

1. Record Nr.	UNINA9910459916003321
Titolo	Drive tourism : trends and emerging markets // edited by Bruce Prideaux and Dean Carson
Pubbl/distr/stampa	Milton Park, Abingdon, Oxon ; ; New York : , : Routledge, , 2011
ISBN	1-134-00787-6 1-134-00788-4 1-283-04561-3 9786613045614 0-203-88039-0
Descrizione fisica	1 online resource (401 p.)
Collana	Advances in tourism ; ; 17
Altri autori (Persone)	CarsonDean Bradley PrideauxB (Bruce)
Disciplina	796.7
Soggetti	Automobile travel Tourism Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Copyright; Contents; Figures; Tables; Contributors; Acknowledgements; Part I International trends; 1 The structure and role of drive tourism; 2 Managing the transition from coach- to car-based markets: The search for commercial value in Australia's Flinders Ranges; 3 Golden Week: Driving for pleasure in Japan; 4 'Los hermanos' visiting the south region of Brazil: A comparison between drive tourists and coach tourists from Argentina, Paraguay and Uruguay; 5 Realising the value of self-drive day trips to Lower Austria 6 Self-drive tourism in South Africa with specific emphasis on caravanning 7 The role of automobile associations and clubs; 8 The growth and structure of drive tourism in China; 9 Self-drive tourism in China; Part II Modes of transport; 10 The importance of the mode of transport in self-drive tourism; 11 Information and communications technology (ICT) and the challenge of sustainable self-drive tourism; 12 Tourism and leisure motorcycle riding; 13 The influence of international tourists' travel patterns on rental car fleet management in

New Zealand

14 Highways and byways: Car-based tourism in the US15 Why we travel this way: An exploration into the motivations of recreational vehicle users; 16 Understanding changes in the caravanning sector: A case study; 17 Four-wheel-drive tourism in desert Australia: The charge of the 'might brigade?'; 18 Driving the desert: Profiling four-wheel-drive visitors; Part III Managing the drive market; 19 Mapping the road: Developing the cognitive mapping methodology for accessing road trip memories; 20 International tourists and road safety 21 Touring routes - types, successes and failures: An international review22 The Savannah Way: Developing a successful touring route; 23 Barriers to and benefits of clustering in drive tourism markets: The case of the Rainforest Way; 24 Managing park roads and scenic driving using indicators and standards-based frameworks; 25 Drive tourism: A view from the road; 26 What now?: Concluding remarks; Index

---

Sommario/riassunto

Since the post World War Two boom in private automobile ownership, Drive Tourism has transformed the tourism landscape by facilitating dispersal and the growth of attractions and tourism related infrastructure beyond the zones that had previously emerged around seaports and railway terminals. The automobile has made regional dispersal possible and created opportunities for many small rural communities to supplement rural economies with a tourism economy. Drive Tourism is a popular form of tourism activity that has significantly contributed to the development of Tourism in many nations, but

---