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De Gruyter Studies in Tourism

Call for Papers – Handbook of Motorcycle Tourism

Edited by:

Prof. Dr. Knut **Scherhag**, Worms University of Applied Sciences

(scherhag@hs-worms.de)

Prof. Dr. Werner **Gronau**, Stralsund – University of Applied Sciences

(werner.gronau@hochschule-stralsund.de)

Prof. Dr. Anna **Scuttari**, IULM University

(anna.scuttari@iulm.it)

Dear Colleagues!

The use of motorized two-wheelers underwent a major change in the second half of the last century. From utility vehicles, they have evolved into leisure vehicles. From a consumer perspective, the use of motorized vehicles for leisure mobility has also increased. This aspect is addressed in Drive Tourism (see, e.g. Prideaux, Carson, 2015), in that driving scenic routes, sometimes away from high tourist crowds, has become the attraction of the journey itself. The claim: "The journey is the destination" has become mainstream for motorcycling, but also for several other leisure activities on the move.

Motorcycle tourism is on the one hand a form of drive tourism, on the other hand it is also a type of special interest tourism. Both types of tourism are characterized by special features and a stable consumer group. From an academic perspective, the topic is novel and still evolving, while a growing number of authors deals with it more intensively.

Motorcycles are used for holiday trips usually with like-minded people. A distinction can be made here between privately organized trips and participation in organized (package) trips. Since people usually ride in groups, the social component is of relevant importance for riders, to the point that some scholars have addressed motorcycling as a tribal practice (Sykes, 2021).

In the regions that are visited by motorcyclists for an overnight stay, both accommodation and gastronomy businesses usually benefit. At the same time, however, conflicts also arise between different stakeholders in the destinations, for example due to noise emissions (Scuttari, Orsi, Bassani, 2019; Scherhag, 2023).

Drive tourism, thus also motorcycling for holiday purposes, is also under discussion against the backdrop of climate change and the associated climate targets for reducing CO2 emissions.

Is holiday driving to be rejected in principle or are compromises possible?



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A current overview of the state of the art about motorcycling in tourism is given in the special issue *Motorcycle Tourism*, *Journal of Tourism Science* Vol 14 (3) 2022 (*Zeitschrift für Tourismuswissenschaft* – guest editors Knut Scherhag and Anna Scuttari). Following the very positive feedback on the special issue the idea has evolved to publish an edited book, which will combine scientific-theoretical basics of motorcycle tourism and on the other hand, successful examples from tourism practice around the world. Initial contact has been made with the publisher “deGruyter” (www.degruyter.com/serial/dgsto-b/html#overview) to publish the book within the “studies in tourism”-series.

In the light of the above, the book will host investigation results from empirical research, but also theoretical contributions, to assess the broadest possible overview of the special interest topic of motorcycle tourism. For example, the following topics could be covered:

- Significance of the motorized two-wheeler as a recreational tool;
- Economic significance of motorcycle tourism;
- Motivation of motorcyclists for a holiday trip by motorcycle;
- Leisure mobility vs. holiday mobility;
- Travel experiences on motorcycles;
- Sustainability considerations in connection with motorcycle tourism;
- Market research for motorcycle tourists;
- Social dynamics, lifestyle aspects, identity markers and tribal practices in motorcycling communities;
- Special Products for Motorcycle Tourists;
- etc.

Accordingly, there should be room for theoretical-conceptual contributions, literature reviews, methodological contributions as well as empirical findings (quantitative or qualitative). Basic research or applied research contributions are welcomed as well as innovative questions and perspectives.

Colleagues who would like to submit a contribution (in English) for this book are asked to send a full abstract of about 500 words to the editors Werner Gronau, Knut Scherhag and Anna Scuttari **by November 30, 2023** (werner.gronau@hochschule-stralsund.de; scherhag@hs-worms.de, anna.scuttari@iulm.it).

The completed paper (max. 40,000 characters + tables/figures and bibliography) must be submitted by **June 1st 2024** and will be subject to a double-blind review process.



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