
Academic additions to understanding the RV world.

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A sense of humility

- Contemporary academics are building a new role in discussions of important community and political topics
- Being locked away in an ivory tower with a know it all view is “old school”
- An up to date role is to be a contributor, a team player with some special skills able to contribute at strategic times



So what team roles can academics play?

- **Discovery** - can look for new topics, issues and ways of seeing
- **Independence** - offer independent analysis- best work is audited and checked by refereeing
- **Breadth** - Access to world's best cases- a long and wide view beyond the local circumstances

DISCOVERY

1960s-1990s Belasco and Mings in the USA,— studied **routes** and **RV parks** -built knowledge of the longer duration north American self drive big vacations

1980-1990s James Cook University with Tourism Queensland- senior self drive tourists one of the 6 main Queensland markets and especially **important economically** in Outback Queensland

DISCOVERY

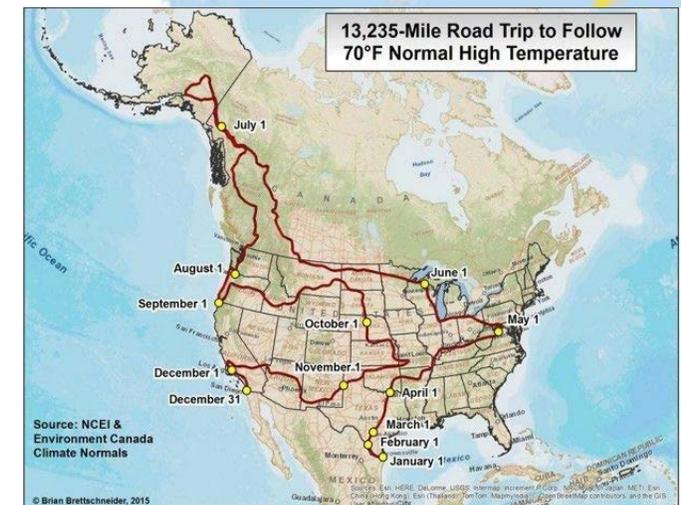
Sustainability an idea led by academic work (1991 Commonwealth Government Sustainable Tourism Workshop in Australia)

Triple and quadruple bottom line approaches fit the RV and senior self drive scene

Slow tourism follows the Italian and European emphasis on slow food-travellers appreciating the details of place and communities

Benefits of a slow tourism style for communities and travellers proposed

INDEPENDENCE – a diverse network of researchers build the ideas, valuing RV tourism across countries



Source: NCEI & Environment Canada Climate Normals
© Brian Brettschneider, 2015

BREADTH

The academic writers continue to add ideas and studies in the 2000--2015 period.

Leading case studies reveal:

Tourist road design- facilities and signage

High technology use and needs- connectivity grows markedly

Strong “tribal” sense of identity- co-creation, willingness to share, help

Powerful narrative community- topics in common, discussion of rights

Touch points for legislation and interaction with governments and councils – **sustainability, continuing access, charges, safety**

Recent research piece- the “dam fine” rally experience

We have documented formally with numbers and statistics that:

- Rallies are a big and regular pull factor concentrating the market and building solid local economic value-the attraction of the rallies works through the appeal of the setting and the pleasure of good company
- Rally attendees typically stay for the whole rally - our study showed a mean stay of over 6 days. Spending is therefore a matter of daily maintenance for 6 days (c \$47.55 per day) ...“necessary” shopping is one of the key activities
- Commercial tourist attractions are not big attractions for the RV market at least at this rally- good community support and welcome "friendly" councils with identified RV parking spaces and dump points are truly important

Wu, M. And Pearce, P. L. (2017). The rally experience: Exploring motivation patterns of Australian Grey Nomads. *Journal of Destination Management and Marketing*.

Recent research piece- the “dam fine” rally experience

We have documented formally with numbers and statistics that:

- More experienced participants (5 plus years) in the RV market seek greater links into the community- fresh spots to explore and some local activities and out of the way places- a point which suggests that much better marketing of "backyard" attractions (e.g. small museums, coffee shops , walks)
- Better “to the RV market” creativity in marketing could meet many developing needs and promote more engagement with the visited places
- Attitudes to caravan parks, free camping, rights to rural sites, and facility demands and cleanliness appear to hold up across different sub-market segments and levels of affluence
- Other work about the potential for the Asian market to participate in RV and self drive behaviour notes the value of the council /area being friendly, locals informative and prepared will matter.

Wu, M. And Pearce, P. L. (2017). The rally experience: Exploring motivation patterns of Australian Grey Nomads. Journal of Destination Management and Marketing.

NEXT?

Managing growth- domestic growth
and international additions
-especially out of China

Preparing for inclusiveness

Educating others

Managing well-being

Academic researchers- here to help

