism, travelers take a camper trailer, van conversion, fifth-wheel, slide-on camper, caravan, or motorhome on a trip with them and use the vehicle for accommodation (Hardy & Gretzel, 2011). The use of the vehicle for accommodation makes it distinct from other forms of drive tourism. The following vehicles are used in RV tourism.



Fig. 8.3 Motorhome park in Pont-à-Mousson (France). *Courtesy* Wikipedia Commons

- Caravan
- Pop-top caravan
- Camper trailer
- Tent trailer
- Travel Trailer
- Fold-Down Camping Trailer
- Van conversion
- Motorhome
- Campervan
- Slide-on camper
- Truck camper
- Chopped Van (Chassis Mount)
- Fifth wheeler.

Figure 8.3 shows an example of caravans.

RV tours are longer in nature, and the tourists are motivated by the desire to be free from constraints such as time schedules and the need for advance reservations (Hardy & Gretzel, 2010). The prime focus of RV tourism has been to experience freedom and warmer climates and to enjoy flexibility in terms of travel style (Viallon, 2012). RV tourists have been identified as older people for a long time, but the recent trends tell about the hike in youngsters as well into the realm of RV tourism (Wu, 2015). According to Viallon (2012), senior RV tourists' prime motivations include connecting with landscapes and relaxing in novel and comfortable settings (Viallon, 2012). On the other hand, Hardy and Gretzel (2011) identified seeking freedom, searching for warmer climates, and the flexibility of the travel style as the prime travel motivators. Wu and Pierce (2014) surface several push factors in RV tourism which include novelty seeking; enthusiasm to be in a foreign world; romance; self-development (learning through travel); ego-enhancement; self-incentives (e.g., long-haul trip every year); relaxation/escape; relationships; and special interests. The pull factors consist of the flexibility of RVs, drive tourism-specific attractions in the destinations; friendly hosts and the scope for interactions with locals and

indigenous culture; and private RV-home away from home and western travel styles (Wu, & Pierce, 2014).

In the case of international RV tourism, there can be safety concerns and constraints, like the safety concerns identified by Wu (2015) in a study on Chinese outbound RV tourists to Australia, and they are related to the unfamiliar vehicle, unfamiliar roads, unfamiliar driving rules, unfamiliar accommodation systems, and personal factors. With regard to the demand, RV tourism is dominated by senior tourists (Wu & Pearce, 2016). Within the senior segment of RV tourism different subgroups can be seen, like ‘full-timers’, and the others who spend the shorter duration in the destination visited. International and domestic tourists are also there. Planners, who have a planned schedule of movement, and non-planners, are also there. The travel is more to interior regions. RV camps are also a major trend in RV tourism.

8.9 Conclusion

Drive tourism sector is not limited to cars; rather, it consists of using other vehicles like motorcycles, RVs, etc. Still, car-based tourism is dominating self-drive tourism. The route and the vehicle used are highly important in drive tourism. There are multiple reasons for the growth of self-drive tourism: including the vehicle used as a space for relaxation, experiencing the pleasure of travel and outside view, storage of personal belongings, experiencing independence while moving, and the like. The convenience of stopping, starting, and ending the journey, along with the role of the vehicle as a private zone, is significant in leisure tourism. The use of rental cars is also increasing. Motorcycle tourism is more adventurous and one of the most economical forms of tourism. RV tourism has been there for several decades, and the use of the vehicle for accommodation makes it distinct from other forms of drive tourism. Different types of vehicles are used, like a caravan, camper trailer, tent trailer, motorhome, and campervan. The autonomy in the travel and the advantages make drive tourism popular among ‘allocentric tourists’, particularly.

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