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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
