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# Academic additions to understanding the RV world.

Professor Philip L. Pearce  
Foundation Professor of Tourism  
James Cook University  
Townsville Cairns Singapore

[philip.pearce@jcu.edu.au](mailto:philip.pearce@jcu.edu.au)

# 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



# 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

