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Car Tourism

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Preface

This scientific monograph is a result of a research project devoted to the development of tourism in spaces connected with the production, usage and presentation of cars. This kind of tourist activity is treated here as a separated type of tourism called car tourism. This project already resulted in a number of author's research trips to Germany (VW-Wolfsburg, Porsche – Stuttgart, Audi Forums Neckarsulm and Ingolstadt, Sinsheim and Speyer Museums, Hockenheimring, etc.), Italy (Lamborghini Factory and Museum in Sant'Agata Bolognese, Panini Collection) and Poland (car and technology museums in Warsaw and Otrębusy, Poznań Motor Show, etc.) in order to research spaces where car tourism is developing. One of outcomes of this project is previously published in a scientific article devoted to the tourism function in German Audi Forum Ingolstadt (Cudny and Hornak 2016). This book is a scientific monograph, positioned within geographical sciences, which presents in a comprehensive way the most important findings of the mentioned project.

The book presents the role of cars and the spaces connected with their production, use and presentation in tourism development. It includes the description of the role of experiences and experience societies formed in the twentieth century in the development of contemporary tourism, including tourism related to cars. The author describes the influence of experiencing unusual events, such as car races, car fairs, visits to car industry museums or multifunctional spaces connected with producing and exhibiting cars (e.g. Autostadt Wolfsburg or Audi Forum Ingolstadt, Germany) on the development of a new type of tourism, i.e. car tourism. This kind of tourism is a novelty in two ways: Firstly, it is a new phenomenon in science, as so far it has not been thoroughly studied or described, apart from very few publications. Secondly, some elements of this type of tourism have developed on a large scale in recent years, mainly due to the appearance of huge investments made by powerful European car manufacturers from Germany and Italy (e.g. Autostadt, Audi Forums, Porsche Museum, Lamborghini Museum, etc.).

This book contains six chapters including the introduction followed by a chapter presenting the theoretical approach. In the following parts of this book, there is a presentation of spaces of car tourism supplemented with characteristic of most

important car-related events. The book presents cars and spaces related to them as tourist assets and as tourist products. Moreover, the author refers the issue of car tourism to the marketing strategies of large car manufacturers. The publication also refers to the theory of tourism space, treated as a part of geographical space. It presents the main important tourism spaces in which car tourism develops. The book presents case studies of factories, visitor centres, museums, car exhibitions and race tracks. One of the chapters describes events related to car tourism, including races, rallies and car fairs. The book ends with a summarizing chapter, which includes a discussion presenting the main features, of car tourism as well as the model of the development of this type of tourism and its influences on tourism space.

Lodz, Poland

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Reference

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About the Author

Dr. Waldemar Cudny gained his education in Poland, at the Faculty of Geographical Sciences, University of Łódź. He received his PhD degree in Earth Sciences, in the field of Socio-Economic Geography, in 2004, and his MA degree in Geography, in the field of Spatial Economy and Spatial Urban Planning, in 1999. Since 2005, he has been employed as an Assistant Professor at the Institute of Tourism and Economic Development, in the Tomaszów Mazowiecki branch of the University of Łódź. Dr. Waldemar Cudny specializes in several main research themes. The first of them is the analysis of the socio-economic and spatial transformations taking place in European cities. Others are issues related to urban culture, festivals and events. He investigated the role of festivals in the socio-economic development of urban areas and in the creation of tourism. In the last years, Dr. Waldemar Cudny was involved in a new research project devoted to the use of cars and spaces connected with car production, use and presentation in the creation of tourism phenomena. For the purposes of this research, he cooperated with large car manufacturers (e.g. Volkswagen, Porsche, Audi, Lamborghini) as well as with different private and public institutions (e.g. museums, race tracks, etc.). By 2016, Dr. Cudny has published (individually and as a co-author) the total of over 50 reviewed scientific works in the form of books, articles and chapters in monographs. The last book, published by Springer Nature in 2016, was devoted to the festivalization of urban spaces. Dr. Cudny is also an experienced academic teacher. In his career so far, he has taught subjects related to urban and cultural geography and tourism. In recent years, he has done research and conducted classes at foreign universities, e.g. Comenius University in Bratislava (Slovakia), the Catholic University of Eichstätt-Ingolstadt and Justus Liebig-Universität in Giessen (Germany), Umea University (Sweden) and Birmingham University (Great Britain).

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