

# How to get great experiences out of your first car holiday

Elina Weckman



<b>Author(s)</b> Elina Weckman	
<b>Degree programme</b> Tourism and Event Management	
<b>Report/thesis title</b> How to get great experiences out of your first car holiday	<b>Number of pages and appendix pages</b> 19+1
<p>The key issue of my thesis was how to get great experiences out of road trips.</p> <p>I wanted to dive into the world of road trips in a way that would open it up to people who have never done it. My goal was that a reader that has never travelled via vehicle would get the inside information on it. I wanted to find out what kind of people travel this way and why. Since it is a way of travel that does divide opinions.</p> <p>I used interviews as my chosen method. I found 10 incredible people that have chosen to travel this way. Some have travelled multiple times some only once. Even though they were all different kind of people it was clear that deep down they all had same goals and reasons to travel via vehicle.</p> <p>At the end of my thesis you are able to find a manual that I have created for the first time road trip.</p>	
<b>Keywords</b> Car, tourism, and experience	

## Table of contents

1	Introduction .....	2
2	Car holidays as experiences .....	3
2.1	What is car tourism? .....	3
2.2	History and current state of car tourism in Finland .....	3
2.2.1	First road trips ever made .....	3
2.2.2	Car holidays in Finland.....	5
2.2.3	Types of cars used on road trips .....	7
2.3	Environmental impact of road trips .....	9
2.4	Experience, the role in tourism.....	10
3	Research methods .....	12
3.1	Qualitative research method .....	12
3.2	Data .....	13
4	Results .....	14
4.1	Generally, about the results .....	14
4.2	Key research results .....	14
5	Conclusion .....	17
5.1	Reliability of the study .....	17
5.2	Assessment of one's own learning .....	18
	References .....	19
	Attachments.....	21
	Interview frame.....	21
	Manual for your first road trip.....	21

## **1 Introduction**

At first, I go into car holidays as experiences. I will go through the history of car tourism. Where it got started in the first place and also, I dive into the history of road trips in Finland and the current state of it. I go through the most common vehicles to travel with on road. I also quickly glance into the environmental impact that travelling with a vehicle has. At the end of the theoretical part, I dive into the role that experiences have in tourism.

The aim of this thesis is to find out how to get great experiences out of road trips. I decided that the best way to find this out was to interview several people that have at least ones travelled via car.

The criteria for the interviewees were that they had to have travelled via car in Europe. Since that is less common than travelling via car inside Finland. My aim was to know why people do it and what kind of experiences they have had. The good and the bad. The aim is to find out clearly why some people choose to travel this way. There were 10 interviewees from all ages and points of life. From single travelers to families of 5 to elderly couples.

## **2 Car holidays as experiences**

Car holidays have a long history, and it has changed its form during many years. Road trips came to Finland much later than other countries.

### **2.1 What is car tourism?**

Drive Tourism is often described as tourist who use a vehicle to travel for leisure and this way reaching their destinations. This includes overnight trips or day trips to one or more places. The drive tourism has some common characteristics to it. These people like independence and the freedom they have on their tips. Love to explore and experience new places. Often like to seek to experience the nature. They often do not have set to stone kind of plans. So, their travel plans can change greatly on the way. They seek to find recommendations of locals or other travelers and use those as bases for planning their tips (Wayfound, 2017)

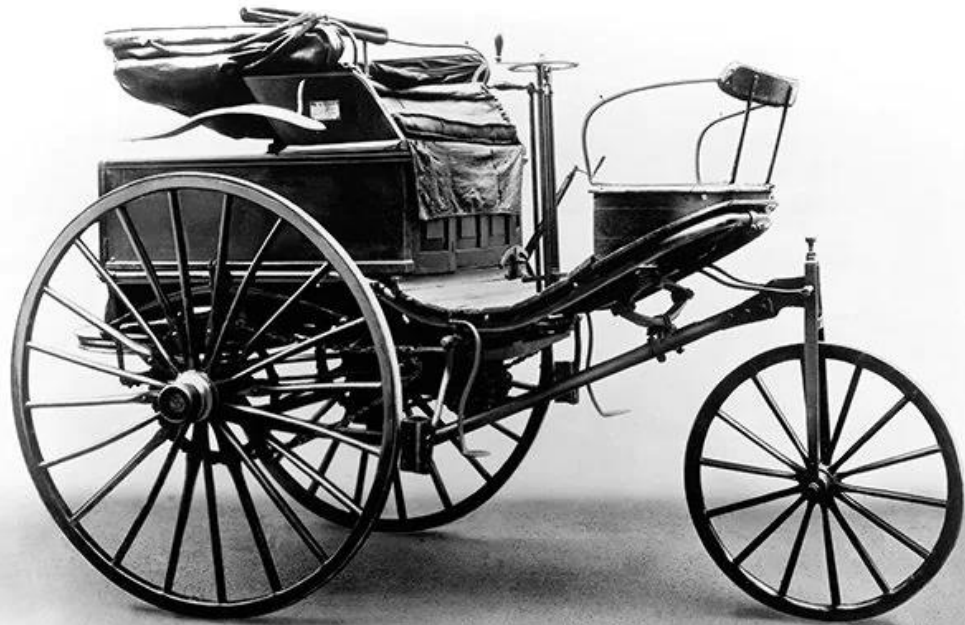
### **2.2 History and current state of car tourism in Finland**

First road trip was made in Germany in 1888. Road trips were formed into what we know it as in America.

#### **2.2.1 First road trips ever made**

The first documented road trip was made by Berta Benz wife of inventor Karl Benz in 1888. This was the first road trip made with an automobile. The 96km trip was made in Germany from Mannheim to Pforzheim. Berta required help during the trip, so she recruited her sons Richard 13 and Eugen 15. The help was much needed since the 0.88 horsepower engine was somewhat underpowered. Her sons pushed the car up the steep hills. This 96km trip might now seem like an easy task but back in the day it was very challenging. Top speed of the car was 16km/h, and this was on the downhill stretches. The roads were not made for cars at all. There were no gas stations or repairs shops along the way. They had to stop every 32 kilometers to add gas. Which was bottles of benzine which they were able to get from pharmacies. They also had to stop every 19 kilometers to refill the cooling system with water since it boiled off as the engine ran. Originally the purpose of this trip was for her to visit her mother but in the end, it was a publicity stunt. They had left for the trip at 5am and arrived at Pforzheim that same night. They stayed in the city for few days which gave the boys a change to show off their father's car. (Wired, Dylan Tweney, 2010)

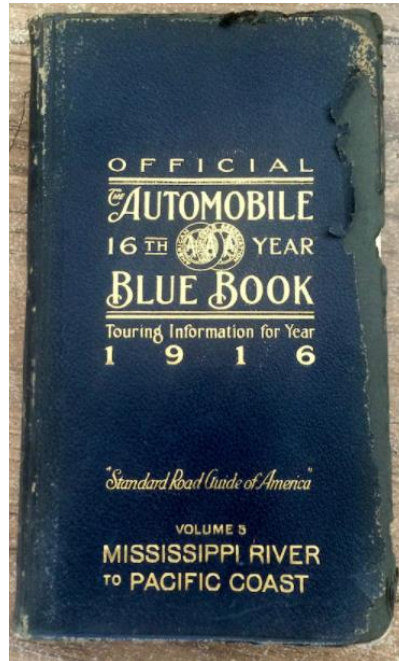
Picture 1. The Benz Patent-Motorwagen Number 3. The car Berta Benz used on her road trip in 1888. (Mercedes-Benz, Berta Benz)



In 1916 one of the first guides for road trips was published in America. Back in the day travelling with a car for long distances was risky and even dangerous. Cars were unreliable and roads were in bad condition. Interstate highway system was still decades away. The 'Official Automobile Blue Book' series was more popular at the time than maps and atlases. Each thick volume had detailed routes with turn-by-turn directions. These guides were meant to spread enthusiasm for car touring. There were more than 1286 individual routes in the whole series. The Blue Book also had instructions about towns, cities, flag points, and historical sites.

(National Geographic, Greg Miller, 2016)

Picture 2. The Blue Book 1916. (National Geographic, Greg Miller, 2016)



United States of America is the place where road trips were shaped to the form they are today. It all started momentum from World War II. Young men were drafted and enlisted and sent to distant parts of the country for training and preparing for war. After that they were sent to various parts of the world. For most of these men this was the first time they saw the world beyond their home surroundings. When these men came back to America to their homes, they had a travel bug. They were in the time of their lives and starting their families. This was the time of the Baby Boom. During the war American factories had improved their techniques in production so they could produce as many tanks and airplanes as possible. Now they were producing automobiles with that same speed. Suddenly America had young men with new families, money to spend, time to spare, interest to travel, and a lot of cars. This is how the travel boom started. The interstate-highway system had a huge impact on the rise of family road trip in America. The legislation passed in 1956 and the funding of construction started mediately. It took 25 years to build the interstate-highway system. (The Atlantic, Ashley Fetters, 2018)

### **2.2.2 Car holidays in Finland**

Cars came to Finland later than elsewhere, at the end of 1900. Other Baltic countries had cars already in 1800. The first real site of a car in Finland was made in May 1900. Since Finland was an agricultural society, there were no need for personal cars for many years. Also, the natural conditions slowed down the motorizations. Many roads had to be built all over again and some even to new locations. Finland was a poor country and cars were not purchased just for fun. It was a big investment in the early days. In the 1940 there

were more lorries in Finland than private cars. After the war motorizations started slowly to grow. In 1939 there was one car per 154 Finns. In the beginning of 1950, there were one car per 150 Finns. After this the motorization started to grow with speed. From 1950 to 1962 the number of personal cars increased tenfold. By 1962 there were one car per 17 people. During the next 10 years the number of personal cars tripled. In 1974 there were five Finns per car and in 1986 it was down to three. Nowadays that number is 1,6 cars per person. Until 1960 private motoring had a small meaning. The motorization did not happen all at ones in Finland. In the beginning it happened in bigger cities and at the end it also reached the far corners of the countryside.

(YLE, Raili Löyttyniemi, 2013)

The Finnish travel agency started conducted travels in 1949. Still in the beginning of 1950s very few Finns could afford to travel because the trips were long and expensive. Typical trips were made to south- and west Europe with busses that took 2-3 weeks. With the increase of airplanes trips to south got easier, faster, and cheaper. Travelling started to become more known even for an ordinary Finn. (Kostiainen & Korpela, 1998) Finnish tourism grew until mid-1970s when the energy crisis hit. (Kostiainen & Korpela, 1998)

Car travelling in 1925 was a hobby of a few but it was not an unknown concept in society. In 1926 a book called "Autolla Suomesta Välimerenmaihiin" (With a car from Finland to Mediterranean countries) was published. It was written by J.E. Rosberg, who was the first professor of geography in Helsinki University. Rosberg and his companions travelled with a car from Finland to Sweden and through Denmark to Germany, Holland, Belgium, France, and to Italian Riviera. In 1913 a road map was created for travelling in Finland. It was done by Finland's Matkailijyhdistys.

(Moottori.fi, Hannu Lindell, 2015)

The caravan trailers came to Finland between 1950-1960. Mobile homes were not seen in Finland before 1950s. In 1950 several people build caravan trailers on old trailers. Within 10 years there started to be more and more factory maid caravan trailers on the street views. Still at the beginning of 1960s caravan trailers were a rarity. The popularity of car tourism grew hand in hand with increasing in liberalization of car imports, free time, and wealth. In the 1960s caravan trailers had already a hob and cupboards. In the same decade campers started to become more common. In the beginning they were built from old vans. Tents had a big foothold in camping sites still in the beginning of 1970s but in the early 1980s they lost to caravan trailers and campers.

(YLE, Juha Kokkola, 2014)



In 2018 there was 2 696 334 registered cars and 325 656 registered vans in Finland. All together there are 3 130 640 registered vehicles in Finland. In the last 10 years the number of cars has increased by 246 612. (Autoalantiedotuskeskus, 2019)

### 2.2.3 Types of cars used on road trips

What would a road trip be without a car? There are many vehicles to choose from. To find the perfect fit for your needs is to think how many people you are travelling with and what kind of facilities you want or need.

The simplest option is the sedan. Having just the sedan gives you easy access to places and parking in big cities is a no problem. You can either have camping gear with you which means you would sleep the nights in a tent, or you can rent Airbnb's, hotels, motels, or hostels for the nights. A minivan also goes in this category. It has slightly more space and some tend to convert the back of a minivan into a sleeping quarters at night.

Picture 3. The sedan. (Pixabay)



Next up is the Campervans. A van is little bit more comfortable choice than a sedan/minivan. You can sleep in it and have more space for your gear and luggage. Some vans have even a small build in kitchen in them. The pros of vans are that they are more affordable to repair and fuel, easy to drive, and mover around. The cons would be that it has small amount of living space and storage, and fewer comforts. Campervans are perfect for solo traveller and couples. (Campanda magazine, Claire Williams)

Picture 6. Campervan (Pixabay)



The most typical option is next, the camper/motorhomes. A camper has the living and driving functions under the same roof. This makes it easy to park to any camp area without having to hitch and unhitch the vehicle. This is a great choice for the first-time drivers since the camper is easy to move around. The pros of campers would be the great size of sleeping spaces, extra storage, fully equipped, and easy to maneuver around. Cons would be that it is costly to fix, repair, and fuel, and that you do not have a smaller vehicle to do day trips with (if you do not tow one with you). (Campanda magazine, Claire Williams)

Picture7. An RV (Pixabay)



The biggest option for road trips is caravan trailer/towable RVs. To be able to travel around with a trailer you need to have a strong enough car that can pull it around. Caravan trailer is good for people that are staying in the same area for a longer time since you

can leave the trailer behind and explore around just with the car. The only minor side to this is that the camper space can only be used when parked. Driving a caravan requires skills since you have another vehicle in tow. Caravans are often cheaper than campers since they do not have a motor. This also means that there won't be any motor issues with caravans. (Campanda magazine, Claire Williams)

Picture 8. An caravan trailer (Pixabay)



### 2.3 Environmental impact of road trips

What comes to the environmental impact that car tourism has it is not the worst or the best. In the list below is listed means of transportation from best to the worst by their impact on the environment. Worst being the airplane and best bicycle. Car is fifth on the list. (Kalmari & Kelola, 2009)

Figure 1. Means of transport from the best to the worst by impact on the environment. (Kalmari & Kelola, 2009)

1. Bicycle
2. Electric train
3. Bus
4. Diesel train
5. Car
6. Car ferry
7. High-speed vessel
8. Airplane

If you are travelling with a car the most important facts to consider are the following. Your driving style has a huge impact on how much gas you use. Do not speed drive for no reason. When the car speed exceeds 80km/h the consumption of gas increases notably. Always use the biggest gear as possible and try to avoid unnecessary acceleration, braking, and idling. Also, the lighter your car is the better. Heavy cars consumer more gas. If possible, try to use an ego gar. It is hard to rank ego cars from best to worse. Since they all have some environmental impact. (Kalmari & Kelola, 2009)

For example to produce some biofuels rainforests are destroyed. The production of raw materials for biofuels is competing from the same fields as food crops. (GreenPeace)

Diesel is said to be better for the environment than petrol, but it produces fine particles that are harmful to health. Hybrid- and electric cars are said to be the most environmentally friendly options. Simply always prefer cars that have low fuel consumption. (Kalmari & Kelola, 2009)

## **2.4 Experience, the role in tourism**

Experience is often argued to be deeply personal phenomena. It is also said to be biased, intangible, and uninterrupted in time. (O'Dell, 2007) The word experience can mean two different things: a moment-to-moment experience or assessed experience which can be subject to contemplation and prescribed meaning. (Highmore, 2002)

Most of the focus on experience research are done around assessed experiences. The experiences that are defined by effects happening within the person who is engaged with an event on an emotion, spiritual, intellectual, or physical level. These individuals are left with memorable consequences. (Pine & Gilmore, 1999)

The tourism experience is an arduous psychological process. To provide a perfect explanation is a difficult task. Tourism experiences are different from our everyday experiences. Tourism offers convoluted experiences, memories, and emotions tied to places. The experience of place or oneself in place is what the travelers seek.

(Jennings & Nickerson, 2006)

Larsen proposes that the tourism experience is defined as a past travel-related event because it was such a significant moment that it was stored in long-term memory.

(Larsen, 2007)

Experience has been often put into with services, but experiences are their own economic offering. Consumers have had an absolute desire for experiences, so it has now been

identified as the fourth economic offering. More and more businesses and companies are now responding to this need. An experience happens when a company chooses services as their stage and their goods as their probs. This allows them to engage with the customers and create a memorable event for them. (Harvard Business Review, B. Joseph Pine II & James H. Gilmore)

The traditional services are used when our own time, effort, or know-how is not enough. In the experience services the customer specifically wants to use their time and money for the experiences and entertainment. Experiences bring people enjoyment, they learn new things, see new places, it challenges them, and they learn more about themselves.

Travel experience refers to the individual's evaluation of all the thigs that have been a part of the trip. Including events before, during, and after the trip. These experiences can be everyday or special things, cognitive or emotional, good, or bad, long-tern or short-term, random or carefully planned experiences. (Harvard Business Review, B. Joseph Pine II & James H. Gilmore)

### **3 Research methods**

The research method I used was an interview. I interviewed 10 people that all had different kind of experiences of road trips. The interview frame can be found as an attachment and the end of my thesis.

#### **3.1 Qualitative research method**

On my thesis I have used qualitative research method. According to Eskola and Suoranta qualitative material, in its simplest terms, means material which is in the form of text. For example, interviews, observations, personal diaries, autobiography, letters, and other written material, pictures, or voice recordings. (Eskola and Suoranta, 2008)

In qualitative research, interpretation is distributed throughout the research process and it is not always easy to break down the research process. The research plan or even the layout of the research problem may need to be reviewed during data collection and writing a dissertation may require a return to the original material, which poses its own challenges. In qualitative research, objectivity arises from the identification of one's own subjectivity. (Eskola and Suoranta, 2008)

In addition, the researcher should consider discretionary sampling because qualitative research focuses on a small number of cases. In addition, the researcher can start building his or her material-based analysis from the bottom up, in which case it is important to consider the delimitation of the material so that its analysis is meaningful and sensible. (Eskola and Suoranta, 2008)

In qualitative research, non-hypothesis means that the researcher has not locked-in presumptions about the research object or the results of the research. However, it is important to keep in mind that observations are always influenced by past experience. The material allows the researcher to gain new perspectives, not just to verify his or her doubts. (Eskola and Suoranta, 2008)

In this thesis the subject of research are experiences on road trips and why do people travel this way. The purpose was to interview 10 people who have travelled with a car around Europe. From the base of this interview, I would find out answers to these questions. The interviews were done either face to face or as an online interview. About 3/10 people I interview were people I already knew. The rest were people I found from the in-

ternet and some were distant family friends. I had created an interview frame and the interview were recorded and afterwards written down into my excel sheet. Where I was able to start analyzing the answers.

### 3.2 Data

The interview frame consisted of 17 questions. Which aimed to reveal the main motivation behind travelling via vehicle and how to get great experiences out of these trips.

Below you can find the table that shows the layout interviewees. Their main company on travels, their age, and how many times they have travelled with a car to Europe.

Table 1. Distribution of interviewees

<b>Interviewees</b>	<b>Travelers</b>	<b>Age</b>	<b>No of trips made with a vehicle to Europe</b>
A1	Female (+ family)	25	3
A2	A couple	50ish	4
A3	A couple	25	2
A4	Two friends	30ish	1
A5	Solo female	42	6
A6	Solo female	29	lives in her car
A7	Family of 3	30ish parents	2
A8	Family of 5	40ish parents	3
A9	A couple	60ish	3
A10	A couple	50ish	4

## **4 Results**

### **4.1 Generally, about the results**

The results were so to say easy to read. Most of the answers were very similar to each other's. Same key things popped out during the interview. So, it is clear that through this interview I was able to find some great answers to all the questions I had at the beginning of this project.

### **4.2 Key research results**

At some point all the people I interviewed mentioned freedom. Freedom was one of the biggest reasons why they travel via car around Europe. Freedom is the conditions were you are able to do, say, think, etc. whatever you want, without being limited or controlled (Cambridge Dictionary) Freedom meant that they could change their plans whenever they wanted. They could go and see things on the way that they didn't have on their original plans.

It was very clear from the interview that ones you go to your first trip on a car you get hooked to it. Especially the older people I interviewed mentioned that they got into road trips when they were young (A2, A9, and A10), when the concept of road trips came to Finland for the first. It was a hit for a while and then the ones that loved it enough have continued it their whole lives. Most of them have passed this interest to their own children.

I was expecting there to be some kind of community for people who travel via car. But as I found out most are not in any kind of community. Few are in Karavaanariliitto which is a Finnish union for caravanners. This union helps with the legal side of things. They provide help to their union members if needed before, on and after the trip. They also have many benefits for their members, discounts to rent cars etc.

Half of the people that I interviewed had rented their cars and the other half had their own cars on their travels. It was clear that the people who had travelled multiple times owned their own camper vans etc. The ones that travelled only few times either travelled with their own sedans or rented a bigger RV. Overall, the clear recommendation was to rent a car. It is so much easier that way.

Multiple interviewees mentioned that the biggest con was driving at night. The driving is almost always planned to happen during a daytime. But sometimes plans change out of



nowhere and you end up driving at night. It is very exhausting and sometimes even dangerous. It is also hard to find safe places to rest during the night. But when driving at night you get to spend the daytime exploring new places.

When asked in what kind of company you get the best experiences out of these trips almost every interviewee mentioned people that are like you. You need to have similar interest in travelling, values, music etc. One interviewee said it well "I think it is important to have people with you that you can happily be with 24/7 even on bad days.". This sums it up very well. A person who travels with a car for several days must have good nerves and be extremely flexible. 2/10 interviewees said that they prefer travelling alone.

Most common ways to plan the road trips were by using the internet or by simple asking other people for tips. Internet is full of YouTube channels and blogs that are all about travelling and living on the road. Many of my interviewee mentioned that they sometimes just plan the bigger destinations, and the rest of the routes are left less planned. A1 and A4 mentioned that planning road trips is time consuming. You have to do so much research when planning which roads to take and where to stay the night. You should also always have a backup plan.

One of the cons that popped up several times was the way back home. Most people loved all the other parts of the trip, but the driving back home seemed to be the hardest part of all the trips. My interviewee recommended to really plan the trip all the way to the end. They recommended to have different routes to home. Never drive the same road back that you came from. From Finland it is hard because the route through Estonia, Latvia, and Lithuania must be driven to get to the rest of the Europe. If you don't want to travel through Sweden and Norway. Most people do not. So, then you are left with the same beginning and the end for your trip.

It seems that when you travel with your car you often get off the beaten path and see actual communities and natural wonders on the way. Several interviewees mentioned that they love the part of the road trips when they really get to know the local culture. Not from big touristy cities but from small towns on the way. These seemed to also be one of the best experiences that the interviewee has had.

Families (A7 and A8) that travel via car had clearly same reasons for it. It is easier to travel with multiple children on a car than on the plane. They can have as many tantrums as they want on the car and they won't be bothering anybody else. Also, when traveling with kids you seem to have way more luggage than when you travelled single. It is super

nice to have all that luggage nicely in your vehicle and never having to worry about carrying to anywhere. You can also pack as many toys as the kids need into your RV as they need. For the families interviewed travelling via car was the only way to travel in an easy way. I am sure that this is dependent on persons.

The older travelers A2, A9, and A10 had all mentioned some cons that others did not. All mentioned that they must drive shorter distances at ones. Simply because their legs and glutes get tired, and legs swell after a while of driving. Another thing that was mentioned by all three interviewees was that they either shorten trips at older age and travel for longer time. Which means less countries but longer time in one.

60% of the interviewees mentioned that the biggest worry on the road is your cars condition. You have to worry about breakdowns, but also general wear and tear on your car. Long trips can really do damage to a vehicle. A4 mentioned that on their one and only trip their car broke down four times. They were lucky enough to have help nearby. If your car breaks down it for sure can be difficult to find help in a foreign country.

The price of gas was also mentioned several times. Several European countries have more expensive gas as Finland.

40% of interviewees mentioned bad weather as a con. Storms and hard rain can really make driving dangerous and unpleasant. Most interviewees said that if they hit bad weather, they tend to change their plans and often stay in town until the storm passes.

Only 2/10 interviewees had taken a loan for their trips. But almost everyone else mentioned that travelling via car can be very expensive. So, you either have to save money or simply take a loan for it. When I asked the interviewees how they felt about the costs they mainly said that it is always worth it.

After the interview I noticed that travelling via car really takes time. The interviewees all mentioned that they travel at least for 2 weeks but willingly more than that. Since travelling via car is one the slowest ways to travel. A2 and A7 recommended to plan your trips way in advance and use as many weeks as simply possible. This way you get most out of your trips.

## **5 Conclusion**

It is clear that people who travel via car like the independence and the freedom. Usually, they seek to experience the scenery and the natural environment. They don't have set plans about where they will go and what they will see. So, their plans change on route. They often base their decisions on the recommendations of locals or other travelers.

Based on this information, I recommend planning the trips as best as you can. Research the routes and places you decide to spend the night. Really look into other travelers' recommendations.

It can be concluded from the respondents' replies that you should think hard who you choose to travel with. It is clear that when travelling via car it is hard to escape the people you travel with. So, choose your company wisely. Best friends and family seemed to be the most common among the interviewees.

The biggest thing to prepare for is your car breaking down. make sure you leave for the trip with a car that's in good conditions. Or if you rent a car make sure to check its condition before starting your journey. You can mainly prepare yourself with small things like a spare tire, tools, extra oil etc. Mainly you must be mentally prepared that something might happen to your car. If/when it happens you just need to make most out of it too.

With my thesis the reader gets the basic knowledge of traveling via car. The biggest motivators to travel this way and plenty of tips.

### **5.1 Reliability of the study**

My research is reliable because new information no longer came to light during the interviews. The ten interviews revealed exactly the same things, although the destinations have been different, resulting in my research being reliable. More interviewees would have brought more information.

My research questions were answered very well when all the interviewees were passionate about the topic, which facilitated the interviews. The interviewees spoke enthusiastically about the topic so I got a lot of material for my thesis.

## **5.2 Assessment of one's own learning**

Writing a thesis was an engrossing project. I am glad that this particular project however, is now over because my motivation was low towards the end.

Although the subject was fairly familiar to me, I learned so much more about it. For the first time, searching for information felt so empowering. When I finally got to do the interviews, I gained so much more information.

After the interviews I felt that I had all the necessary information, that I needed to complete this thesis. I was very happy to have found 10 amazing people to interview. They gave me so much new information that I had no idea of.

I for sure could have done better but being in this life situation this is what I was able to do. At the end I am happy to have done this particular thesis.

## References

- Autoalantiedotuskeskus, 2019, Liikennekäytössä olevan autokannan kehitys, URL: [http://www.aut.fi/tilastot/autokannan\\_kehitys/ajoneuvokannan\\_kehitys](http://www.aut.fi/tilastot/autokannan_kehitys/ajoneuvokannan_kehitys)
- Cambridge Dictionary, URL: <https://dictionary.cambridge.org/dictionary/english/freedom>
- Campanda magazine, Claire Williams, A complete guide to rv classes and types, URL: [www.campanda.com/magazine/which-rv-rental-is-right-for-you/](http://www.campanda.com/magazine/which-rv-rental-is-right-for-you/)
- Eskola and Suoranta, 2008, Johdatus laadulliseen tutkimukseen
- GreenPeace, Usein kysyttyä biopolttoaineista, URL: <http://www.greepace.org/archive-finland/fi/kampanjat/palmuolij/UKK-palmuolij/>
- Harvard Business Review, B. Joseph Pine II & James H. Gilmore, Welcome to the experience economy, URL: <https://hbr.org/1998/07/welcome-to-the-experience-economy>
- Highmore, 2002, Everyday Life and Cultural Theory
- Jennings & Nickerson, 2006, Quality Tourism Experiences
- Kalmari & Kelola, 2009, Vastuullisen matkailijan käsikirja
- Kostiainen & Korpela, 1998, Mikä maa-mikä valuutta?
- Larsen, 2007, Aspects of a psychology of the tourist experience
- Mercedes-Benz, Berta Benz, URL: <https://www.mercedes-benz.com/en/mercedes-benz/classic/bertha-benz/>
- Moottori.fi, Hannu Lindell, 2015, Matka: Autolla Euroopassa vuonna 1925, URL: <https://moottori.fi/matkailu/jutut/matka-autolla-euroopassa-vuonna-1925/>
- National Geographic, Greg Miller, 2016, This 1916 Guide shows what the first road trips were like, URL: <https://www.nationalgeographic.com/science/phenomena/2016/05/20/this-1916-guide-shows-what-the-first-road-trips-were-like/>
- O'Dell, 2007 Tourist experiences and academic junctures
- Picture 3. URL: <https://pixabay.com/photos/traffic-road-vehicle-car-4088885/>
- Picture 6. URL: <https://pixabay.com/photos/vehicle-van-adventure-travel-trip-2585398/>
- Picture 8. URL: <https://pixabay.com/photos/canada-caravan-pickup-hitch-1217700/>
- Picture 7. URL: <https://pixabay.com/photos/mobile-home-rv-canada-2872471/>

Pine & Gilmore, 1999, The Experience Economy: Work Is Theatre & Every Business a Stage. Boston

Road Trip Yhdysvallat, Tiina Guttler, 2018

The Atlantic, Ashley Fetters, 2018, The rise and fall of the family-vacation road trip, URL: <https://www.theatlantic.com/family/archive/2018/07/family-road-trip-richard-ratay/564938/>

Wayfound, 2017, What is drive tourism and what does it mean to tourist destinations? URL: <https://www.wayfound.com.au/what-is-drive-tourism-and-what-does-it-mean-to-tourist-destinations/>

Wired, Dylan Tweney, 2010, Aug. 12, 1888: Road trip! Berta takes the Benz, URL: <https://www.wired.com/2010/08/0812berta-benz-first-road-trip/>,


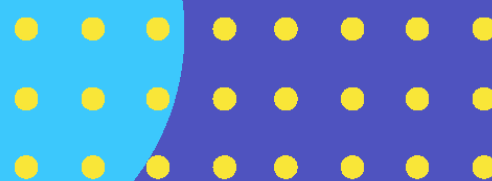
YLE, Juha Kokkola, 2014, Karavaanarikulttuurin alkupiste oli puinen ja itse kyhätty, URL: <https://yle.fi/uutiset/3-7217865>

YLE, Raili Löyttyniemi, 2013, Aikamatka arkeen: Autoilu, URL: <https://yle.fi/aihe/artikkeli/2013/01/11/aikamatka-arkeen-autoilu>

## Attachments

### Interview frame

Questions	
No.	
1.	How often have you travelled with a vehicle outside Finland?
2.	For these trips have you saved money or taken a loan?
3.	Which countries have you travelled to?
4.	Did these trips start from Finland?
5.	What kind of vehicles have you travel with?
6.	Was the vehicle yours or rental?
7.	How long do your car travels usually last?
8.	Who do you travel with?
9.	Where did you get the idea for the first time to go for a road trip? (outside Finland)
10.	Pros on travelling with a vehicle.
11.	Cons on travelling with a vehicle.
12.	Do you have any values related to sustainability on your road trips?
13.	Are you in any kind of community for people who travel with vehicles?
14.	What have been the best experiences on these trips?
15.	In what kind of company, you get the best experiences out of these trips?
16.	When planning your trips where do you look for ideas and information?
17.	What motivates you to travel long distances with a vehicle?



# A manual for your first road trip

## 1. Money

- Save money for your trip and make a budget.

## 2. Research

- Research everything you can, roads, campsites, hotels, sites, etc.
- Look for other travelers' tips. Use the internet it is filled with information on road trips.

## 3. Vehicle

- Choose the vehicle that fits best for your needs and budget.
- Make sure your vehicle is in good condition before and during your trip.

## 4. Company

- Consider carefully the people you travel with. Choose people that have similar values and goals as you.

## 5. Weather

- Actively check the weather conditions on your destinations. If bad weather hits rather stay in place than drive.

## 6. Time

- Reserve plenty of time for your trip.
- Take your time. There is no need to hurry on road trips.

## 7. Be open-minded

- To be able to get as much out of your road trip you must be open-minded to changes. See things off the beaten path.

