

## CAR TOURISM – CONCEPTUALIZATION AND RESEARCH ADVANCEMENT

Waldemar Cudny\*, Lee Jolliffe\*\*

\* The Jan Kochanowski University (JKU) in Kielce, Institute of Geography, Poland, [algernon1@op.pl](mailto:algernon1@op.pl)

\*\* Faculty of Business, University of New Brunswick-Saint John, Canada, [ljolliff@unb.ca](mailto:ljolliff@unb.ca)

### Car tourism – conceptualization and research advancement

This paper investigates the phenomenon of car tourism. People are motivated to travel to destinations where cars are produced (car factories), showcased (car fairs) and used (car rallies, races and driving experiences). This article presents the definition of the phenomenon and reviews the current state of car tourism development and research. Car tourism is examined from the interdisciplinary perspectives of tourism, heritage, marketing, and destination management in areas where car tourism creates tourist spaces and products. The phenomenon has a significant impact on tourism at destinations where cars are either manufactured or present car history, or have automotive heritage experiences based on classic cars. In addition, car tourism plays an important role in the marketing of major car brands and in place marketing. As a synopsis of current research, the paper lays the foundation for further studies, including investigations on the socio-economic results of car tourism, studies of car tourists' motivations and future research perspectives.

**Key words:** car tourism, automotive heritage tourism, car visitor attractions, tourism, car

### INTRODUCTION

Car tourism is defined as “all the activities undertaken during a tourist trip (business trips included), during which one of the main purposes guaranteeing basic tourism experience is to visit buildings, sites and spaces associated with the production, presentation and use of cars as well as to participate in car events” (Cudny 2018a, p. 35). To some extent, car tourism overlaps with industrial, heritage, event or business tourism. However, car tourism could be currently treated as a separate type of tourism, distinguished by the main purpose of travel. The motivation to travel is that the car is the most important element that visitors are going to see or experience. It needs to be noted that car tourism is not about a tourist travelling by car for transportation – in that case, such tourism might have different purposes, such as sightseeing or recreation, referred to as drive tourism (Prideaux and Carson 2011).

As a quite recent phenomenon, car tourism is the subject of only several scientific publications (see for example Coles 2004 and 2008, Pechlaner et al. 2008, Cudny and Hornák 2016, Conlin and Jolliffe 2017 and Cudny 2018a). However, the phenomenon has recently been spreading fast in the tourism market. This is due in part to growing competition between car manufacturers, who invest in visitor attractions. Such attractions include the Autostadt built by Volkswagen or the Porsche Museum, both in Germany as well as those in Motor Valley, Italy. These investments are part of car companies' marketing endeavours. They are aimed at branding and promotion with the use of tourist experiences involving cars. Alternatively, car tourism is growing due to the development of both sports and event tou-

alism. Simultaneously with a growing interest in motorsport, the number of tourists travelling to destinations hosting rallies and races has increased. The business trips correlated with the participation in popular car fairs also contributes to the phenomenon's development (Cudny 2018a). Another issue stimulating the growth of car tourism is the increasing interest in automobile heritage. Thus, historic car collections, summits and rallies consequently attract more tourists interested in automobiles (Kaminski and Smith 2014 and Conlin and Jolliffe 2017).

The main aim of this paper is to review the scope of car tourism and investigate current academic approaches to the car tourism phenomenon. Therefore, we present the definition of car tourism, the reasons for its growth, main visitor's motivations as well as types of car tourism spaces and products. Through analysis of the existing literature on the subject this paper thus reviews the current state of car tourism research. Articles on the topic of car tourism were sourced using academic search engines that included Google Scholar, Scopus and Web of Science. These sources were augmented by papers known to the authors through their previous car tourism and automobile heritage related research. A framework for the analysis uses the following research approaches: tourism, heritage and marketing with additional consideration of destination management.

## LITERATURE

The existing literature reveals that car tourism could be researched using a tourism, heritage and marketing approach (Tab. 1). According to Kowalczyk (2000, p. 7) "Tourism is a social phenomenon and includes all phenomena of spatial mobility related to the voluntary, temporary change of the place of residence and the rhythm of life and personal environment, and encapsulates entering personal contacts with the visited environment (natural, cultural or social)". Ryan (2003, p. 26) defined tourism as "the demand for, and supply of, accommodation and supportive services for those staying away from home, and the resultant patterns of 1) expenditure, income creation and employment that are created, 2) the social, cultural and environmental consequences that flow from visitation and 3) the psychological changes that result for both visitor and host".

The development of tourism depends on the tourist attractiveness of a given place. This encompasses the occurrence of certain tourist attractions, natural and human made (e.g. monuments, climate, landscape, museums, historical buildings, culture, events etc.) which draws tourists away from their homes. It also includes infrastructure offering services for tourists like accommodation, gastronomy or transport (Kowalczyk 2000, p. 36). The results of tourism development are very diverse and include advantages (like economic development, workplace creation, social and psychological advantages) and disadvantages (e.g. conflicts, crime, pollution). Because tourism is so diversified and encapsulates so many attractions it results in tourism movement with very different travel purposes. On the basis of the main purpose of travel, the types of tourism may be distinguished (Gaworecki 2000, Kowalczyk 2000 and Williams 2002). One of such types is car tourism as presented in this article.

Car tourism spaces (see Fig. 3) are tourist assets drawing tourists away from their homes. Moreover, some of them have different facilities offering tourist services (like restaurants, shops or even hotels). Car tourism is a basis for tourism movement and thus also generates positive and negative impacts on host areas.

Therefore, travels in order to visit car related attractions may be treated as a part of the tourism phenomenon.

**Tab. 1. Key scientific approaches to car tourism**

Scientific approach	Characteristics	Literature
Tourism	Location of car tourism Car tourism traffic Types and spaces of car tourism Car tourism products, their structure and management	Rooney (1988); Fredline and Faulkner (1998); Newlands (2001); Cegielski and Mules (2002); Coles (2004 and 2008); Hassan and O'Connor (2009); Dredge et al. (2010), Hassan and O'Kane (2011); Mackellar (2013); Rofe and Woosnam (2015); Cudny and Horňák (2016); Mapjabil et al. (2017) and Cudny (2018a)
Heritage	Cars, car-related people and places as a part of the cultural heritage	Jeremiah (1995, 1998 and 2003); Votli (1995); Piątkowska (2014); Bonti (2014); Pokojaska (2014); White (2015) and Conlin and Jolliffe (2017)
Marketing	Successful promotion and branding of firms and destinations	Hinterhuber et al. (2001); Coles (2004); Kooijman (2006 and 2009); Funke-Kloesters (2007); Nufer and Scheurecker (2008); Pechlaner et al. (2008); Dredge et al. (2010); Holzhauser (2011); Hosein (2012); Therkildsen et al. (2012); Hessler (2013); Mackellar (2013); Piątkowska (2014); Pokojaska (2014); Rofe and Woosnam (2016) and Mapjabil et al. (2017)

Source: Authors elaboration.

The tourism approach investigates the location of car tourism assets such as a car museums, car visitor centres and car events as well as car tourists' motivations. The types of car tourism spaces are presented within this approach as well. For instance, the division of such spaces was presented by Cudny (2018a) on the basis of tourism space theory developed within tourism geography. The tourism approach also encompasses the current analysis of car tourism products, their structure and division as part of tourism management.

Tourism management consists of decisions and actions directed at the resources of a given organization (tourism-related) e.g. its capital, employees, equipment and finance. These actions and decisions are to ensure conditions for the effective use of these resources and the efficient functioning of institutions leading to the achievement of their goals. Tourism management is about managing firms from the tourism industry but also other institutions (including non-commercial sector) dealing with tourism and its development. Finally, tourism management is about a management process leading to the development of tourism and tourist movement in an efficient and sustainable way. Tourism management includes product creation, employment policy, risk management, marketing and sustainability. Non-commercial institutions introduce management to increase tourism in order to achieve their non-profit goals like local development (through tourism), fundraising or growth of interest for heritage (Page 2015). Car tourism is a part of tourism management because many car companies, racetracks, event organizers destinations and even tour-operators develop car related products and spaces in order to achieve institutional goals.

The analysis from the heritage point of view reveals how cars, their history, technology and people connected with their creation form the legacy left for the

future generations i.e. the cultural heritage. Collections of cars, as well as the attractions related to them such as car museums and events form an asset and heritage resource for the development of tourism focusing on the automobile (Conlin and Jolliffe 2017). Car collections may be found in the public, private or corporate sectors and their preservation and management is thus subject to different philosophies (Jeremiah 2003 and Clark 2010).

The marketing driven approach is connected with the successful creation and sale of products. Therefore, issues investigated here encompass the use of car attractions as elements of car producer's promotion and branding. Within this approach the analysis devoted to the role of car related attractions in city branding and tourism development could also be found (Tab. 1). Marketing as a business approach developed much due to the growing neoliberal agenda. Traditional marketing focused on selling products to customers. So old fashioned marketing campaigns were aimed at persuading people to buy products which had been produced by industry or provided by services. However, currently a different approach to marketing is commonly accepted. This approach reflects an in-depth knowledge of consumers needs and expectations (based on previous research). This knowledge is then used in product design and sale. The result of this new marketing is the creation of products fitting customers needs and expectations. Such products are easier to promote and distribute to customers. Moreover, modern marketing is more often based on strong relations between companies and their customers derived from in depth knowledge of customers, personalized communications and customers' desires to use experience-based products offered by businesses and other institutions (Kotler and Armstrong 2010). As stated by Kotler and Armstrong (2010, p. 28) modern marketing encompasses "Managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction". Marketing encompasses a mixture of means called the 5Ps of marketing. According to Kotler et al. (2009) they include:

- Product – its proper design and creation.
- Price – suitable price chosen on the basis of customers economic abilities, competition and other market rules.
- Place – understood as a way of delivering products and services to the customers (distribution).
- Promotion – all means used by institutions in communication with their customers.
- People – understood as employees and other people working on product creation, distribution and promotion.

Growing neo-liberalism resulted in common acceptance for a market driven approach in almost all areas of contemporary life. As a result, marketing as part of a neo-liberal agenda accepts that businesses is also present in place and tourism management as well as in the heritage sector (e.g. museums and heritage attractions) – Tobelem (1997), Florek (2013), Matlovičová and Husárová (2017) and Matlovičová et al. (2019). Place marketing is a method of attracting visitors (tourists), immigrants and entrepreneurs to a specified place (a country, region or a city) – see Kotler and Gertner (2002) and Kavaratzis and Ashworth (2008). This attraction is based on place products and place images created in recipients' minds with the help of marketing instruments like place promotion and branding (Cudny

2019 and Matlovičová et al. 2019). Similarly marketing endeavors could be used in order to create the image and branding of heritage tourist attractions.

However, in the case of place marketing and even more so in the case of heritage marketing all endeavors of the products' creation, promotion and distribution have different aims than in the case of commercial firms. In the case of firms (e.g. car producers) marketing sales and an income increase is the highest goal. Non-commercial institutions (governments, museums and foundations) have other aims like local socio-economic development (due tourism development for example), heritage popularization and preservation. In this case marketing leading to a sales increase and profit is a means of creating resources for the realization of higher aims (Cudny 2017 and 2019 and Matlovičová et al. 2019).

Cars are the core of many firms, place and heritage marketing endeavours, therefore we include the marketing (also place marketing) perspective here. In the case of automotive firms, cars and the places of their presentation (like customer centers, corporation museums etc.) there are marketing platforms where the firm's brand could be created, products could be presented and even sold. Similarly, corporations' involvement in motorsport (car races and rallies) where products can be tested but also promoted and presented as extraordinary and highly advanced (due to their speed, endurance, etc.) creates the car brand.

In the case of places (especially tourism destinations), it is important to base its image and brand on extraordinary experiences. These experiences distinguish one destination from the background of others. Contemporary tourism is a very diverse and multi-dimensional phenomenon (Gaworecki 2000, Kowalczyk 2000, Williams 2002 and Page and Hall 2014). There are constantly new tourism attraction and tourism types evolving like spa and wellness tourism (Matlovičová and Simcik 2010), space tourism (Crouch et al. 2009), adventure tourism (Swarbrooke et al. 2003), culinary or tea tourism (Jolliffe and Aslam 2009 and Jolliffe 2016). These types of tourism are most often based on extraordinary uncommon experiences (Stasiak 2013 and Cudny 2018a) such as space flights, alpinism, culinary experiences or exploring tea culture. On the contemporary very competitive tourism market there is a strong pressure on inventing new types of interesting experiences, triggering tourism development in destinations. Among them there are car related attractions including car factories (often serving as tourism spots), museums, races and racetracks and car fairs. These attractions in the past were recognized mostly by smaller groups of motorsport fans or businessmen (in case of MICE events). However now they are being turned into mass tourism attractions with help of destination management organizations, as is the case of Autostadt in the German city of Wolfsburg.

Heritage is a type of inheritance which is passed down through the next generations and includes natural components but also elements of human tangible and intangible culture (Timothy and Boyd 2003 and Cudny 2017) and its development is often based on marketing endeavours (Matlovičová et al. 2019). Part of widely understood heritage are cars and places where they were produced (e.g. factories) or used (e.g. racetracks). Nowadays some places base their tourism development on heritage derived from cars. An example could be the Emilia Romagna region in Italy marketing itself as "The land of motors" (<https://www.emiliaromagnaturismo.com/en/motor-valley/land-motors.html>). This place brand is rooted in a long car heritage encompassing the development of the largest Italian supercar producers like Lamborghini or Ferrari.

Destinations therefore employ heritage in terms of marketing in order to both differentiate themselves from other places and to attract market segments in tourism (Timothy and Boyd 2003). As car related tourism is broad based and appeals to a variety of audiences it can attract visitors with a wide scope of interests in cars, from collectors to ordinary people interested in the history of their own past or present cars. Cars, as large objects, also lend themselves to signature exhibitions (in museums or communities) and events (such as vintage auto shows or races) which can attract large audiences (Conlin and Jolliffe 2017). In terms of today's visitors there would be few who do not have a personal connection to the heritage of cars. The marketing of car tourism thus takes advantage of the visitor's nostalgia about the past. In the case of the racing of classic or vintage cars this is what Ramshaw and Gammon (2005) refer to as falling within nostalgia sport tourism.

### TOURISM PERSPECTIVES

Publications based on the tourism approach are devoted to location, structure and the impacts of car tourism traffic and attractions, such as car races (Fredline and Faulkner 1998, Cegielski and Mules 2002, Rofe and Woosnam 2016 and Cudny 2018a), rallies (Hassan and O'Kane 2011, Mackellar 2013 and Cudny 2018a), or visitor centres (Coles 2004 and 2008, Cudny and Horňák 2016 and Cudny 2018a). The reasons people participate in car tourism could be ascribed to several important groups of motivations determining the structure and directions of tourist travel (Cudny 2018a).

Motivations of human tourist behaviour according to the so-called seeking - escape theory presented by Iso-Ahola can be attributed to two groups known as push and pull factors. The first group includes boredom with the routine of everyday life and the desire to escape from tedious duties. The second group consists of attractions that pull tourists to the place visited. These include tourist attractions (nature, monuments, events, etc.) as well as services enabling staying at the destination (Crompton and McKay 1997).

Regarding car tourism motivations, there is a large group of car lovers who are attracted to the places where their beloved brands are produced (factories) or displayed (collections and museums). Among these car enthusiasts, there are also fans of vintage cars and motorsport, who attend different events. They also use driving experiences. Many car tourists are interested in purchasing a car. Therefore, they visit car fairs or visitor centres to view what car the producers can offer them (Fig. 1).

Cars are also elements of heritage connected with the culture and history of a given place (Conlin and Jolliffe 2017). Therefore, another group of people visiting car tourism spaces are tourists interested in industry and cultural heritage. They like to visit places where cars are produced or displayed because they view cars and production plants as a part of a notable industrial or cultural heritage. Also, many people are interested in cars for professional reasons, e.g. car sellers and engineers. They visit car-related attractions (like factories) and events for professional purposes, as a part of business tourism (MICE sector) – Fig. 1. Furthermore, literature on car tourism can also be examined from the geographical and management perspectives.

Motives of people Visiting car tourism spaces	
→	Interest in car brands (car lovers / fans)
→	Interest in purchasing of a specified car band and model (car buyers)
→	Interest in motorsport (motorsport fans)
→	Interest in industry (people participating in industrial tourism)
→	Interest in cultural heritage connected with cars e.g. in places, people and events connected with the history and construction of cars (people participating in cultural and heritage tourism)
→	Interest in industrial events e.g. car fairs (people participating in business tourism)

Fig. 1. The main motives of people visiting car tourism spaces

Source: Authors.

### Tourism geography

As an area of study, tourism geography presents the evolution of tourism, the spatial distribution of tourist attractions and infrastructure, the development and structure of tourist traffic, and considers the impacts of tourism (Williams 2002). In the case of car tourism, the analysis of the location of attractions which draw the attention of tourists interested in visiting places connected with the production, display and use of cars should be included. The important research questions are not only where such attractions are located but also why.

Car tourism often develops in spaces where car manufacturing has a long tradition. These spaces have a natural potential for car tourism development. Hence, they have sufficient resources and possibilities to create car tourism attractions and products. A good example is the Emilia Romagna region in northern Italy. Several important car museums are located there, close to the headquarters of large super-car manufacturers. They include Ferrari, Lamborghini, and other smaller producers, like Pagani. One of the largest Italian car museums (Museo Nazionale dell'Automobile di Torino) is located in Turin, where FIAT has its headquarters. Similarly, in the region of southern Germany there is a cluster of famous car producers. The cluster includes Mercedes-Benz, BMW, Porsche and Audi. These producers also operate museums and visitor centres. The largest car tourism visitor centre, the Autostadt, is located adjacent to the large-scale Volkswagen production plant in Wolfsburg (Fig. 2).

It should be emphasized that Autostadt in Wolfsburg was built in cooperation with Volkswagen, but the center itself is currently separately managed. The purpose of the creation of Autostadt was the marketing of the Volkswagen group in terms of, not only its German brand (i.e. the Volkswagen), but also of other brands within the group (e.g. Seat, Lamborghini). It should also be recognized that Autostadt was established in close cooperation with the city of Wolfsburg including the city's Destination Management Organization called Wolfsburg AG. Therefore, the creation of the center was not only related to the marketing of the car manufacturer but it was also part of a broader plan of restructuring the city after the automotive industry crisis in the 1980s and 1990s.

Racetracks are often found in regions with car factories such as at Imola or Modena (Fig. 2). The supercars produced in this region (e.g. Ferrari) were often tested or used during car races at these facilities. Driving experiences are offered close to famous car factories and on the nearby racetracks. Car producers also have an impact on more remote spaces. An example is the case of the Arjeplog region in northern Sweden. European car manufacturers have been testing their cars in harsh sub-polar conditions for decades. Recently, Arjeplog and its surrounding area have become a popular space for tourist car experiences. These include renting and using high performance vehicles in extraordinary sub-polar conditions. Car experiences are nowadays operated by small, local private tourist companies, but also offered by large car producers as a part of their marketing efforts (Jaguar).

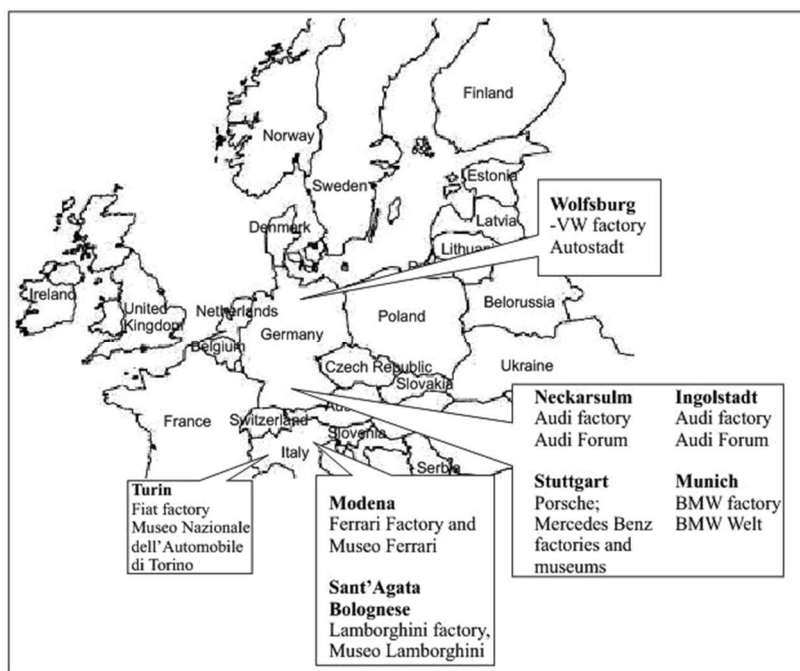


Fig. 2. The location of selected car tourism spaces

Source: Authors.

Other important research questions regard the kind of tourist spaces and facilities connected to the development of car tourism. It is important to know what type of spaces and facilities tourists use. Why and where are they located and how many tourists do they attract? The idea of tourism space (Włodarczyk 2009) might be the basis for analysis of the car tourism phenomenon. Cudny (2018b) divided car tourism spaces into multifunctional visitor centres, visitor centres, museums and car exhibitions, racetracks, and spaces designed for car experiences (Fig. 3).

The socio-economic impacts of car tourism on host regions and city spaces should be researched from this perspective. These links with the number and structure of tourist visits to car tourism destinations are also studied from the geographical point of view. Currently, many car tourism destinations attract hundreds of



thousands of tourists. Notable attractions include visitor centres, museums, race-tracks and car-related events (Tab. 2).

<b>Car tourism spaces</b>	
	<b>Multifunctional visitors centres</b> e.g. the Autostadt: large entities mostly run by companies, offering car related attractions, tourist services including accommodation facilities
	<b>Visitors centres</b> e.g. the Audi Forum Ingolstadt: smaller entities mostly run by car companies, offering car related attractions and selected tourist services (no accommodation).
	<b>Museums and car collections</b> e.g. Museo Lamborghini. Mostly run by car companies, charities and private institutions and collectors. Presenting cars and car related heritage.
	<b>Race tracks and specialty designed spaces for car experiences</b> e.g. Hockenheimring, Audi Experience Center in Neuburg Germany or spaces for ice driving experiences in Arjeplog Sweden. Mostly run by car companies or private institutions. Offering the opportunity to watch car events (e.g. races) or services including driving schools and individual races.

Fig. 3. The division of car tourism spaces

Source: Authors based on Cudny (2018b).

**Tab. 2. Examples of tourist traffic at selected car tourism destinations**

Attraction	Location	Number of visitors
Autostadt Visitor Centre	Wolfsburg, Germany	2,000,000 average yearly 2,166,000 in 2013 29,000,000 in 2000-2013
BMW Welt Visitor Centre	Munich, Germany	2,300,000 in 2011
Porsche Museum	Stuttgart-Zuffenhausen, Germany	401,119 in 2013
Mercedes-Benz Museum	Stuttgart, Germany	876,109 in 2017 9,000,000 in 2006-2018
Museum Mobile in Audi Forum Ingolstadt	Ingolstadt, Germany	122,570 in 2011 1,627,000 between 2000-2011
Lamborghini Museum	Sant'Agata Bolognese, Italy	34,211 in 2013
Enzo&Dino Ferrari International Racetrack	Imola, Italy	263,000 in 2011
Hockenheimring	Hockenheim, Germany	650,000 in 2013
The Geneva International Motor Show	Geneva, Switzerland	690,000 in 2016
Detroit Auto Show	Detroit, USA	800,000 in 2018

Source: Authors elaboration based on Cudny (2018a); <https://media.daimler.com/>; <https://www.bmw-welt.com/>; <https://www.gims.swiss/>; <https://eu.freep.com/>, and information obtained in the course of research.

## Tourism management

The tourism management perspective is the second important research theme within the tourism approach to car tourism. Tourism management is present at organizations involved in tourism as a business or at other levels (local tourism organizations, governments etc.). In this case, managers make decisions regarding tourism products and how they should be produced to meet the tourist demand. This includes when, where, and how the tourist product should be delivered to the tourism market (Page 2015, p. 30).

Analysis of car tourism conducted from this perspective includes the creation of car-related tourist products. Thus, the kinds of products connected with car tourism should be investigated. According to Kaczmarek et al. (2002), tourist products could be ascribed to different types: objects, areas, trails, simple and compound products, as well as intangible and tangible tourist products. An important research question is what kind of structure products need to have and what type of services they should provide? Another research consideration is when, where and for what price such products should be placed on the market (Fig. 4)?

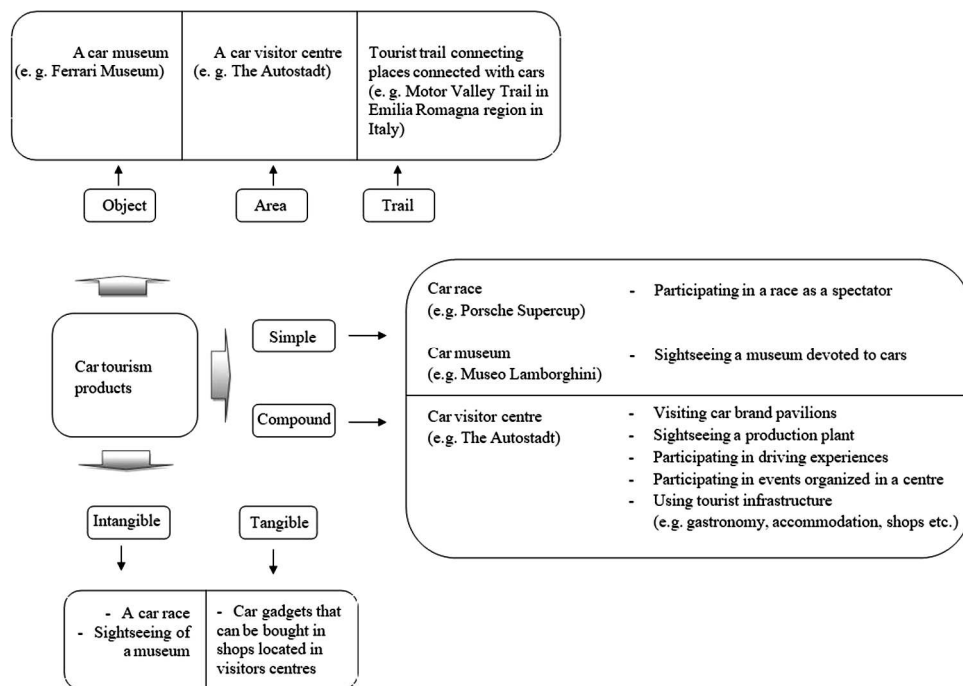


Fig. 4. The division of car tourism products

Source: Authors.

## HERITAGE PERSPECTIVES

The heritage approach in car tourism regards travelling to experience where the car, people (e.g. famous constructors and drivers) and places are treated as part of

the local tangible and intangible heritage (Cudny 2018a). Several works (Tab. 1) present this research issue (Jeremiah 1995, 1998 and 2003, Volti 1995, Bonti 2014, Piątkowska 2014, White 2015 and Collin and Jolliffe 2017). The management of automotive heritage can be considered from the points of view of preservation, collection and exhibition.

### Preservation

Preservation of historic automobiles is the concern of the global collector community nurtured by automotive events, including shows, exhibitions and auctions. Richardson (1994) noted classic cars are restored up to different points, defined by different criteria, often determined by automotive clubs and events. The desire to restore a vintage car reflects the cult of ownership (Jeremiah 1995). Car restorations range from complete, “with the aim of returning the object to ‘showroom’ condition with perfect paintwork, complete in every detail and, finally, in running order”, to more limited interventions (Newey and Meehan 1999, p. 11).

### Collection

The car has been positioned as collectable within popular (preservation) –Ware (1996) and public (museum) cultures (Jeremiah 1998). Divall and Scott (2001) observed the presence of cars in various states of preservation and significance, ranging from classic samples to those representing automobile history or technical examples. Jeremiah (1995) noted the role of the collector and or curator enthusiast which has left motor or automotive museums outside of conventional museum culture, on the margins of history and heritage studies.

### Exhibition

Museums exhibiting cars have been variously referred to as car museums (Ware 1996, Cudny 2018a), motor museums (Divall and Scott 2001, Jeremiah 2003 and Clark 2010) and automobile museums (Conlin and Jolliffe 2017). Cudny (2018a) described a car museum as an institution where cars and elements associated with their functioning, production and use are stored and displayed. Museological practices with regard to curating cars have been challenged. Ware (1996) observed cars being presented in a romanticized manner. Newey and Meehan (1999) documented the transition of car preservation from restoration to conservation. Jeremiah (2003) discussed the ways in which cars are assigned new meanings once they are exhibited. Clark (2010) noted cars exhibited in static settings without context, later advocating for the peopling of exhibits in motor museums (Clark 2013). Cudny (2018a) viewed the car museum and its exhibits as a car tourism space.

## MARKETING PERSPECTIVES

It should be stressed that in the marketing approaches we have two perspectives. The one devoted to firm marketing focuses on corporate benefits and the other focusing on place marketing focuses on local development thanks to the rise of car tourism. The automotive industry perspective is represented in the scientific literature (Hinterhuber et al. 2001, Coles 2004, Pechlaner et al. 2008, Kooijman 2009, Holzhauser 2011, Hosein 2012 and Piątkowska 2014). The second perspective regarding destination management is also present in science (Therkildsen et al. 2012, Hessler 2013, Mackellar 2013 and Rofe and Woosnam 2015) – see Tab. 1. Another

is the events perspective (Fredline and Faulkner 1998, Hosein 2012 and Cudny 2018a).

### Automotive industry

Many car manufacturers discovered that maintaining visitor centres is a valuable marketing technique. This helps in creating the car brand and increasing sales (Coles 2004 and Pechlaner et al. 2008). Such centres include exhibitions presenting cars and their technology as well as museums. Many such facilities are located close to car factories, offering factory tours, which allows visitors to see the production in process.

The firm marketing can also be observed in the establishment of car museums (for example the Mercedes Benz Museum in Stuttgart, BMW Museum in Munchen and the Volkswagen Museum in Wolfsburg, etc.). The latter issue was already presented in the scientific literature (Bonti 2014, Piątkowska 2014 and Cudny 2018a). These museums present the history of a given brand, its founders, constructors, famous cars, achievements in motorsport, car technology and environment protection. Therefore, corporate museums help car producers build their brand image by presenting their companies, as on the one hand firms with heritage, and on the other hand as firms following the modern trends in technology and sustainability.

Driving experiences, including the use of the producer's high-performance cars, is a part of the offer. Recently, a move from the traditional "features-and-benefits" marketing toward marketing based on creating experiences has been noted. Visitor centres, driving experiences, corporate museums, participation in auto racing and rallies all contribute to building the car brand. This allows for the creation of experience-based communication with customers. At visitor centres, companies present the history and technology of their cars. Through car races and rallies, car producers participate in mega-events with a high media impact (Cudny 2018a). Therefore, many car manufacturers invest millions in creating facilities which serve as tourist attractions (Fig. 5).



Fig. 5. Reasons for car tourism development by industry and destinations

Source: Authors.

Consumers buying a new car can pick it up directly from the factory. This is a unique car-related experience (Cudny and Horňák 2016). Sometimes, as at the Autostadt (Fig. 6) in Wolfsburg (Germany) the tourist experience is enriched with a

broad range of additional tourist services (e.g. accommodation, retail and gastronomy).



Fig. 6. Facilities within the Autostadt centre, Wolfsburg, Germany

Source: Authors.

### Events

Another type of tourist product forming a marketing offer related to car tourism are events. Car rallies and races could be treated as a part of heritage when dealing with classic cars. However, many such events (e.g. Porsche Cup and Dakar Rally) represent sports or event tourism (Ramshaw and Gammon 2005). Here, products are based fully on the experience economy principles, popular in recent decades (Pine and Gilmore 1998). Car fairs are tourist products, visited by tourists in their free time. For many car industry professionals, car fairs are business or MICE tourism destinations. Hence, car fairs have become a marketing tool as part of business to business (B2B) and business to customer (B2C) communications of the car manufacturers.

Due to the rising tourist demand for participation in car tourism events, new car tourism spaces have appeared. Among them, there are racetracks. At a racetrack people may not only watch races but also visit motorsports museums and participate in driving experiences. Racetracks diversify their offer in order to fill in the gap in demand between races. Moreover, many newly constructed spaces connected with racing offer a variety of products for private users. Among them, are races and different types of driving schools such as the specially designed Audi driving experience centre located in Neuburg an der Donau (Germany) or similarly constructed facilities in sub-polar Arjeplog in Sweden.

### DESTINATION MANAGEMENT PERSPECTIVES

Another research perspective examines destination management. Many cities extend their offer for visitors by introducing car-related attractions. They cooperate with car manufacturers and related firms in order to create new attractions. Creating them is a way of promoting the destination as full of interesting visitor opportunities (Fig. 5). An example of transforming the urban product with the use

of experiences related to cars is the aforementioned Autostadt in Wolfsburg. In the last decades of the twentieth century, Wolfsburg (the home of the Volkswagen company) underwent deindustrialization. The city was facing related unemployment and economic stagnation. Therefore, Volkswagen together with city authorities introduced a strategy of city renewal, implementing the idea of car-related experiences (Therkildsen et al. 2012, Hessler 2013 and Cudny 2018a). One outcome was the creation of the Autostadt – Volkswagen Visitor Centre, now the largest tourist attraction in the region.

The Italian town of Maranello, a true Ferrari town, provides another example. Apart from the factory, racetrack and Museo Ferrari, it offers other Ferrari related attractions. Tourists can visit a monument dedicated to Enzo Ferrari, the Monument to the Prancing Horse presenting the famous brand symbol. The monument is situated near the Ferrari headquarters and a special aerodynamic tunnel used for car testing. An official Ferrari store sells brand clothes and gadgets. Driving experiences are organized by numerous companies located nearby the museum.

## MODELS AND FRAMEWORKS

To discuss the existing models and frameworks for the study of car tourism, it is necessary to examine the motivations for car tourism and reasons for its development. Here the viewpoints represented by collectors, experience societies selling the past, car companies and both place and policy makers (the supply side of car tourism) should be considered (Fig. 7).

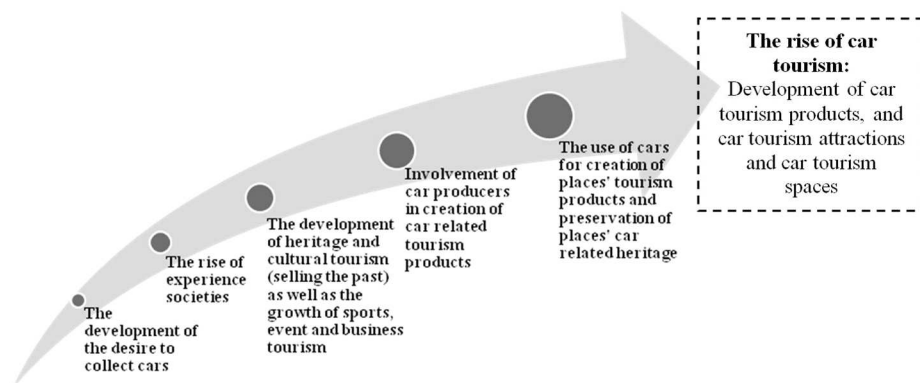


Fig. 7. The main reasons for the rise of car tourism

Source: Authors.

### Collectors

Apart from the involvement of large car companies, a fundamental reason for the development of the car tourism offer is interest in collecting historic, classic or vintage cars (Conlin and Jolliffe 2017). This is driven by the appeal of collecting nostalgia about the past connected with the automobile, and nurtured by a large global industry of car exhibitions, auctions and vintage cars races and rallies creating consumable car-related tourism products. Collecting is part of our contempo-

rary society (Belk 2013). The motivations for the development of this sector of car tourism are therefore closely related to the present-day experiences connected with historic vehicles.

### Experience societies

An important reason for car tourism development is the rise of experience societies. In the second half of the twentieth century civilizational development enabled many societies to have a substantial surplus of money and time. Therefore, people started to search for additional and extraordinary experiences to enrich their lives (Schulze 2005). Tourism has rapidly developed in the last decades as a perfect example of an experience industry. The rise of tourism included not only the growth in tourist traffic and revenues from tourism, but also the proliferation of tourism types (Fig. 7).

Another issue is the increasing demand for cars. They have become not only a means of transportation but also a symbol of social status and an object of desire. The growing phenomenon of tourism and demand for cars and car-related products and experiences has resulted in the development of car tourism. These processes have been noticed by large car companies and smaller entities alike (collectors, tourist companies, racetracks, museums etc.). They have all developed their offer targeted at car tourists, which has contributed to the development of car tourism.

### Selling the past

An additional reason for car-related tourism development is the growth of heritage and cultural tourism, where restored cars are a form of selling the past (Fig. 7). Car tourism experience places are driven by a nostalgic interest in the cars of the past. This has awakened a big interest in collectable cars among private collectors and both corporate and public car museums. The car played a role in developing modern tourism and was thus instrumental in the making of history or heritage tourism (Greenwood 2011) that forms a focus of car tourism. Best (2017) employed autoethnography to examine how the car creates heritage for tourism. Best (2016) also examined the role of nostalgia in automotive museum visits referring to the theory of automobility (Urry 2004).

The functioning of automotive heritage begins with acquisition as part of the cult of ownership (Jeremiah 1995) that includes restoration by owners (Divall and Scott 2001) then progresses to the enthusiastic display (private owners) and informed exhibition (public curators) of cars (Clark 2010). These activities are paralleled by the use (vintage car rallies and racing) and resale (auctions) of collectable cars. In the case of both cars in use and on exhibit there will be viewings at individual events and visits to collections in car tourism spaces. These activities nurture the ongoing interest in the cult of ownership that supports the growth of car tourism.

### Car companies

An important factor triggering car tourism development is the engagement of large car producers (Fig. 7). The key to understand the relationship between car producers and car tourism is the experience economy and marketing (Coles 2008 and Cudny 2018a). Experiences have become strongly desired by modern societies, offering something extraordinary allows people a reprieve from the everyday rou-

tine (Schulze 2005). Companies have added experiences to develop strong relationships between the brand and its consumers. Thus, relationships are created between the car brand and the customers visiting car tourism entities.

Car tourism attractions form elements of experience and relationship marketing (Coles 2008). Business events related to cars, such as car fairs, are developing due to the engagement of car producers and car sellers as well. Car fairs are not only visited by individual visitors interested in cars, but are also a place where business partners (e.g. car producers, sellers and customers owning large car fleets) can meet. Therefore, fairs, including those devoted to cars, may be attended by corporate representatives during their trips, as a part of business tourism.

#### Place and policy makers

Another reason for the growth of car tourism is place managers' and local policy-makers' involvement in the attempt to create car tourism destinations as a part of place management undertakings (Fig. 7). Contemporary places are often treated as marketable products, due to the recently very popular neoliberal approach to place management. This includes developing the experiential offer for tourists and inhabitants, as well as branding the destinations. This, in turn, stimulates the development of tourism and services (experience-oriented) and generates revenue for places.

The German destination Autostadt in Wolfsburg illustrates such actions. The region of Emilia Romagna in northern Italy is another example. The region is promoted as the land of motors, the home of supercars, famous car constructors (e.g. Enzo Ferrari and Ferruccio Lamborghini), as well as a perfect destination for motorsports fans. The regional tourism organization supports and promotes initiatives leading to the creation and development of new products representing car tourism. In addition, the creation of car-related attractions, such as museums, allows the place managers to preserve its place-based car heritage (<https://www.emiliaromag-naturismo.com/en/motor-valley/land-motors.html>).

#### FUTURE PERSPECTIVES

As a new field of enquiry academic literature on car tourism has been somewhat limited to perspectives from tourism geography, management and heritage studies. The development of both examples and theories related to car tourism, elaborated upon here, such as motives for the car tourist and related developments, has been scarce. More research is needed to test the theories noted, accounting for the influence of both the experience society and concepts related to selling the past.

Since car tourism is a destination bound phenomenon with multiple stakeholders (such as visitors, collectors, institutions and businesses) case studies in particular are required to test theories thus furthering the study of the contemporary car tourism phenomena. More studies are needed on car tourism's socio-economic impact on and interaction with host areas and their inhabitants. This issue is significant from the practical perspective of tourism planners and local governments. Research on the influence of car tourism development may help to create valuable place-related tourism products with local community input, in both existing and emerging car tourism destinations.



Studies presenting visitors' motivations for and satisfactions from experiencing car-related products are lacking. Such information would allow for planning and organizing car attractions based on visitors' needs and expectations. This research direction would broaden the existing tourism, management and heritage perspectives revealed within the literature. This line of enquiry would, besides this, be relevant to the further development of automotive heritage tourism. From the marketing perspective, the questions of why car tourism centres and racetracks are being developed by automotive corporations and what kind of benefits they get from these developments warrants further study.

Important research rarely undertaken in the tourism related literature regards the issue of residents' reaction to the development of car tourism (see Fredline and Faulkner 1998 and Cegielski and Mules 2002). On the one hand car tourism attractions and spaces generate working places and income for host areas resulting from tourists' expenditures. From this point of view, it may be assumed that the residents should value car tourism development as the perfect opportunity for destinations' economic development. On the other hand, the increase in tourism traffic results in different problems affecting host destinations. As stated by Krippendorf (1982) uncontrollable growth of tourism may cause social and environmental disadvantages which could turn the economic benefits into challenging socio-cultural and environmental problems. Residents are aware of the advantages and disadvantages of mass tourism development and often express it in their attitudes towards tourism growth (see Liu and Var 1986 and Lepp 2007). Moreover, car tourism is often related with motorsport (i.e. in case of rallies or races) creating pollution, resulting in a high CO<sup>2</sup> footprint and causing noise pollution as well. Therefore, the development of research on the residents' reaction towards car tourism is especially important.

A further research issue are changes in car tourism related to the transformation of car related technology. At the moment, two distinct trends are visible. The first one is the introduction of electric cars. The second one is the implementation of autonomous cars. In the case of these cars the changes will mainly affect the engines used, car performance, and issues related to environmental pollution. On the other hand, driving techniques will also change along with the sound of cars. Many manufacturers are already introducing electric cars into their offer. There are in addition visitor centers where such cars are already presented (e.g. the Autostadt or Glass Factory in Dresden). Electric cars will also play a bigger role in motorsport in the future. This could be seen at the example of the already existing Formula E. This research theme is in addition connected with the issues of sustainable tourism which assume the creation of tourism which is ecologically, economically and socially sustainable (see Ritchie and Crouch 2003). On the one hand the rise of car tourism especially in destinations where motorsport or driving experience is developing is in contradiction to the assumptions of sustainability. On the other hand, the future growth of e-cars technology may contribute to the sustainability of car tourism.

A separate issue is the introduction of fifth generation autonomous cars that allow driving without a driver. The introduction of such cars will bring significant changes in car tourism. First it may lead to a reduction in interest in car tourism. The popularization of such cars will result in people not participating in the process of driving. Cars will become more ordinary products, so they will not evoke such emotions and experiences as they do today. The interest in motor sport may also

decrease, because autonomous cars may also replace sports cars driven by people. As a result, this will decrease the tourism role of visitor centers and car-related events. On the other hand, the role of heritage tourism linked to car related heritage can increase. Due to the aforementioned changes traditional cars may become part of a nostalgic vision of the past even more so than they are today.

Future research directions addressing car tourism research gaps are therefore various. They include the investigation of consumer motivations and the use of vintage car culture as place-based attractions. They also encompass the enquiry into the development of car centres and racetracks by large automotive corporations. The latter may have both academic and practical implications in furthering the emerging field of research on car tourism. The introduction of electric and autonomous cars and their impact on car tourism are in addition of high importance.

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*Waldemar Cudny, Lee Jolliffe*

## **CESTOVNÝ RUCH ZAMERANÝ NA AUTOMOBILIZMUS – KONCEPTUALIZÁCIA A POKROK VO VÝSKUME**

Cestovný ruch zameraný na automobilizmus alebo cestovný ruch motivovaný záujmom o automobily je rastúcim segmentom cestovného ruchu, ktorý sa ako oblasť záujmu v akademickej literatúre objavil iba nedávno. Tento článok hodnotí súčasný stav rozvoja a výskumu turizmu zameraného na automobilizmus s cieľom načrtnúť program ďalšieho výskumu. Je založený na analýze literatúry a výsledkoch predchádzajúceho výskumu autorov.

Turizmus zameraný na automobilizmus je analyzovaný z interdisciplinárnej perspektívy cestovného ruchu, tradícií, marketingu a manažmentu destinácií. Predmetné odvetvie turizmu má výrazný vplyv na cestovný ruch v destináciách, kde sa automobily vyrábajú, alebo kde je prezentovaná ich história, či v lokalitách, ktoré majú skúsenosti s automobilovým dedičstvom založeným na klasických automobiloch. Okrem toho cestovný ruch zameraný na automobilizmus zohráva dôležitú úlohu v oblasti marketingu významných automobilových značiek. Teoretické modely turizmu zameraného na automobilizmus poskytujú rámec pre ďalší výskum. Zhrnutie súčasného výskumu v tomto príspevku vytvára základ pre ďalšie štúdium, vrátane skúmania sociálno-ekonomických dosahov tohto odvetvia cestovného ruchu na navštevované oblasti a obyvateľov, ktorí v nich žijú, ako aj pre výskum motivácie účastníkov cestovného ruchu zameraného na automobilizmus. Poskytuje tiež základné informácie pre budúce skúmanie dôvodov, prečo veľké automobilové spoločnosti podporujú tento druh turizmu, a pre ďalšie prípadových štúdií venujúce sa tejto téme. Boli tiež identifikované dosahy súčasného vývoja v automobilovom priemysle dôležité pre ďalšie štúdium manažmentu a skúseností s týmto odvetvím turistického ruchu.