

Chapter 7

Drive Tourism



7.1 Introduction

Travel has been a euphoric recreational activity of people for centuries. When it takes place with the freedom of movement, its experience is greatly enhanced. Some people prefer to enjoy the experience of movement by driving a vehicle to visit places and this preference has led to the rise of Drive Tourism, often used interchangeably with the term self-drive tourism. As the name indicates, drive tourism encompasses travel by tourists who essentially drive along a touristic route to a destination or multiple destinations with the purpose of visit. The vehicle used for travel can be any motorized vehicle with the mainly user vehicles being a car, motorcycle, or different types of RVs. Drive tourism has been growing and is poised for further growth as the ownership and usage of automobiles are increasing remarkably. Even the emerging markets and developing countries in the world are recording exponential growth in the automobile sector, and all that directly or indirectly facilitates the development of drive tourism significantly. Self-drive tourism has been considered one of the most important market segments for decades. The concept of driving tourism evolved from the 1920s to 1930s Sunday Drive in the United States (Arlt, 2013). The rise in private automobile ownership after the Second World War also contributed to the rise of self-drive tourism as a popular tourism activity (Prideaux & Carson, 2011). Drive tourism is currently a major market segment in tourism, and it is an effective form of leisure travel in developed countries (Yi et al., 2013). For instance, in the USA, the self-drive market is one of the largest tourism markets (Shani & Uriely, 2012).

7.2 Drive Tourism

Drive tourism, also known as self-drive tourism, is gaining popularity. The COVID-19 pandemic, the worst crisis in the history of tourism, substantially drove down tourism growth in the wake of COVID-19 protocols, like social distancing. The domestic tourism sector is increasingly witnessing the progress of drive tourism to the next level. Driving is an enthralling recreational activity for a good share of the population with a high travel propensity. The blend of desire in driving with leisure propensity leads to drive tourism. Though the motivations behind drive tourism are diverse, it is noted that the desire to capture a sense of liberty or independence is common among those involved in drive tourism (Hardy, 2003). Drive tourism represents the use of a road-based vehicle to reach destination/s while enjoying the desire to drive along a specific route of some touristic significance. The drive is a prime recreational activity. It's about the "use of private or rented automobiles for leisure and pleasure purposes, not for commuting or errands" (Yang, 2019).

'Driving for pleasure' has been a recreational activity (Moss & McPhee, 2006) for a long time, and certain destinations arrange specific routes to attract self-drive tourists. Olsen (2002) describes drive tourism as travelling away from the usual place of residence for at least a night, on holidays, or visiting friends and relatives on their own, with a rented or borrowed vehicle as the primary mode of transport. A similar concept is given prominence by Business Queensland as it says that "Queensland's drive tourism market consists of visitors who travel for leisure and use a vehicle to reach their destination. This includes both day trips and overnight trips to 1 or more destinations" (Business Queensland—www.business.qld.gov.au).

Earlier, the term drive tourism was used to represent the use of cars/automobiles for leisure purposes. For instance, drive tourism was conceptualized as 'tourism that centers on travelling from an origin point to a destination by a car that is either privately owned or rented, and engaging in tourism-related activities during the journey' (Prideaux et al., 2001: 210). But, drive tourism includes not only the use of cars/automobiles but other motorized vehicles that are also considered in the realm of drive tourism. For instance, Carson and Schmallegger, (2011) argue that a significant shift in the global self-drive market is associated with the change of car as a form of least-cost transport toward the use of a variety of self-driven vehicles that can enhance the tourism experience. Also, Prideaux and Carson (2011: 3) opine that drive tourism is "travel by any form of mechanically powered, passenger-carrying road transport". Though such a remark exists, every kind of passenger choosing road transport modes is not included in drive tourism. Sykes and Kelly (2016) make it a point that drive tourism excludes coaches and bicycles. Therefore, the vehicles in drive tourism include cars and motorcycles/bikes primarily. However, a few other forms of road transport vehicles based on drive tourism can also be seen in drive tourism literature. Figure 7.1 reports a tourist car in Akagera (Rwanda).

Drive tourists may travel hundreds of kilometers at length, and the duration of these trips can vary from short breaks to months (McHugh & Mings, 1992). There is no specificity regarding the distance to travel to be a drive tourist. Also, the minimum or



Fig. 7.1 A Tourist car in Akagera National Park (Rwanda) *Courtesy Alex shema/Wikimedia Commons*

maximum length of the holidaying period is not specified, except for the conditions specified in the definition of tourism. Although drive tourism is a global activity, it is more predominant among domestic tourism, and according to Hennessey et al. (2008), self-drive tourism may have a share of up to 85% of domestic person-trips. As drive tourism is essentially a leisure activity, business tourism does not come under the purview of drive tourism. Moreover, bus or coach tourism or group package tourism is not part of drive tourism.

7.3 Drive Tourism Features

Drive tourism is unique, especially since it involves a desire to drive, which is a major element of that tourism segment. Other forms of tourism may not have this aspect, and that makes drive tourism distinct from the other forms of tourism. Also, it has been noted that drive tourists' journey is to a particular destination or to multiple destinations and return is to the origin point after the completion of the visit. The high level of flexibility and the desire to drive makes the drive tourists alter the anticipated itinerary and visit multiple locations. The same opinion is given by Shih (2006), who says that drive tourism is featured with its nature of multiple destinations, especially since self-driving tourists create their own itineraries to move. This liberty of movement is another exciting feature of drive tourism, which cannot be seen in packaged forms of tourism. Also, Prideaux and Carson (2003) make further clarification on this aspect of drive tourism by highlighting the following specialties of drive tourism:

- Drive tourism gives the tourists a kind of individuality of their own and is devoid of rigidity compared to the conformity of a package holiday.
- The tourists have the freedom to make and change their itinerary.
- It may or may not be confined by location, activity selection, or timetables.
- Drive tourists possess a greater selection of localities.
- Drive tourists can decide on the time allocated to specific activities and select and substitute attractions.

The above specifies the liberty and independence of drive tourists to choose their own itinerary and to make modifications as and when they feel so. Butler and Hannam's (2012) opinion on the nature of drive tourism that cars, motorcycles, and bicycles created the platforms for highly fluid, boundless, and nomadic travels via the notion of automobility reiterate the nature of liberty and independence that the drive tourists can enjoy. Moreover, the duration of the visit and the time that can be spent on each touristic activity can be decided by the tourists themselves. In a study by He et al. (2010) on self-driving tourism in the city of Kunming (China), the following features are identified in the case of self-drive tourism:

- The main purpose of self-driving tourism is recreation and self-driving trips on weekends are more common.
- The majority of the self-driving tourists may travel on an average of 300-500 km around the city.
- Individual values and lifestyles influence buying decisions of self-drive tourists.
- Self-drive tourists are discouraged by issues associated with traffic, safety, and lack of sufficient information.
- The main market segment consists of young or middle-aged with income above the intermediate level of all sorts of occupations.

While recreation is at the heart of drive tourism, the availability of free time can be a major determinant. Weekend travels are more, with the intention to refresh him/herself, and desire/passion can be the mainstay in the decision. While personal interest is the prime factor, lifestyle can be a major determinant that can shape drive tourism greatly. The involvement of the tourism industry is less in this as tourism intermediaries have a lesser role in the journey of drive tourists. Moreover, the accommodation preferences vary widely, and some may not opt for classified hospitality units. Instead, they may prefer to stay in non-serviced or small-scale accommodation centers. Though drive tourism is a popular form of tourism, there are risk factors, and safety is noted as a deterrent to drive tourism. Furthermore, the growing concern about climate change and global warming imposes the tourism developers to make restrictions to drive tourism. As a consequence, drive tourism most certainly has many environmental problems that are later introduced in this chapter.

7.4 Types of Drive Tourism

Though drive tourism has been conceptualized as a form of tourism having self-driving of automobiles/cars, which form the core of the tourism experience, an evolution took place, and the corresponding dynamism emerged, resulting in multiple forms of drive tourism at the national as well as international levels. Prideaux (2001), who contributed significantly to the literature on drive tourism, also opined that there are several types of Drive tourism in the global market. In one of the articles, it is mentioned that there are two prominent categories of self-drive tourism segments as self-drive vacation market and the visiting friends and relatives (VFR) drive market (Prideaux & Carson, 2003). Enjoying a vacation with a self-drive option is indeed a major form, and it is popular among drive tourism enthusiasts. VFR is also a listed tourism category; when it is self-drive, it can be more recreational for many. They also stated that drive tourism could be categorized using different factors as follows (Prideaux & Carson, 2003).

- The activities engaged by tourists
- The nature of the itinerary (structured or unstructured) followed
- The type of vehicle used
- Type of accommodation used
- Duration of the holiday and the length of journey
- Type of attractions visited
- The age group of tourists.

Based on the vehicles used, drive tourism can essentially have car/automobile drive tourism, four-wheeled (4WD) drive tourism, motorcycle drive tourism, and recreational vehicle (RV) drive tourism. Special interest drive tourists can also be seen depending upon the nature of the desire for the visit. Organized drive tourists can have a structured itinerary and visit places as per the pre-set plans. Loosely organized drive tourists are more in number, and unorganized drive tourists have the possibility of being there in significant quantity. Based on the route and the remoteness of the visiting location, conventional drive routes and off-beat routes for tourists can be found. Some prefer off-beat destinations and have a ride through scenic/strange routes. Based on the accommodation preferences, self-drive tourists are classified as (Hardy, 2006):

- Dedicated tenters
- Convenience tenters
- B&Bers
- Dedicated hoteliers
- Large scale RVers
- Smaller scale RVers.

Domestic drive tourism and overseas drive tourism can also be seen. Those who travel for the purpose of visiting friends and relatives are referred to as self-drive

VFR (SDV-FR) tourists, and those who may prefer commercial lodging establishments can be categorized as (SDV-lodging) tourists (Yi et al., 2013). Considering the duration of the journey, there are short break drives (1–3 nights), short tours (4 to 7 nights), big tours (8–21 nights), and grand tours (more than 21 days) tourism varieties (Tourism Queensland-reported in Yi et al., 2013). Another way of segmenting self-drive tourism markets is based on the accommodation used, such as the self-drive vacation staying at commercial lodging facilities (SDV-lodging) and the self-drive holiday staying at a friend's or relative's accommodation (SDV-FR) (Yi et al., 2013).

7.5 Advantages of Drive Tourism

Having the freedom to move, drive tourism gives immense flexibility in the pattern and schedule of visits. The itinerary can be altered according to the emerging circumstances or interests. Some tourists make changes in the visit plan after gathering information from the local people in the places visited. Depending upon the availability of time, etc., drive tourists can extend their stay in one place or move to another location and stay over there. Drive tourism is featured with 'freedom of mobility' (Sager, 2006), and that is an attraction for many travel enthusiasts. Drive tourism promotes a 'dynamic culture of individualism' while travelling (Jacobsen, 2004: 7). According to Larsen (2001: 81), in addition to the role of transporting tourists, vehicles also act as machines for 'mobile sightseeing' and play a role in the tourist experience. Drive tourism is more prevalent in developed regions as the car ownership rate is higher. The overall pace of the journey can also be decided by the tourist.

'Slow tourism' is often linked to drive tourism also, as self-driven slow tourism is gaining more importance. Slow tourism is more beneficial for the local society as the tourists stay longer and spend more on local products and services. Tourists can also use rented vehicles, and the affordability and access to rental cars have increased remarkably over the last few decades. Car rentals are nowadays a common practice, usually focusing on cities. Tourists can also hire cars after flying to a city or tourist destination. Having route as a critical determinant of drive tourism, the socio-economic benefits of drive tourism can be there along the route as well, which helps in the better geographic distribution of economic benefits. Moreover, having the tendency of accommodation in non-classified centers, the benefits for the local community can be more. Mostly, non-serviced accommodation establishments are small and medium establishments that have significant local ownership. According to Business Queensland (2022), drive tourism generates a number of benefits to the local economy, including:

- Increased profits
- Employment growth
- Opportunities for new business start-up
- More demand for new products and services
- Opportunities for business collaboration
- Addressing skills shortages by tapping into the skills of temporary visitors.

In addition to the flexibility, independence, and better socio-economic benefits, drive tourism is also more affordable to people compared to other forms of tourism that need expensive transportation. Using non-expensive transport modes can help the tourists make the trip more cost-effective and spend more on various products and services available in the destination market. A single trip can benefit multiple destinations as drive tourism is featured with visits to multiple destinations by the tourists. Having a vehicle to move throughout the journey, drive tourists can easily carry the luggage and equipment needed for other recreational activities in the destinations being visited. Prideaux and McClymont (2007) are of the view that time and place barriers are limited for drive tourists, and they can carry much of their own equipment and necessities and have the opportunity to enjoy camping, adventure, photography, and picnics well. This is an advantage for drive tourists, especially those using cars and RVs.

7.6 Significance of Route in Drive Tourism

The route is a key component of drive tourism. The driving experience is critical in the drive tourism experience, and the route the tourist drives in is key in ensuring a good driving experience. Jacobsen (2001) argues that the tour route can be considered as something that can give a wanderlust experience while travelling. The tourist movement makes some transport routes increasingly significant. For instance, as Kolupaev et al. (2018) pointed out, several tourist routes are based on transport routes, like in case of London to Paris, Paris to Istanbul, Moscow to Beijing, and London to New York. In the context of drive tourism, destinations should focus on “...identifiable routes on roads that are promoted by organizations using maps, signs, brochures or audio material, which may be linear or circular, and pass or provide access to key attributes of the area...[which].. vary in length, configuration, route quality and environmental context” (Hardy et al., 2005: 6). This indicates the elements that are inevitable along with the route. Signboards and other information that can assist a tourist while driving are essential on routes. Local businesses that can facilitate tourism by providing various products and services to the driving tourists as per their needs and interests are also to be there beside the routes.

Routes to destinations do not just play a role in linking the destination with the rest of the world; its worthiness is connected to the experience of driving, the esthetic value, facilities, and tourist focussed businesses along the route, etc. Denstadli and Jacobsen (2011: 781) are of the view that “while destinations habitually have been understood as places to travel to and stay in, tourism routes are areas that people travel through, even though a proportion of the travellers might choose to stay for a night or more along the route”. Long routes certainly need options for stay as well. A drive tourist shall choose a destination not only considering the features and attractions of the destination; a route also turns out to be a major influence factor. It is ideal to have good environmental conditions along with road conditions suitable for long

journeys. The landscape and the continuous scenery add value to the route. Socio-cultural features present throughout the route can also enhance the attractiveness depending upon the degree of uniqueness. The route becomes more attractive when the uniqueness of the route is there. Some of the destinations arrange themed routes which can be attractive for the drive tourists.

There is a scope for the destinations to develop drive tourism roads into themed touring routes (Shih, 2006). Themed routes with a focus on adventure, culture, heritage, wildlife/forest, valleys, mountains, etc. can be there. "Tourism themed routes are a mix of marketing and development initiatives that create corridor-style drive experiences for the drive market" (Olsen, 2003: 334). According to Sivijis (2003), developing themed routes can enable the destination to: increase the number of tourists and the tourist expenditure along the routes; maximize driver confidence to use alternative routes and improve road efficiency and safety; and raise awareness among road travellers on the heritage and cultural assets that are there along such corridors. The national or state routes can also be converted into theme routes with a focus on tourism. Routes of local, cultural, social, or environmental significance can also be made use of in the parlance of tourism. According to Olsen (2003), such routes should be more than routes with signages along the road to promote among tourists, and "...they should be part of an integrated visitor information network which starts with maps and brochures, flows through road signage and interpretation to attractions and experiences on the ground" (p. 335).

7.7 Determinants of Drive Tourism

Unlike other forms of tourism, the route through which the tourists access the destination has much more significance in drive tourism. The route and its quality are the prime determinants of drive tourism. In addition to being a driving factor, the nature, and quality of the route and its conditions can lead to route loyalty as well. The scenic attractions along the route are critical in attracting more tourists to have a drive. Theme-based routes can be something that can enhance the attractiveness of the destinations. In addition to having a route in good condition, roadside facilities and services are important, particularly since the route is long by hundreds of kilometers. According to Denstadli and Jacobsen (2011), roadside amenities are vital in achieving overall satisfaction and loyalty among motor tourists. Moreover, according to Qiu et al. (2018), appropriate superstructure, like accommodation and vehicle repair centers, can contribute to creating memorable self-drive tourism experiences.

Route decision by tourists is dependent not only on the connected and convenient roads among destinations but also on the complementarity of available resources and attractions (Shih, 2006). Thus, it can be stated that the route, along with the roadside facilities, services, scenic view, information provisions, signage, tourist attractions along the route, etc. constitute a critical determinant in the attractiveness of drive tourism. According to a study by Qiu et al. (2018), the primary attributes of drive tourism are summarized under two factors: 'driving conditions' and 'destination

characteristics'. The former consists of the tangible and intangible aspects associated with driving convenience and pleasure, with traffic safety and sufficient parking being some of them. The tourism-related superstructure and services provided by the destinations of a driving tour, like accommodation scenario, variety of activities, and hospitality of the host population, constitute major factors linked to 'destination characteristics'.

Safety and security conditions constitute another significant determinant of drive tourism. The possibility of car and motorcycle accidents are more than that of coach and rail services. Moreover, destinations need to ensure necessary arrangements for ensuring safe drive and to offer security to the tourists and the industry. The destinations should have diverse tourist attractions and scope for activities as well. As drive tourists prefer to consume indigenous products and services, the destination has to ensure small and medium establishments that offer various products to the tourists. Cost and price of products are also determining factors. Environmental quality, cultural varieties, attractions' uniqueness, etc. act as determinants with varying rates of significance. Distance to cover and overall attractiveness of the destination/s too have considerable influence in the selection of drive tourism. Reliable and responsive services, the hospitality and friendliness of the host society, and the positive attitude of the local people too contribute to the attractiveness of the destination. Ensuring traffic regulations en route is critical for a safe and enjoyable ride. All the tourism demand-related determinants, like the economic, social, demographic, and technological factors too, act as determinants of drive tourism demand.

7.8 Drive Tourism Supply

Drive tourism supply side consists of a wide range of organizations that are geographically spread across a wider region (into the route as well). Businesses of varied kinds function at different locations to cater to the requirements of the visiting tourists. The stakeholders of drive tourism usually include almost all the stakeholders of other forms of tourism. Yet, some stakeholders specific to drive tourism may include drive tourism maps, automobile associations, and accommodation targeting the drive tourists (Scott, 2002). Drive tourism infrastructure consists of not only the road and vehicle stations, it may also include service areas, information centers, sign-posting, caravan sites, culture and heritage attractions, museums, hotels, restaurants, and the similar. Road infrastructure, tourism attractions, and lodging facilities are essential elements in the drive tourism of a destination (Pennington-Gray, 2003). The following are the essential elements of drive tourism.

- Route with good road conditions to travel.
- Necessary infrastructure and superstructure along the route and in the destination.
- Accommodation units along the route and within the destination.
- Roadside services, refreshment centers, and retails.

- Sufficient amount of parking facilities
- Information provision through dedicated centers, signage, brochures, and digital sources.
- Attractions en route and in the destination
- Facilities for vehicle repair/maintenance.
- Refueling facilities/services
- Traffic regulatory services

7.9 Drive Tourism Demand and Motivation

Though drive tourism is eventually a result of the interest in self-drive through a route and engages in tourism activities in one or more destinations, the consumers in drive tourism cannot be considered homogenous. Olsen (2003) makes it a point that drive tourism market is a heterogeneous market as multiple groups of consumers can be categorized into different market segments based on different bases. Drive tourism is dominated by the domestic sector. Domestic tourists have increased affordability and convenience to drive to destinations. In the domestic sector, a study by Prideaux (2011) among the senior tourists revealed that approximately 62% used cars, and only 25% depended on public transportation. Therefore, car users are dominating the drive tourism sector. In some regions, like in Australia, a good majority of drive tourism travellers use 4WD vehicles (Taylor & Prideaux, 2014). Adults of all age involve in drive tourism, yet those just above the middle age and above dominate in the sector. According to Tourism and Events Queensland—wayfound (2017), the consumers of drive tourism have the following features.

- Seek independence and the freedom to explore and experience new places
- Seek to experience the scenery and the natural environment
- Usually travel with unstructured itinerary—their plans change on route
- The recommendations of locals or other travellers influence the decisions on places and attractions to visit.

As stated before, the desire to experience freedom and enjoy independence is at the core of drive tourism as drive tourists are usually involved in driving by this intense desire. While enjoying the freedom of movement, the drive tourists also aim to experience the features of new places. Landscape, besides the route to the destinations, always enthuses the drive tourists, and they seek to experience the scenery while driving. Scenic byways are considered a hybrid of scenic destinations. Travel routes are indeed significant in self-drive tourism and motivate tourists to choose those routes and the connected destinations. (Qiu et al., 2018). In the case of theme routes, the desire for scenery connected to that particular theme would be of interest to the drive tourists.

A study by Denstadli and Jacobsen (2011: 787) points out that “...motor tourists pursue two main types of motivation when taking such tourism routes: (i) the desire

for observing attractive sceneries, and (ii) the desire for taking part in specific non-sightseeing activities along the route”. This reiterates the interest of drive tourists in the scenery along the route to the destinations, and the desire to experience has undoubtedly played the role of a major determinant in the drive tourist motivation. Drive for pleasure has been the motivating factor since the beginning of self-drive tourism (Hallo & Manning, 2009). According to Yang (2019), there are many internal and external motivations that prompt people to choose the self-drive trip. Internal motivations impact the type of tourism activities, and the ‘push’ factors urge the tourists to select the types of tourism activity they want. The external elements, like distance, road conditions, outdoor activities, and accommodation, motivate them to plan their tour and itinerary. For the self-drive VFR tourists, the primary motivation is meeting friends and relatives, and therefore, external factors have less influence on their decisions/behaviors (Yi et al., 2013).

Exploring the remoteness and adventurous ride through desert tracks, searching and capturing the feel of nature, testing the capabilities of the vehicle, and the skill of driving through difficult terrains (Explorer type of consumers) are found to be the significant motivational factors in the 4WD drive tourism into the forests (Taylor & Prideaux, 2008). In the explorer category, Schmallegger (2007) identified experiencing the vibes of nature, experiencing a sense of isolation and something different from the usual environment, and the urge to learn the nuances of the visiting place as the major high-level motivations. Some of the general motivations of self-drive tourism include a short break to escape from boredom, work-related stress reliever, escape from the place of residence and work, and experience nature or something different (Yiamjanya, 2016). Based on the above discussion, the following motivations can be the major motivations.

- Experience freedom and enjoy the independence
- The desire for a long drive
- Drive for pleasure and relaxation
- Drive to test the personal driving skills and capabilities of the vehicle
- Escape the mundane environment
- Being away from the home environment
- Experience the scenery and landscape
- Seek the socio-geographic features of other locations
- Engage in diverse activities
- Visit friends and relatives
- Experience the isolation by engaging in self-driving, etc.

While some self-driving tourists stop at a different location per their need, others make origin to destination journeys with short breaks in between. Some others may make the entire trip on each side of the tour without a stop between the origin and destination or while returning (Olsen, 2002). Tourism Queensland and BDA Marketing Planning (reported in Yi et al., 2013) classified drive markets into four based on the duration of stay, and accordingly, short break, short tour, big tour, and grand tour categories can be seen. Another way of segmenting self-drive tourism markets is based on the accommodation used, such as the self-drive vacation staying

at commercial lodging facilities (SDV-lodging) and the self-drive vacation staying at a friend's or relative's accommodation (SDV-FR) (Yi et al., 2013). Vehicle-based segmentation is also possible, which is already discussed earlier.

7.10 Drive Tourism Decision and Satisfaction

Drive tourist decision-making also has some differences. Concerning drive tourism, one of the primary intentions of the travel is the drive through the route and, therefore, the factors associated with the route, drive, distance, etc. would also have an influence on travel decisions. Availability of time, distance to travel, travel costs, number of places that can be visited, etc. influence the buying behavior of drive tourists. Attractions en route, facilities and services available along the route, distance and road conditions, attractions and activities in the destination, safety and security, travel cost, etc. strongly influence a trip by a drive tourist. Tourist satisfaction has much to do with the pre-perception and actual services received during the visit based on the assessment of various tourism attributes (Qiu et al., 2018). Moreover, for self-drive tourism, overall satisfaction is not easy to pinpoint because it can be determined by internal factors (e.g., tourist experience and perceived attractiveness) influenced by many separate destinations and external factors (e.g., traffic condition and local climate) that are beyond the control of service providers.

In a study by Wu et al. (2018), the factors that influence Chinese self-drive tourists' satisfaction in overseas travel experiences include the scenery, road facilities, travel-related facilities, connection services, on-site activities, local community hospitality, weather, air quality, and costs. Similarly, the study by Denstadli and Jacobsen (2011: 780) also specifies the significance of route-related factors in tourist satisfaction and the finding is as follows: "... roadside facilities play a crucial role in achieving overall satisfaction and loyalty among motor tourists, and that route managers should improve the quality of these and related infrastructure facilities and services.it is important to consider the motorists' desire to experience beautiful sceneries to increase overall route satisfaction". The superstructure in the destinations does also have a role. The quality of facilities and services provided has great significance in customer satisfaction. The time taken to reach the destination is also a matter of concern. Different reasons can be there that can delay the reaching of the destination. Such factors can be deterrents to tourist satisfaction. Some of such factors include:

- Poor signage and information provisions
- The density of towns en route
- Rate of traffic flow and congestion
- Speed limits and the number of speed barriers
- Frequency of traffic junctions
- Poor road conditions
- Width of roads
- Passage through city-centers

As self-drive VFR visitors have strong motivation to meet friends and relatives without lodging expenditure, external factors have less influence on their decisions/behaviors (Yi et al., 2013). Long-distance drive; extensive daily drive; road congestion, poor parking facilities; absence of services along the route; bad weather conditions; inadequate/poor quality infrastructure, activities, and superstructure; absence of good scenery/view along the route, etc. can adversely affect the satisfaction level of drive tourists.

7.11 Unsustainability Aspects of Drive Tourism

Though drive tourism has been growing at a remarkable rate, the unsustainability aspects of drive tourism have been a significant concern, and there are differing viewpoints on the promotion of drive tourism. Car and other forms of vehicles for individual use are considered unsustainable due to the reason of carbon emissions. Moreover, the parking space needed is also a matter of concern. There has been a demand at the international level not to promote car-based tourism greatly but rather to promote large vehicles that can carry more people in the parlance of tourism. It is paramount to use energy-efficient vehicles and alternative energy sources for transport. This aspect reflects in the electrification of drive tourism routes and emphasizes energy efficiency and the use of alternative/renewable energy sources (Alan et al., 2016). Green drive tourism is emerging, and the infrastructure is being modified so that the travel may be more eco-friendly and alternative energy use is promoted.

7.12 Conclusion

Drive tourism, despite facing criticism for its environmental consequences, is growing at a remarkable rate. The growth is also seen not just in the developed regions but also in the emerging markets and developing countries in the world. The unique features of drive tourism enable it to remain a major tourism segment in almost every region in the world. The flexibility of scheduling the journey, the freedom that can be enjoyed while moving, the scope for visiting multiple destinations, etc. make it preferable for those who would like to drive and engage in diverse tourism activities. Drive tourists have ‘allocentric’ characteristics. The route of the travel is important, and furthermore, the destinations have to ensure adequate facilities and services required to drive tourism along the route. A ride on a scenic route usually gives a memorable experience.

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