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TURISMO DE MOTOCICLETA: UMA REVISÃO SISTEMÁTICA DA LITERATURA
MOTORCYCLE TOURISM: A SYSTEMATIC LITERATURE REVIEW
TURISMO EN MOTOCICLETA: UNA REVISIÓN SISTEMÁTICA DE LA LITERATURA

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RESUMO

Introdução: De uma atividade de nicho associada a subculturas específicas, o Mototurismo (MT) tornou-se, nos últimos anos, um segmento consolidado do Turismo de Impulso, criando oportunidades de investigação e desenvolvimento de negócios no sector do turismo.

Objetivo: O objetivo deste estudo é fornecer uma síntese completa e estruturada do conhecimento existente sobre o MT, identificar lacunas na investigação atual e explorar futuras linhas de investigação, nomeadamente, para explicar as características, atitudes, expectativas e motivações dos mototuristas, bem como o seu impacto na sustentabilidade das comunidades locais ao longo das rotas.

Métodos: Foi efetuada uma revisão sistemática da literatura (SLR) utilizando as diretrizes PRISMA e, além disso, foi utilizado o software VOSviewer para identificar grupos e tendências e a forma como estão ligados.

Resultados: Os resultados sugerem a existência de quatro clusters temáticos principais: Turismo, Sustentabilidade e Mobilidade; Mototurismo; Motociclismo e Determinantes; Motivações. Além disso, estudos importantes combinam gestão de destinos, motivação turística, impacto económico e sustentabilidade.

Conclusão: Uma direção promissora para a investigação futura é a integração de estudos de infraestruturas sustentáveis com a análise comportamental das motivações dos motociclistas, assinalando novas direções neste domínio. Além disso, o foco no desenvolvimento rural e nos mercados regionais oferece oportunidades para a investigação aplicada. Este estudo é inovador na medida em que, tanto quanto sabemos, ainda não foi publicado nenhuma outra SLR sobre o MT, e atualiza outros trabalhos anteriores sobre o tema, trazendo uma abordagem inovadora e novas perspetivas para a ciência.

Palavras-chave: Mototurismo; determinantes; motivações turísticas; turismo de aventura; revisão sistemática da literatura (PRISMA)

ABSTRACT

Introduction: From a niche activity associated with specific subcultures, Motorcycle Tourism (MT) has, in recent years, become an established segment of Drive Tourism, creating new opportunities for research and business development within the tourism sector.

Objective: This study aims to provide a thorough and structured summary of existing knowledge on MT, to identify gaps in current research, and explore future lines of investigation, namely, to explain the characteristics, attitudes, expectations, and motivations of motorcycle tourists, as well as their impact on the sustainability of local communities along the routes.

Methods: A systematic literature review (SLR) was conducted using the PRISMA guidelines. Additionally, VOSviewer software was employed to identify clusters and trends, as well as their interlinkages.

Results: The results suggest the existence of four main thematic clusters: Tourism, Sustainability and Mobility; Motorcycle Tourism; Motorcycling and Determinants; Motivations. In addition, important studies combine destination management, tourist motivation, economic impact, and sustainability.

Conclusion: A promising direction for future research is the integration of sustainable infrastructure studies with behavioral analysis of motorcyclists' motivations, signaling new directions in the field. Additionally, the focus on rural development and regional markets presents opportunities for applied research. This study is innovative in that, to our knowledge, no other SLR on MT has been published yet, and it updates other previous works on the subject, bringing an innovative approach and new insights to science.

Keywords: Motorcycle tourism; determinants; tourist motivation; adventure tourism; systematic literature review (PRISMA)

RESUMEN

Introducción: De ser una actividad de nicho asociada a subculturas específicas, el Turismo en Motocicleta (TM) se ha convertido en los últimos años en un segmento consolidado del Turismo de Conducción, creando nuevas oportunidades para la investigación y el desarrollo empresarial dentro del sector turístico.

Objetivo: El objetivo de este estudio es ofrecer un resumen exhaustivo y estructurado de los conocimientos existentes sobre la MT, identificar las lagunas de la investigación actual y explorar futuras líneas de investigación, a saber, explicar las características, actitudes, expectativas y motivaciones de los turistas en moto, así como su impacto en la sostenibilidad de las comunidades locales a lo largo de las rutas.

Métodos: Se llevó a cabo una revisión bibliográfica sistemática (SLR) siguiendo las directrices PRISMA y, además, se utilizó el programa informático VOSviewer para identificar los conglomerados y las tendencias y cómo se relacionan entre sí.

Resultados: Los resultados sugieren la existencia de cuatro grupos temáticos principales: Turismo, Sostenibilidad y Movilidad; Motocicloturismo; Motociclismo y Determinantes; Motivaciones. Además, importantes estudios combinan la gestión de destinos, la motivación de los turistas, el impacto económico y la sostenibilidad.

Conclusión: Una dirección prometedora para futuras investigaciones es la integración de los estudios sobre infraestructuras sostenibles con el análisis conductual de las motivaciones de los motoristas, lo que señala nuevas direcciones en este campo. Además, el hecho de centrarse en el desarrollo rural y los mercados regionales ofrece oportunidades para la investigación aplicada. Este estudio es innovador en el sentido de que, hasta donde sabemos, no se ha publicado aún ningún otro SLR sobre MT, y actualiza otros trabajos anteriores sobre el tema, aportando un enfoque innovador y nuevas perspectivas a la ciencia.

Palabras Clave: Turismo en Motocicleta; determinantes; motivaciones turísticas; turismo de aventura; revisión sistemática de la literatura (PRISMA)

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INTRODUCTION

Over the last two decades, Motorcycle tourism (MT) has undergone a significant transformation, shifting from a niche activity associated with specific subcultures to an established segment of drive tourism (Gronau & Große Hokamp, 2022). Such evolution has created new opportunities for research and business development within the broader tourism sector. As MT research develops, it will provide deeper insights into the characteristics, motivations, and behaviors of motorcycle tourists, as well as the effects and impacts of these activities. Understanding this evolving phenomenon requires a robust theoretical grounding, drawing upon established tourism theories to analyze it. This research is anchored in several key tourism theories that provide a comprehensive framework for understanding MT. Firstly, Niche Tourism theory is central, as MT represents a specialized, segmented form of tourism that contrasts with mass tourism offerings. This theory emphasizes the creation of distinctive tourism products tailored to specific market niches, focusing on authenticity, immersive experiences, and value co-creation, often shaped by rituals and identity formation (Stone, 2005; Sidali et al., 2015; Bunghez, 2021). MT, as a segment of drive tourism, aligns with the Experience Economy trend (Papathanassis, 2011; Bunghez, 2021), where the journey itself is a core component of the experience, often emphasizing scenic routes and interaction with natural and cultural environments.

Furthermore, Adventure Tourism theory is highly relevant, as many motorcycle tourists are drawn to natural environments and seek excitement and cultural immersion, making the journey as significant as the destination. The psychological dimensions, including self-discovery, personal transformation, and well-being, are key aspects of this theory (Janowski et al., 2021; Kane & Tucker, 2004). The concept of Serious Leisure also provides an important framework, highlighting the commitment, skill development, and flow state that characterize MT as a high-involvement, rewarding activity. This theoretical lens helps explain the intrinsic motivations of motorcycle tourists, such as the desire for personal escape and the experience of flow (Frash & Blose, 2019). Finally, the broader implications of MT are explored through the lens of Sustainable Development theory within tourism, which underscores the imperative of addressing social, cultural, and ecological dimensions alongside economic objectives. This includes examining MT's impact on the sustainability of local communities along routes, considering environmental, economic, and social aspects.

Therefore, given the rapid evolution and increasing prominence of MT, this study aims to provide a thorough and structured summary of existing knowledge on MT. Specifically, the objectives are to: (1) synthesize the current state of the art in MT literature; (2) identify existing research gaps; and (3) explore future lines of investigation, particularly concerning the characteristics, attitudes, expectations, and motivations of motorcycle tourists, and their impact on the sustainability of local communities. Empirically, MT has become an established segment of drive tourism, creating new opportunities for research and business development. Motorcycle tourists often represent a lucrative market, with significant daily spending, and their activities are closely associated with rural and adventure tourism, contributing to local economies (Sykes & Kelly, 2016; Cruz et al, 2022). This justifies a comprehensive review to consolidate fragmented knowledge and guide future research and practical applications.

Despite the growing interest and economic significance of MT, a critical research gap exists in the academic literature. To our knowledge, no other Systematic Literature Review (SLR) on Motorcycle Tourism has been published yet. While previous works have analyzed MT, they have primarily been narrative reviews or focused on related, broader topics like 'drive tourism' without employing a rigorous SLR methodology or comprehensive bibliometric analysis. This methodological gap means that existing knowledge on MT remains fragmented, lacking a structured, unbiased summary of the cumulative evidence, thematic clusters, and interconnected research trends. The absence of such a systematic synthesis hinders the identification of clear theoretical and applied gaps. It limits the ability to provide robust conclusions and future research directions for this specific tourism segment. This study addresses this gap by applying PRISMA guidelines and VOSviewer software to identify clusters, trends, and their interlinkages, offering a novel and updated perspective.

This paper is structured into four main sections. Following this introduction, Section 1 presents a brief and general literature review on MT, setting the stage for the systematic analysis. Section 2 details the rigorous methodology employed for the SLR, including the PRISMA guidelines and the use of VOSviewer software. Section 3 presents the results, highlighting bibliometric analysis, thematic clusters, keywords, and their interconnections, along with suggested research opportunities. Finally, Section 4 discusses the findings, presenting the main conclusions and outlining the study's limitations and implications for future research.

1. LITERATURE REVIEW

Tourism activities involve broad typologies to reflect the evolving diversity of travel practices and touristic experiences in contemporary society. In defining the concept of tourist, and grounded in sociological and anthropological theories, Cohen (1974) provides a comprehensive framework for analyzing tourism as a social phenomenon. His methodologies involve critical analysis of cultural interactions and the socio-economic impacts of tourism, defining tourism as markedly heterogeneous and encompassing a broad spectrum of activities, ranging from brief local excursions to extended global journeys, and from mass tourism to highly individualized forms of travel. Grounded in Anthropology, Smith (1989) provides a foundational exploration of the complex interactions between tourists and the communities they visit by examining the socio-cultural impacts of tourism on host communities. The anthology categorizes tourism into five types, such as historical, cultural, ethnic, environmental, and recreational, and investigates their effects across various societies. This exploration has been pivotal in understanding tourism as a medium for cultural exchange and its subtle social repercussions, which are often more profound than the economic transformations it brings. Moreover, accurately defining tourism and identifying its presence across a wide array of traveler identities and motivations is essential for assessing its individual and societal implications (Smith, 1989).

Among the various theories under which tourism has been studied, Development theory within this sector pertains to the systematic application of comprehensive economic and social development paradigms to elucidate the mechanisms by which tourism may catalyze or influence the growth and transformation of societies, regions, or economies. Tourism development was viewed through

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modernization and economic growth lenses, focusing on how tourism could generate income, create jobs, and reduce regional disparities, especially in less economically developed countries and rural areas (Turner & Calero, 2019; Milne & Ateljevic, 2001; Spenceley & Meyer, 2012). More contemporary methodologies underscore the imperative of sustainable development, community engagement, and the necessity of addressing social, cultural, and ecological dimensions in conjunction with economic objectives (Sharpley, 2000; Sharpley, 2020; Spenceley & Meyer, 2012). In another perspective, alternative frameworks like degrowth, which challenge the assumption that continuous growth is desirable or sustainable, especially given tourism's environmental footprint are gaining relevance, and theories now increasingly recognize the importance of local context, stakeholder networks, and governance in shaping tourism's developmental outcomes (Sharpley, 2020; Sharpley, 2021; Nguyen et al, 2019).

To cater to the distinct interests, values, and motivations of specific traveler groups, Niche tourism centers on the development and consumption of specialized, segmented forms of tourism, positioning itself in contrast to the standardized offerings of mass tourism. Rooted in marketing segmentation and ecological theory, this framework emphasizes the creation of distinctive tourism products, such as cultural, gastronomic, adventure, and dark tourism, that are tailored to market niches, conceptualized at both macro levels (e.g., cultural tourism) and micro levels (e.g., MT), reflecting varying degrees of specialization and scale (Stone, 2005). Central to niche tourism is the pursuit of authenticity, immersive experiences, and the co-creation of value, often shaped by rituals, identity formation, and the maintenance of symbolic community boundaries (Sidalí et al., 2015).

Beyond market segmentation, niche tourism also functions as a strategic development tool, enabling destinations to differentiate themselves, strengthen competitiveness, and promote sustainable development by aligning unique local resources with targeted audience preferences. Importantly, niche tourism markets are not solely defined by producers. Instead, consumers actively participate in shaping and developing these niches through their specific preferences and consumption practices. This co-creative process redefines traditional market structures, as both supply and demand contribute to the formation of niche tourism experiences, enabling destinations and providers to differentiate themselves from mass tourism through innovation and responsiveness to individualized needs (Bunghez, 2021).

Papathanassis (2011) presented a classification, identifying several tourism niches that are built on persisting social trends such as Sustainability - comprising Ecotourism, Inclusive-tourism, or Agro-tourism; Experience-economy – comprising Sport-tourism, Adventure-tourism, or Drive-tourism, among other trends.

Regarding the Sustainability trend, Ecotourism is defined as responsible travel to natural areas that not only minimizes environmental and cultural degradation but also contributes positively to both conservation and local livelihoods (Fu & Zhao, 2024; Kumar et al., 2023). The theory is built upon several key principles. First, conservation requires that Ecotourism actively supports the protection of natural and cultural heritage (Beal et al., 2020; Lee & Jan (2018). Second, community participation is essential, with residents involved in planning and benefiting economically and socially (Xu et al., 2022; Wondirad et al., 2020). Third, sustainability, in the environmental, economic, and social dimensions, must guide all activities (Ross & Wall, 1999; Xu et al., 2022; Kumar et al., 2023). Fourth, education and awareness are critical in fostering respect for nature and local culture (Fu & Zhao, 2024). Finally, stakeholder collaboration, involving tourists, local communities, government, and the private sector, is necessary for long-term success (Wondirad et al., 2020). Ecotourism may indirectly compete with other tourism segments, such as cultural tourism and adventure tourism, due to overlapping content and similar characteristics of the tourism product (Papathanassis, 2011). The future development of Ecotourism is expected to be influenced by factors such as rising incomes, higher education levels, more leisure time, population growth, improved accessibility to ecotourism sites, growing environmental awareness, and increased urbanization leading to a sense of disconnection from nature (Bunghez, 2021).

Adventure tourism and Drive-tourism niches are defined in the context of the Experience-economy trend. Adventure tourism theory seeks to conceptualize the distinctive characteristics, motivations, and experiential dimensions that define adventure-based travel, setting it apart from other, more conventional forms of tourism. Central to this theoretical framework is the understanding that adventure tourism encompasses activities involving elements of risk, challenge, excitement, and interaction with the natural environment, ranging from low risk "soft" adventures such as hiking to more extreme "hard" adventures like mountaineering or wilderness expeditions (Janowski et al., 2021; Kane & Tucker, 2004). Theoretical perspectives emphasize not only physical components, such as danger, thrill, and exertion, but also psychological factors, including self-discovery, personal transformation, and well-being outcomes such as stress relief and improved self-confidence (Mackenzie et al., 2021; Janowski et al., 2021). This scope has been broadened, framing adventure tourism as a site for personal learning and cultural engagement, where tourists undergo "cross-boundary learning" by immersing themselves in unfamiliar environments and practices (Akaho, 2024).

Instead of conceptualizing adventure tourism as a fixed or uniform category, the need for a pluralistic perspective that reflects the varied motivations, behaviors, and experiences of adventure tourists is emphasized (Rantala et al., 2018). Consequently, adventure tourism theory increasingly integrates insights from psychology, sport studies, recreation, and management, while also engaging with themes related to health, identity, cultural context, and sustainability (Gross & Sand, 2019). As an example, Chauhan (2024) examines how transformative adventure tourism, characterized by elements like self-assurance, disorienting dilemmas, joy, and cultural interactions, affects destination image, tourist satisfaction, and future behavioral intentions and finds that such experiences significantly improve perceptions and satisfaction, which in turn influence tourists' intent to revisit. The study also highlights tourism's emotional, psychological, and social dimensions and recommends that destinations focus on personal growth, authenticity, and sustainability to meet modern tourist expectations and enhance competitiveness.

Drive tourism theory examines the motivations, behaviors, and impacts of tourists who travel primarily by private vehicles, such as cars, recreational vehicles, or motorcycles, often seeking flexibility, autonomy, and access to remote or multiple destinations (Prideaux, 2019; Prideaux & Carson, 2010). This form of tourism has evolved over the past 75 years, opening previously inaccessible areas and generating both economic opportunities and social challenges for local communities. Central to this theory is the recognition of self-drive tourism as a distinct form of travel where the vehicle itself is integral to the tourism experience, rather than merely a mode of transport (Carson

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& Carson, 2010). Other key aspects include the importance of road accessibility, the appeal of diverse routes and attractions, and the influence of driving conditions on tourist satisfaction and intentions to revisit or recommend destinations. The field also explores the need for more effective infrastructure, safety considerations, and marketing strategies tailored to self-driving tourists. (Prideaux, 2020; Prideaux & Carson, 2010; Qiu et al., 2018).

The satisfaction of self-drive tourists is influenced by several factors, including travel demands, the advantages of self-driving, and the quality of destination facilities and management. Hosen et al. (2025) identify three core motivational dimensions influencing self-driven tourist behavior: experiential motivations related to emotional benefits; functional motivations tied to spatial and service-related aspects; and attractions-based motivations encompassing aesthetic, cultural, and nature-related interests. It also highlights the pivotal role of recommendations from personal networks and digital platforms in shaping travel decisions, and findings challenge the prevailing assumption of spontaneity among self-driving tourists, demonstrating that pre-trip planning plays a significant role in determining travel routes and stopover selections. Furthermore, the development of drive tourism is closely linked to sustainability concerns, emphasizing the need for economic benefits to local communities and the preservation of local identity without compromising environmental resources. This requires community involvement and collaboration among stakeholders to balance the protection and promotion of drive tourism routes (Cruz et al., 2022). The referred stakeholder collaboration is particularly needed in peripheral destinations, where fragmented promotion, weak destination branding, and supporting infrastructure constraints challenge successful drive tourism development (Thompson & Prideaux, 2023).

MT can be described as a specific form of tourism, that comprises an established segment of drive tourism, where both riders and passengers travel by motorcycle, with the ride itself being the central element of the trip, typically on scenic routes or winding roads (Gronau & Große Hokamp, 2022; Scherhag, 2024; Sykes & Kelly, 2014). Several key tourism theories can anchor MT to explain the motivations, experiences, and behaviors of motorcycle tourists. Adventure tourism and ecotourism theories are central, as many motorcycle tourists are drawn to natural environments and seek both excitement and cultural immersion, making the journey itself as significant as the destination (Ramôa et al., 2021; Scherhag et al., 2022).

The concept of memorable tourism experiences (MTEs) is also highly relevant, with motivation serving as a crucial precursor to these experiences, which in turn influence satisfaction and future travel intentions (Ramírez-Hurtado et al., 2022). Serious leisure theory provides another important framework, highlighting the commitment, skill development, and flow state that characterize motorcycle tourism as a high-involvement, rewarding activity (Sykes & Kelly, 2014; Frash et al., 2018; Frash & Blose, 2019). The psychological construct of flow, which consists of being fully absorbed and enjoying the ride, emerges as a powerful intrinsic motivator for motorcycle tourists (Sykes & Kelly, 2016; Frash & Blose, 2019). Experiential tourism theory, the tourist gaze, and demand generator theory further contribute by emphasizing the importance of unique, self-directed experiences and the appeal of scenic, less-traveled routes (Sykes & Kelly, 2014; Sykes & Kelly, 2016).

As a growing and evolving market segment, MT offers opportunities for both rural, route, and adventure tourism markets. MT is closely associated with rural tourism, which offers the unique character and amenities of rural destinations to motorcyclists who appear to be drawn to them (Sykes & Kelly, 2016). As motorcycle tourists typically spend more than \$100 per day, according to Sykes & Kelly (2016), they represent a potentially lucrative market for rural tourism operators. Route tourism encompasses three key dimensions: area, attractions, and activities. It is highly valued for promoting cultural heritage, although routes vary widely in terms of infrastructure and development. Themed routes, such as those focusing on food, drink, or history, often rely on collaborative networks of stakeholders to achieve common goals. (Vada et al., 2022; Pedrosa et al., 2022). These routes can stimulate local economies by attracting tourists and promoting local culture, and Api-tourism routes represent a model of sustainable and regenerative tourism that benefits rural areas (Izquierdo-Gascón & Rubio-Gil, 2022).

As motorcycles are now viewed more as a leisure or recreational tool rather than a means of transportation, MT overlaps with adventure and nature tourism, emphasizing the adventure and experience gained on scenic and winding roads with minimal traffic, which provide a backdrop to the adventure. This form of tourism can be divided into soft and hard adventure, with the former being more common (Scherhag et al., 2022). Therefore, MT combines the thrill of motorcycling with the exploration of natural and cultural environments. MT is driven by the desire for adventure and the exploration of natural and cultural landscapes. Ramôa et al. (2022) state that in this context, the journey itself is often as significant as the destination, with motorcyclists valuing the experience of travel through diverse environments. Thus, MT is closely linked to adventure and ecotourism, emphasizing the enjoyment of nature and local cultures. Although motorcycles, compared to cars, are generally more sustainable due to their lower space requirements and resource consumption. However, promoting motorcycles as a sustainable transportation option can have complex implications, and their broader impact on urban transportation systems can be mixed (Chiu, 2023).

2. METHODS

This research is an SLR conducted to achieve a comprehensive and structured overview of existing knowledge on MT, paving the way to identify limitations in current research and identify future lines of investigation. (Siddaway et al., 2019; Xiao & Watson, 2017). Using a methodical and replicable approach, Siddaway et al. (2019) state that SLR links theory and evidence, providing robust and broad conclusions by producing an unbiased summary of what the cumulative evidence suggests on a particular topic. The same authors state that SLR can integrate different bodies of literature through their relationships, contradictions, gaps, or inconsistencies and investigate underlying causes, as well as highlight directions for future research by identifying areas where there is limited or poor evidence. They also note that it can provide practical and policy-making implications. SLR is also important for developing and evaluating a new theory (or evaluating existing theories) to explain how and why individual studies are related. An SLR ensures accuracy and replicability through a process that involves several steps, such as defining a straightforward research question, developing a comprehensive search strategy, assessing study quality for reliability, extracting and synthesizing data for theoretical insights, and systematically reporting results using

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appropriate frameworks such as Preferred Reporting Items for Systematic Reviews and Meta-Analyzes (PRISMA) to ensure clarity, transparency and reduced bias (Williams, 2020; Siddaway et al., 2019). Following Cruz et al. (2022) and using this SLR framework, the first research questions were formulated:

- RQ1: What concepts and approaches have been explored in the most recent MT literature?
- RQ2: How is the field of MT organized into research clusters, and what are the opportunities for future research?
- RQ3: How does MT impact the sustainability of local communities along the routes?

Then, the PRISMA methodology was applied, and a process of article selection was carried out. First, the eligibility criteria were defined, as well as the selection of information sources, the definition of the search strategy, and the selection and data collection process (Page et al., 2021). Finally, both the abstracts and the full text of the extracted articles were screened to define those to be included in the review. This SLR utilized Elsevier's Scopus and Clarivate's Web of Science (WoS) databases for consultation, as they are considered superior databases for researchers due to their broad, multidisciplinary coverage, robust citation tracking, and advanced analytical tools, which index a vast number of journals (Zhu & Liu, 2020; Singh et al., 2020). Only peer-reviewed scientific articles written in English and published in the fields of business, management and accounting, economics, econometrics, finance, social sciences, hospitality, leisure, sport, tourism, development studies, and applied psychology between 2014 and 2024 were considered to ensure relevance while maintaining focus. Research keywords were searched for in the "article title," "abstract," and "keywords" fields. The first keyword searched was "Motorcycle Tourism," and, due to scarce results, research was broadened, using the boolean term "OR" with keywords "motorcycle" and "Tourism" linked with the boolean term "AND". Other keyword was included, "Route tourism", with the boolean term "OR", to assess relations to rural areas potential development and travelers experience. The search query used was:

(TITLE-ABS-KEY ("motorcycle tourism") OR TITLE-ABS-KEY (motorcycle AND tourism) OR TITLE-ABS-KEY ("route tourism")) AND PUBYEAR > 2013 AND PUBYEAR < 2025 AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SUBJAREA , "SOCI") OR LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "ECON")) AND (LIMIT-TO (DOCTYPE , "ar"))

A total of 96 records were obtained, comprising 46 from the Scopus database and 50 from the Web of Science database. After conducting a merging process, 15 duplicate citations were removed, and 81 were screened. From these, two records were not retrieved and 29 were excluded for several reasons, concerning the fact that records relate to other subjects rather than motorcycle tourism such as motorcycle accidents (n = 7), other vehicles than motorcycles (n = 4), addressing traffic/transportation issues (n = 4), gender issues (n = 2), or other (miscellaneous) issues. (n = 8). At the end of this process, 52 were included in the review, as shown in Figure 1.

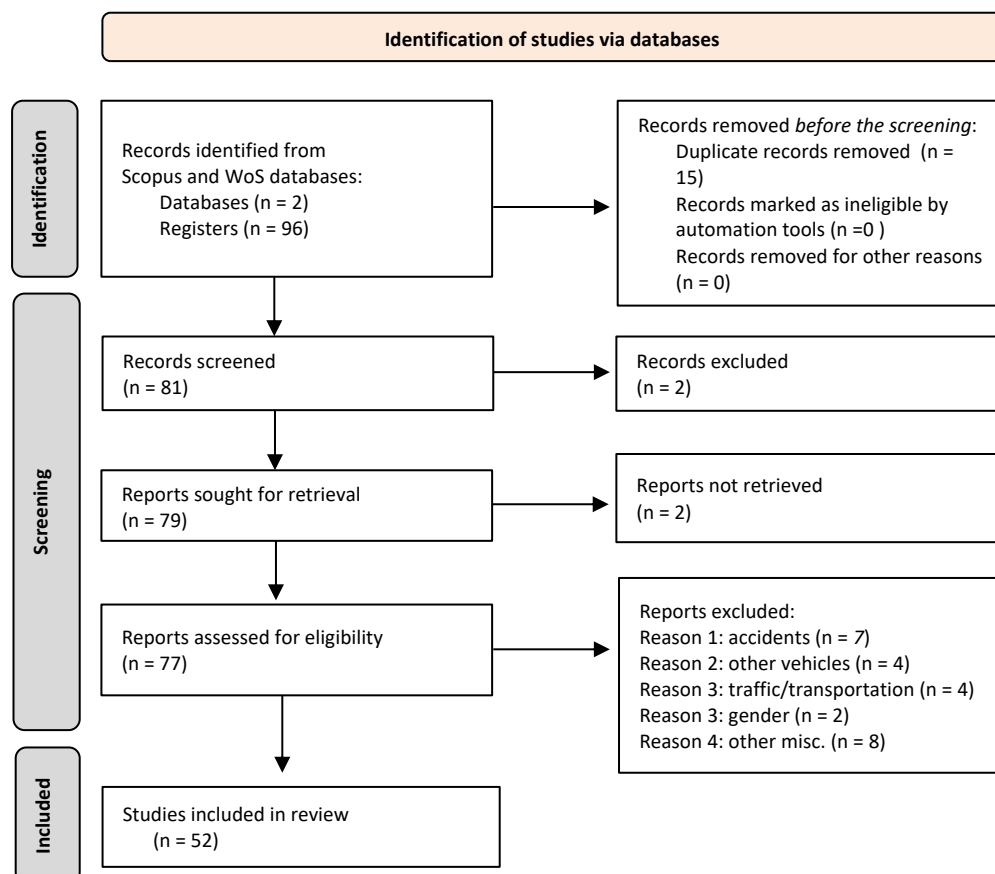


Figure 1 - PRISMA 2020 Flow Diagram

Source: Own elaboration

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Data gathered from the referenced bibliographic databases is also helpful in constructing bibliometric networks (Perianes-Rodriguez et al., 2016). Due to text mining functionalities, VOSviewer software can be used to create and visualize co-occurrence networks of important keywords, authors, or other terms retrieved from a body of scientific literature, such as co-authorship networks, citation-based networks, and co-occurrence networks (Van Eck & Waltman, 2010). Using these functionalities, clusters are created, and information about co-occurrences, the number of links, and their strength can be visualized in network maps. In parallel, as MAXQDA software can enhance qualitative research analysis by facilitating data management and collaboration (Kalpokas & Radivojevic, 2021), it was also used to manage references and retrieve important information, as follows.

3. RESULTS

In this section, the main results of this SLR will be presented and discussed, considering the objectives and methodology followed. Firstly, the conducted bibliometric analysis revealed an increasing number of publications over the 10-year period, with most authors having authored only one article. Most articles were published in Q1 Scimago Journal and Country Rank (SJR) UK and USA-based journals. Furthermore, the VOSviewer software used to identify co-occurrences of relevant keywords allowed the identification of four clusters in the MT literature.

3.1 Bibliometric analysis

Throughout the 10-year period of analysis, a clear trend of an increasing number of published articles regarding MT can be observed, as shown in Figure 2. except for the most critical period of the COVID-19 pandemic.

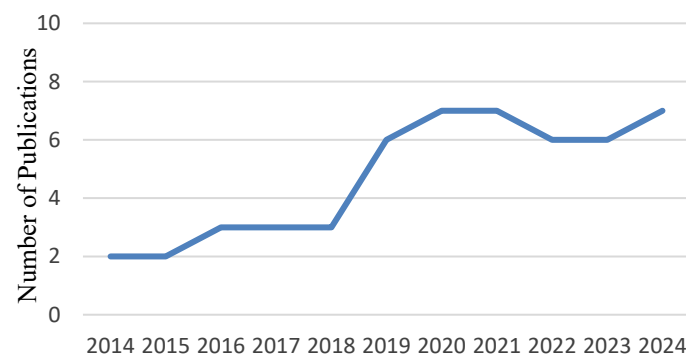


Figure 2 - Number of Published Articles by Year

Source: Own elaboration

From a total of 132 authors, only 17 authors wrote more than one article on the MT subject, with a maximum of four, as shown in Figure 3. This suggests that the subject is relatively recent and not well-studied yet.

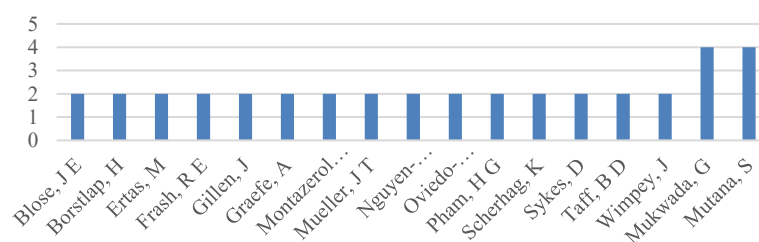


Figure 3 - Authors With More Than One Published Article on MT

Source: Own elaboration

Considering now journals in which articles have been published, out of a total of 35, *Tourism Recreation Research* and *Zeitschrift fur Tourismuswissenschaft* lead the number of publications with five articles each, followed by *Journal of Outdoor Recreation and Tourism*, with four articles, and by *Tourism and Hospitality Research*, *Sustainability*, *Journal of Transport Geography*, *Journal of Tourism and Cultural Change*, *International Journal of Culture, Tourism, and Hospitality Research* and *Event Management*, with two articles each. In all the other journals, only one article was published during this period. The 52 articles reviewed were published in 10 different countries, with the majority in the UK (61.5%), the USA (13.5%), Germany (11.5%), and Switzerland (3.8%). The Scimago Journal and Country Rank (SJR), the best quartile, and the H-index for 2023 were considered to assess the relevance and impact of journals and articles. Almost 54% of the articles were published in Q1 journals and 25% in Q2 journals. The remaining publications were classified as Q3, almost 8%, and Q4, 3.8%, and not available for 9.6%. *Tourism Management*, a Q1 publication, achieved the highest score in the SJR ranking with 3.35 points, as well as the best H-index of 255.

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Table 1 – Journals, Publication Country, Number of Articles and Journal Ranking.

Journal	Country	Nº Articles	SJR 2023	Best Quartile 2023	H Index
Tourism Recreation Research	UK	5	0,92	Q1	63
Zeitschrift fur Tourismuswissenschaft	GER	5	NA	NA	NA
Journal of Outdoor Recreation and Tourism	UK	4	0,85	Q2	40
Event Management	USA	2	0,34	Q3	41
International Journal of Culture, Tourism and Hospitality Research	UK	2	0,00	Q1* (2022)	0
Journal of Tourism and Cultural Change	UK	2	0,73	Q1	38
Journal of Transport Geography	UK	2	1,79	Q1	144
Sustainability	CH	2	0,67	Q1	169
Tourism and Hospitality Research	UK	2	0,83	Q1	83
Asia Pacific Viewpoint	UK	1	0,65	Q2	46
Critical Sociology	UK	1	0,82	Q1	51
East European Politics and Societies	USA	1	0,34	Q2	47
Geoheritage	GER	1	0,59	Q2	44
International Journal of Hospitality Management	UK	1	2,92	Q1	169
International Journal of Professional Business Review	BR	1	0,00	Q4*(2022)	10
International Journal of Tourism Cities	UK	1	0,77	Q1	29
International Journal of Tourism Research	UK	1	1,18	Q1	81
Journal of China Tourism Research	UK	1	0,53	Q1	28
Journal of Hospitality and Tourism Technology	UK	1	1,29	Q1	51
Journal of Park and Recreation Administration	USA	1	0,38	Q2	9
Journal of Tourism History	UK	1	0,13	Q2	14
Leisure Studies	UK	1	0,79	Q1	77
Mediterranean Journal of Social Sciences	IT	1	0,00	Q3**(2018)	34
Mesto a Dejiny	SL	1	0,14	Q2	3
Sage Open	USA	1	0,51	Q1	60
Scottish Affairs	UK	1	0,32	Q2	18
Society & Natural Resources	UK	1	0,69	Q1	101
South African Journal for Research in Sport, Physical Education and Recreation	SA	1	0,19	Q4	19
Tourism Analysis	USA	1	0,34	Q3	45
Tourism Economics	USA	1	1,26	Q1	73
Tourism Management	UK	1	3,35	Q1	255
Tourism Management Perspectives	NL	1	1,97	Q1	82
Tourist Studies	UK	1	0,92	Q2	57
Transport Policy	UK	1	1,74	Q1	123
Transportation Letters	UK	1	0,85	Q2	85

Source: Own elaboration

A bibliometric analysis was carried out to identify co-occurrences of important keywords and authors related to the investigation in MT. VOSviewer software was used to generate co-correlation networks, enabling the identification of trends and connections within this research area. Based on bibliographic data retrieved from the Scopus and WoS databases concerning the 52 selected articles, a network map was created using keywords provided by authors that occurred three or more times, as shown in Figure 5. In a total of 16 keywords, the most referred were “tourism”, “motorcycle tourism”, “motivation”, “leisure”, “drive tourism”, “motorcycling”, “route tourism”, “rural tourism” and “south africa”.

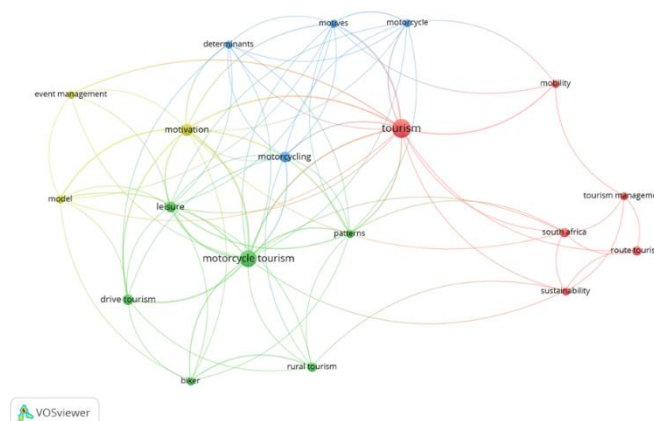


Figure 4 - Network map for the 16 keywords

Source: Own elaboration

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Based on a co-occurrence analysis, the use of VOSviewer software enabled the identification of the most important concepts addressed in this literature body, as well as the clustering of the articles' keywords. Results suggest the existence of four thematic clusters in the literature sample, as follows:

Table 2 - Clusters, Keywords, Links and Occurrences

Cluster 1 - Red Tourism, Sustainability and Mobility				Cluster 2 - Green Motorcycle Tourism				Cluster 3 - Blue Motorcycling and Determinants				Cluster 4 - Yellow Motivations			
Keywords	Links	Total link strength	Occurrences	Keywords	Links	Total link strength	Occurrences	Keywords	Links	Total link strength	Occurrences	Keywords	Links	Total link strength	Occurrences
Mobility	4	5	3	Biker	7	9	3	Determinants	9	10	3	Event Management	5	6	3
Route Tourism	4	4	4	Drive Tourism	8	11	5	Motives	10	14	3	Model	8	11	3
South Africa	7	7	4	Leisure	13	18	5	Motorcycle	9	11	3	Motivation*	13	25	6
Sustainability	6	6	3	Motorcycle Tourism*	15	29	12	Motorcycling*	10	12	5				
Tourism*	14	25	15	Patterns	11	15	3								
Tourism Management	4	4	3	Rural Tourism	7	8	4								

Note: * Strongest keyword.

Source: Own elaboration

Clusters were named after their strongest keywords and links. Clusters 1 and 2 have six items, both of which are "Tourism" and "Motorcycle Tourism", respectively, the strongest keywords. Cluster 3 comprises four items, with the strongest keyword being "Motorcycling". Finally, cluster 4 has only three items, and "Motivation" is the strongest keyword.

By analyzing the overlay visualization of the VOSviewer software, it is possible to identify which keywords are related to one another in the network, revealing trends in research on each topic. In Figure 5, the keyword 'Motorcycle Tourism' has been published in conjunction with others such as 'Tourism', 'Rural Tourism', and, more recently, 'Drive Tourism'; closely related to 'Patterns', 'Leisure', and 'Drive Tourism'; and finally, in more recent years, associated with 'Model', 'Motivation' and 'Sustainability', which could indicate new research trends in the MT literature.

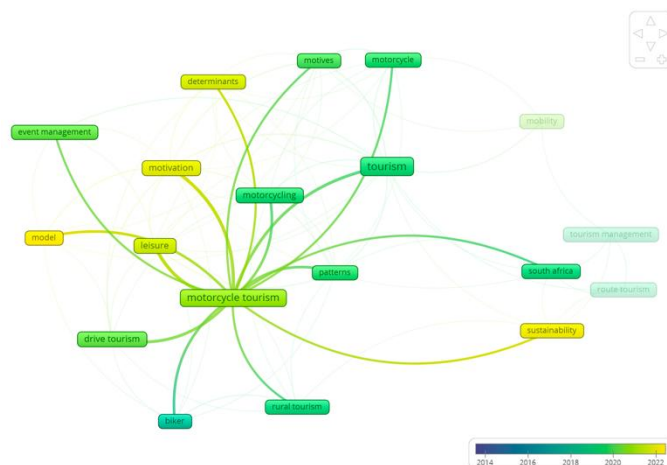


Figure 5 - Overlay Visualization for "Motorcycle Tourism" keyword

Source: Own elaboration

3.2 Cluster analysis

In the following section, each of the four identified clusters will be analyzed, considering relevant keywords and studies related to them.

3.2.1 Tourism, Sustainability and Mobility

Several authors presented different perspectives on the impact of MT on territories and tourism activities, considering not only sustainability in all its dimensions but also the experiences, emotions, and mobility choices of motorcycle tourists.

3.2.1.1 Mobility

Regarding mobility, Ochieng & Kule (2022) analyze the popularity of motorbike (boda-boda) tourist transport in Uganda and conclude that boda-bodas, far from being a mere means of transport, are themselves tourist products. As an emerging trend in

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transportation, private operators are increasingly providing affordable and flexible services, many of whom seek to establish their credibility by joining government-licensed associations. The authors also identified several challenges related to tourist safety, including road accidents resulting from weak enforcement of traffic rules and poor road conditions, as well as an increase in theft. They recommended institutionalizing Boda-boda transport to address these issues.

From a different perspective, Kang et al. (2024) analyze the determinants of micro-mobility choices in Jeju City, a tourist city in South Korea, and conclude that personal factors such as gender or age, environmental conditions such as weather conditions or temperature, and contextual factors such as region or trip length, significantly influence the choice between e-bikes, e-scooters, and e-motorcycles. They also conclude that demand is sensitive to weather conditions and that duration of use is associated with different mobility preferences. Finally, the authors conclude that micro-mobility services in tourist cities should consider the needs of different users and environmental sustainability. In terms of mobility, Colarič-Jakše & Ambrož (2015) found that MT mobility is seen as “a performed art with its own styles of relating to landscapes, sites and people” (p. 358). The authors also conclude that there is a moderate relationship between the MT riders' lifestyle and their desire for personal prestige and to escape from an unpleasant everyday reality.

3.2.1.2 Route Tourism

Other authors addressed route tourism and its impact on rural areas in terms of economic activities and employment. Proos et al. (2017) concluded that tourism is vital for rural areas facing economic challenges and high unemployment, and it contributes positively to economic growth. Analyzing the Maloti Drakensberg Route, one of the longest tourism routes in South Africa, the authors concluded that despite its economic importance, the route is not effectively managed in terms of attracting tourists, with profound implications for economic development and sustainability. Mechanisms are therefore needed to ensure effective monitoring and management of tourism routes.

To assess the impact of the Belt and Road Initiative (BRI) on tourism in 31 provinces in China, Qiu et al. (2021) found that the BRI contributed positively to the number of arrivals and tourism revenues and identified the main key factors for this, namely macroeconomic conditions, transport, destination attributes, and tourism policies and promotion.

Applying Global Sustainable Tourism Criteria (GSTC) indicators to assess sustainability along the Maluti Route (MR) in South Africa, involving businesses, local communities, and government officials, Mutana & Mukwada (2017) found that sustainability was positively rated by tourism operators but environmental and socio-economic indicators showed weaknesses. Therefore, the authors proposed strategies to improve tourism sustainability, such as educating communities about the opportunities and risks associated with tourism, highlighting the importance of the mountain, and encouraging collaboration among government, tourism operators, and locals to develop common sustainability indicators. The authors also emphasize the importance of the industry incorporating culturally based products and helping local communities to determine how their culture should be represented. Ultimately, they conclude that supporting local entrepreneurship is crucial for ensuring that communities directly benefit from tourism, empowering them and reducing poverty.

Lennon & Harris (2020) analyzed the North Coast 500 (NC500) route in Scotland and concluded that this route, designed to attract tourists to a peripheral rural region, is a successful model for revitalizing rural areas through tourism activities. The researchers note that from 2014 to 2018, the NC500 saw an increase in visitor numbers, tourism expenditure, and local employment, demonstrating its success in stimulating regional tourism.

3.2.1.3 South Africa

South Africa is another relevant keyword in this cluster, with seven links and four occurrences, three of which are from the same authors. In terms of sustainability, and in addition to the above-mentioned Mutana & Mukwada (2017), Mutana & Mukwada (2020a) examined sustainable tourism practices in the Drakensberg region and concluded that unspecific, fragmented and poorly enforced sustainability policies lead to inconsistent engagement by tourism operators and uneven practices due to the reliance on operator discretion. In Mutana & Mukwada (2020b), the authors examined how tourism can be seen as a tool for poverty reduction in mountain areas and concluded that there are different perceptions, with local communities reporting limited benefits and business operators believing in a significant contribution of tourism activities to poverty reduction. The authors suggest that this gap can be bridged through improved communication, greater stakeholder involvement, and the development of local skills to enhance the role of tourism in poverty reduction.

From a different perspective, Kruger & Borstlap (2019) analyzed how the relocation of the Africa Bike Week event affected the participants' profiles, motivations, and needs, depending on their market segments. The authors identified three types of participants, each presenting different characteristics, categorized into Enthusiasts, Escapists, and Followers. They conclude that understanding motorcyclists' preferences can assist marketers in expanding MT and managing event relocations more effectively while providing practical guidance for destination managers and event organizers.

3.2.1.4 Sustainability

Sustainability keyword has three occurrences. Besides Mutana & Mukwada (2017), Tripathi & Shaheer (2024) identified motorcycle backpackers as an emerging segment, embodying a unique overlap of drive tourism and backpacking, and representing a subculture within contemporary backpackers. The authors note a research gap and a lack of clear distinctions between motorcycle backpackers, general backpackers, and motorcycle tourists, which complicates market analysis despite tourism operators increasingly providing services to this group of tourists.

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Permana et al. (2024) addressed sustainable rural tourism transport and found significant differences in socio-environmental issues between the Global North and the Global South. Based on the Social Practice Theory (SPT) framework, which considers transport availability, tourist competencies, and the meanings attached to travel modes, through a case study of Bali, the authors concluded that motorcycle and car rentals are dominant solutions to address rural travel limitations, both for resident and tourist and that regional authorities must cope those deficiencies to enhance socio-environmental sustainability in rural tourism.

3.2.1.5 Tourism

The most representative keyword in this cluster is tourism, with 15 occurrences. In addition to the above-mentioned papers by Colarič-Jakše & Ambrož (2015), Kruger & Borstlap (2019), Ochieng & Kule (2022), Proos et al. (2017), and Tripathi & Shaheer (2024), other authors have also investigated this topic.

Borstlap & Fourie (2020) analyzed the socio-demographic profiles and market segmentation at the South African Bike Festival in MT and identified three market segments: Hardcore Bikers, Feisty Bikers, and Casual Bikers, each with unique motivations and spending habits. The authors compared and highlighted the different characteristics of South African and international motorcyclists, filling a gap in the literature on motorcycling behavior and event attendance.

Ertas & Aktas (2024) developed a validated scale to measure motorcycle leisure motives and constraints in a study of serious leisure motorcycle riding. They concluded that the main motives included enjoyment, convenience, and adventure, while the main constraints included work and time constraints, climate, and cost. One of the significant contributions of this study is its potential to enhance understanding of leisure behavior in MT.

From a different perspective, Graefe et al. (2019) employed an integrated approach to assess the social, ecological, and economic impacts of small-scale events, such as mountain biking, running, or motorcycling, in Pennsylvania's protected areas. They concluded that these events affect both trail conditions and visitor experiences. Balancing conservation and recreational use is crucial, and effective resource management strategies and strategic planning are necessary. Mueller et al. (2018) also analyzed event impacts and concluded that motorcycle racers are less committed to minimizing impacts compared to other types of event participants and recommended tailored messaging and adaptive event management to reduce environmental and social impacts. Krier & Swart (2016) highlighted the dynamics of spectacle in capitalist economies by analyzing the commodification of outlaw biker identity at the Sturgis Motorcycle Rally. Economies of spectatorship and the commodification of tourist events are discussed, as well as the challenges of over-commercialization, which led to diegetic incoherence and required investment to stabilize the event's profitability.

Montazerolhodjah et al. (2019) address acoustic comfort issues, noting that noise from motorcycles and cars interferes with comfort and impacts the tourist experience. The importance of soundscape management in heritage tourism sites is highlighted. Other observed impacts on residents' and tourists' experiences are examined by Morfopos et al. (2024), who focus on tourism and residents' travel behavior.

According to the authors, tourism activities influence residents to adopt agile modes of transport, such as motorcycles, and to practice defensive driving. Tailored transportation policies are suggested to mitigate the impact of tourism on local traffic.

Considering the influence that art or media can have on consumer preferences, Sampaio (2014) points out that cinema, and travel films in particular, can influence and shape viewers' perceptions of travel, and films like 'The Motorcycle Diaries' shape perceptions as transformative. At the same time, audiences critically engage with idealized representations of tourism.

Sykes & Kelly (2014) explore the role of serious leisure and tourism in the motorcycle subculture to identify demand generators and create appealing brand experiences. The research highlights trends in MT and evaluates theories such as demand generator theory, experiential tourism, and serious leisure theory. A new framework, Motorcycle Tourism Demand Generators, and the conceptual boundary Dynamic Interaction Leisure are introduced to better understand the motorcycle leisure lifestyle. The findings offer practical insights for tourism operators and authorities to enhance brand experiences and promote rural tourism for economic benefits.

Finally, Wragg (2022) relates adventure motorcycling (AM) to identity, suggesting that AM fosters identity negotiation through travel in liminal spaces, such as unpaved roads. Autoethnography and comics were employed to present data and insights, highlighting both the physical and emotional aspects of motorcycle adventure.

3.2.1.6 Tourism Management

The last keyword in this cluster is Tourism Management, with three occurrences, two of which have been previously analyzed, namely the contributions of Mutana & Mukwada (2017) and Gillen et al. (2015). Kang et al. (2024), through a case study of Dalat Easy Riders motorcycle guides in Vietnam, examine their role in the country's transition to a market socialist system. The findings show that these guides integrate Vietnam's economic transformation into their narratives, positioning themselves as both service providers and attractions. By embodying and contributing to social, economic, and political change, they become "tourist products" that highlight how societies adapt during significant periods of transformation.

3.2.2 Motorcycle Tourism

This cluster focuses specifically on MT as a leisure activity and its behavioral patterns. As part of Drive Tourism, a broader concept of motorized tourism, it presents specific characteristics, interests, habits, and preferences of motorcyclists. It is also linked to Rural Tourism, as MT often takes place in rural areas and contributes to their economic and social development.

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3.2.2.1 Biker

The first keyword is related to the biker's motivations and characteristics, as well as the economic opportunities offered by MT, particularly in rural areas, by catering to the preferences of a high-income segment of a growing niche of tourists. Effective collaboration among tourism stakeholders and addressing negative stereotypes can enhance the potential of MT.

Frash & Blose (2019) analyze concepts such as serious leisure, flow state, and travel intentions in MT. It is found that a serious leisure orientation predicts enduring benefits, which positively influence both flow and travel intentions. However, contrary to expectations, flow does not mediate the relationship between enduring benefits and travel intentions. The study highlights the usefulness of the serious leisure framework for understanding the complex and immersive experiences of MT and other high-engagement tourism activities.

Quadri-Felitti et al. (2019) propose a supply-side perspective by exploring the perceived value of MT among tourism suppliers in Pennsylvania and assessing their alignment for collaboration. Despite cultural stereotypes, the economic value of this segment justifies suppliers' alignment with the motivations of motorcyclists. The authors present both the practical and social implications of this study, suggesting, in the first case, that better collaboration among suppliers can be achieved by hosting events and welcoming messages, highlighting amenities attractive to motorcyclists, and educating communities and policymakers about the benefits this tourist segment brings. In the second case, reducing negative stereotypes about motorcyclists among tourism providers is crucial.

Sykes & Kelly (2016) link rural tourism and MT, highlighting the economic potential due to the significant disposable income of motorcycle tourists, with expenses estimated by the authors at over \$100 a day. For rural areas, opportunities emerge from MT by providing unique experiences, activities, and authentic products that are not part of the traditional tourist circuits. Some barriers to MT were also identified, such as misperceptions about motorcyclists, poor understanding of demand generators, or regional boundaries that lead to fragmentation. In this case, the intervention of Regional Tourism Organizations (RTOs) is recommended to coordinate marketing efforts and leverage rural tourism amenities to attract motorcyclists.

3.2.2.2 Drive tourism

Drive tourism and leisure are the second most relevant keywords of this cluster, with five occurrences. In addition to the previously mentioned contribution by Frash & Blose (2019), Ramírez-Hurtado et al. (2024) investigated MTEs in MT. They concluded that motivation is a primary antecedent of this type of tourist. According to the authors, the focus of marketers and destination managers should be on enhancing MTEs to improve satisfaction and loyalty. In line with this perspective, Frash et al. (2018) also focus on the motivations and preferences of motorcycle tourists, concluding that they are motivated by the need for personal escape, experiencing the flow state, and exploring transit routes that align with their self-image as explorers. They also recommend that RTOs should promote scenic and exploratory routes that fulfill these motivations.

Analyzing MT segmentation, Heide & Scuttari (2022) reject the assumption of motorcycle community homogeneity, identifying three distinct segments: Pleasure-seekers, focused on leisure and enjoyment; Drifters, more spontaneous and less tied to structured activities; and, finally, Focused Bikers, who are driven by specific goals and structured plans. The authors conclude that tailored marketing strategies can be formulated to address the specific needs and preferences of each segment.

Cater (2017) studied the evolution and demographics of MT, noting a cultural shift from a rebellious subculture in the 1950s to a mainstream leisure activity today, performed mostly by older individuals who primarily ride for leisure on larger-capacity (and most expensive) motorcycles. MT activities are more prevalent in peripheral, scenic rural areas with reduced traffic and have a significant economic impact on regions with suitable landscapes despite limited destination marketing efforts.

3.2.2.3 Leisure

Leisure keyword was referred to by several authors, like the already mentioned Borstlap & Fourie (2020), Heide & Scuttari (2022), and Quadri-Felitti et al. (2019). Another contribution to this topic is provided by Casoli et al. (2023), which examines how social identity, motivation, and perceived constraints influence individuals' desire and intention to participate in organized motorcycle tourism events. Authors find that social identity has a positive influence on motivation, the desire to participate, and the intention to participate while also reducing perceived constraints. Constraints have an adverse effect on motivation, while motivation has a positive effect on the desire to participate.

Finally, Scherhag et al. (2022) highlight the relationship between MT, drive tourism, nature tourism, and adventure tourism, with MT combining aspects of other categories. For MT, scenic, winding, and low-traffic roads are the main attractions, with landscapes as a backdrop. The authors also point to the cultural evolution of MT in Western industrialized countries, with motorcycles moving from being a simple means of transport to being a primary leisure object. In addition, scenic locations are ideal for attracting motorcycle tourists, and the growing emphasis on experiential marketing reflects the recreational nature of motorcycling.

3.2.2.4 Motorcycle Tourism

Linking all the others in this cluster, MT is the strongest keyword in this cluster, with 12 occurrences and 15 links. It brings together the contributions already presented by Borstlap & Fourie (2020), Casoli et al. (2023), Frash & Blose (2019), Frash et al. (2018), Heide & Scuttari (2022), Quadri-Felitti et al. (2019), Scherhag et al. (2022), and Sykes & Kelly (2016) with the investigations of other authors.

In studying the motivational factors of motorcycle tourists in different regions of Turkey, the UK, and the USA, Ertas et al. (2022) identified adventure, natural landscapes, local culture, and group membership as primary motivators. Riders often identify pleasure, adrenaline, and ease of travel as primary motivators, and the journey itself is often as important as the destination, with

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scenic routes and immersive experiences central to MT. This study also analyses the influence of social identity on motivation, using group membership to examine the differences between the factors. They conclude that social identity has a strong influence on motivation and participation in organized motorcycle events.

Aiming to fill the knowledge gap regarding motorcyclists' motivations for touring and evaluating MT from an adventure and ecotourism perspective, Ramôa et al. (2021) also conclude that the experience during a motorcycle trip is as exciting as the destination itself, turning a journey into a destination on the move. Through structural modeling, the authors conclude that the natural environment and local culture are key issues for bikers, and these two constructs emerge as the main concepts associated with MT.

As discussed in the analysis of Cluster 1, Kruger & Borstlap (2019) highlight market segmentation in MT across countries, with the South African market divided into Hardcore Bikers, Feisty Bikers, and Casual Bikers, who differ in their motivations and spending patterns. Local and cultural differences in South Africa distinguish this market from global ones. In the German market, Pleasure-seekers, Drifters, and Focused Bikers were identified, and diverse behaviors and preferences were highlighted.

To ensure destination competitiveness, design and experience measurement become leading management objectives, according to Scuttari (2021). The user-centered perspective of mobile video ethnography was applied to study tourist experiences happening in motion. This study highlights the use of mobile, visual, and psychophysiological methods to explore the physical, sensory, social, and emotional dimensions of tourist experiences, emphasizing the potential of experience measurement and design in tourist transport to promote sustainable and enriching mobility. Results compare cycling and motorcycling journeys, showcasing differences in riding and non-riding tasks, the role of speed variation, and time duration in shaping interactions with landscapes and soundscapes.

Finally, Tripathi & Shaheer (2024) identified motorcycle backpackers as an emerging market niche in MT, blending drive tourism and backpacking, characterized by low-budget and long-duration travel, and representing a subculture within contemporary backpackers, which requires further research to understand its potential and characteristics.

3.2.2.5 Patterns and Rural Tourism

The last two keywords in this cluster concern patterns and rural tourism. In the first instance, as already noted, authors such as Borstlap & Fourie (2020), Kruger & Borstlap (2019), and Quadri-Felitti et al. (2019) have made relevant contributions. In the latter, Cater (2017), Quadri-Felitti et al. (2019), and Scuttari (2021) join Permana et al. (2024), also analyzed in Cluster 1.

3.2.3 Motorcycling and Determinants

Cluster number 3 includes keywords such as determinants, motives, motorcycles, and motorcycling, the latter being the most relevant. Several authors contribute to the different keywords, most of which have already been addressed in the analysis of the previous clusters.

3.2.4 Motorcycle and Motorcycling

For the keywords motorcycling and motorcycle, the findings are based on the work of Borstlap & Fourie (2020), Cater (2017), Krier & Swart (2016), Merry et al. (2020), and Ramôa et al. (2021), as well as Chiu (2023), that analyzes the relationship between motorcycle travel and the built environment in Taipei, showing that higher population density and distance from metro stations increase motorcycle ownership and use, while higher income decreases ownership but increases vehicle kilometers traveled; and Jderu (2022) that highlights the importance of motorcycles in socialist mobility systems, outnumbered cars in the late 1950s-60s, and playing a key role in commuting, tourism and leisure. The study highlights the fluidity between motorcyclists as users and mechanics, enriching discussions on the cultural and technical dimensions of motorcycling and transcending traditional dichotomies, such as the distinction between necessity and pleasure.

As mentioned above, the MT research referred to suggests that this is a growing niche with significant socio-economic and cultural impact, driven by motivations such as adventure, enjoyment, and connection with nature and culture. Bikers can be divided into distinct market segments with varying needs that differ across countries and cultures. MTEs increase satisfaction and encourage repeat visits.

3.2.5 Motivations

Cluster 4 represents motivations and gathers contributions related to event management, model, and motivation keywords, with the latter being the most relevant.

3.2.5.1 Motivations

Authors such as Borstlap & Fourie (2020), Casoli et al. (2023), Ertas & Aktas (2024), Frash & Blose (2019), Kruger & Borstlap (2019), Ramírez-Hurtado et al. (2024), and Tripathi & Shaheer (2024) reinforce the idea that MT is a growing market niche with different segments, motivations, and spending patterns. Key factors driving participation in MT activities include adventure, social identity, and MTEs that increase satisfaction and fulfillment. Constraints such as time, cost, and safety affect participation. Studies of several motorcycle events highlight practical strategies for event management and marketing, and emerging niches offer new opportunities for research and tailored provision in a sector that already has significant cultural and economic potential.

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3.2.5.2 Model

The model keyword again presents MT under the influence of social identity, with the implications noted above. A serious leisure orientation predicts enduring benefits and positively influences flow states and travel intentions, although flow does not mediate this relationship. These findings underscore the utility of a serious leisure framework in understanding the immersive and motivational aspects of motorcycle tourism, with practical implications for event promotion and participant engagement.

3.2.5.3 Event Management

Finally, regarding the event management keyword, in addition to previous findings, studies of small-scale racing events reveal both human and ecological impacts, highlighting the need for improved resource management in protected areas. Perceptions of "Leave No Trace principles" vary by race type, with motorcyclists being the least supportive and mountain bikers being the most aligned. Tailored event management and messaging strategies are essential for striking a balance between recreational and environmental priorities. These findings offer valuable insights for promoting sustainable tourism and effectively managing the impacts of events.

4. DISCUSSION

This study is innovative in the sense that, to our knowledge, no other SLR on MT has been published and updates other previous works on the subject, bringing an innovative approach. SLRs were carried out on related topics, such as 'drive tourism', as seen in Cruz et al. (2002), which focused on the relationship between drive tourism and sustainability, but not in the context of MT. Early works on MT, such as Gronau & Hokamp (2022), present a literature review on MT but do not follow an SLR methodology. The authors present a narrative retrospective analysis of publications spanning a two-decade period, identifying and highlighting both earlier contributions and more recent lines of research. However, no bibliometric analysis was carried out, nor was the PRISMA framework followed, nor were clusters, links, or occurrences identified. On the other hand, this study achieves its goal by specifically addressing MT and its relationship with determinants and motivations, as well as its economic impacts on territories and social and environmental perspectives that encompass sustainability. This approach brings a broader and updated perspective, materializing an innovative approach and presenting new insights to science.

The main findings concerning Cluster 1 suggest that vague sustainability policies in sustainable tourism lead to inconsistent practices among operators. Tourism's role in poverty reduction in local communities is perceived in different terms, with locals seeing minimal benefits and business operators perceiving tourism as a key contributor to local development. To enhance tourism's impact, improved communication, stakeholder involvement, and local skills development are recommended. Studies on Market segmentation in MT at the South African Bike Festival identified three segments: Hardcore Bikers, Feisty Bikers, and Casual Bikers, each with unique motivations and spending habits, and that there are differences among South African and international motorcyclists, existing gaps in research on motorcycling behavior and event participation. Studies on motives and constraints in serious leisure motorcycle riding highlighted enjoyment, convenience, and adventure as key motives, while work/time limitations, climate, and cost were major constraints, enhancing understanding of leisure behavior in MT. Motorcycle backpackers are an emerging segment that combines drive tourism and backpacking, forming a distinct subculture within the contemporary backpacking community. A research gap emerges due to the lack of clear distinctions between motorcycle backpackers, general backpackers, and motorcycle tourists, complicating market analysis despite increasing interest from tourism operators. In summary, relevant areas of study in this cluster include sustainable tourism route development, which focuses on creating environmentally and socially responsible travel routes. Another key area is the socio-economic impact of mobility in tourism, which examines how tourism-related mobility affects local economies and communities. Future opportunities include policy research aimed at integrating sustainable mobility into route-based tourism initiatives. There is also potential for cultural and economic adaptation, where sustainable practices are adapted to different cultural and economic contexts to ensure wider applicability and effectiveness.

Regarding Cluster 2, in summary, studies suggest that MT is a diverse and lucrative segment offering opportunities for economic growth, especially in rural and scenic regions. Tailored marketing, stakeholder collaboration, and addressing stereotypes can help destinations capture the unique preferences and motivations of motorcycle tourists. Further research into emerging niches, such as motorcycle backpackers, can unlock additional potential.

Cluster 3 studies suggest fluidity between motorcyclists as users and mechanics, enriching discussions on the cultural and technical dimensions of motorcycling and transcending traditional dichotomies, such as the distinction between necessity and pleasure. As mentioned above, the MT research referred to suggests that this is a growing niche with significant socio-economic and cultural impact, driven by motivations such as adventure, enjoyment, and connection with nature and culture. Bikers can be divided into distinct market segments with varying needs that differ across countries and cultures. MTEs increase satisfaction and encourage repeat visits. The sector has evolved from a rebellious subculture to a mainstream market, with growing interest in scenic routes in destinations. Practical recommendations include enhancing infrastructure, tailoring marketing efforts, and implementing sustainable strategies to maximize its economic potential.

Finally, regarding Cluster 4, findings provide insights for promoting sustainable tourism and effectively managing event impacts. Taken together, these studies highlight key issues in motorcycle tourism and leisure. Motivations, such as enjoyment, adventure, and social identity, as well as constraints, including cost, time, and risk, significantly influence participation. Market segmentation and the importance of creating MTEs are crucial for targeted marketing and enhancing customer satisfaction. Additionally, emerging niches provide opportunities for tourism operators and researchers to explore new and previously untapped markets.

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CONCLUSION

Through the present SLR, it was possible to understand and get a comprehensive perspective of recent studies and lines of investigation on MT. The increasing number of publications and the relatively low number of articles per author suggest that the topic is still relatively new and not well-studied. The 52 reviewed articles were published in 35 journals, 14 of them (almost 27%) in only 3 publications, mostly due to special issues, in 10 different countries, most of them in the United Kingdom (61.5%), the United States (13.5%), and Germany (11.5%). The Scimago Journal and Country Rank (SJR), the best quartile, and the H-index for 2023 were considered to assess the relevance and impact of the journals and articles, and almost 54% of the articles were published in Q1 journals, and 25% in Q2 journals, which may indicate the relevance of this topic. The overlay visualization for the keyword "Motorcycle Tourism" shows its publication alongside terms such as "Tourism", "Rural Tourism" and, more recently, "Drive Tourism". It is also closely associated with concepts such as "patterns", "leisure", and "drive tourism". In recent years, it has become increasingly associated with "model", "motivation", and "sustainability", and this evolving association suggests emerging research trends in MT literature.

This study identified four thematic clusters in MT research. Cluster 1 encompasses Tourism, Sustainability, and Mobility, with relevant areas of research including sustainable tourism route development, which focuses on creating environmentally and socially responsible travel routes, and the socio-economic impact of tourism mobility, which examines how tourism-related mobility affects local economies and communities. Cluster 2 represents Motorcycle Tourism, as this activity is a growing niche that benefits from understanding motivations, segmentation, and the role of memorable experiences. Enhancing these factors can drive satisfaction, loyalty, and economic growth in scenic and rural destinations. MT's main areas of research include studying the profiles of motorbike tourists, analyzing travel patterns such as choice of rural destinations, and the role of motorbike tourism in stimulating the economy of remote areas. Cluster 3 concerns motorcycling and determinants, exploring the factors and motivations that lead people to choose motorcycling as a form of tourism activity. It focuses on social, economic, and cultural influences, as well as subjective concepts such as freedom, adventure, and socialization, that drive motorcyclists' actions. Relevant areas of research include the psychological and behavioral analysis of motorcycle tourists, as well as the identification of socio-economic factors that influence the adoption of motorcycling as a leisure activity. Cluster 4 represents motivations and identifies a set of motivational factors, such as enjoyment, adventure, or social identity, as well as constraints, including costs, time, and risks, that strongly influence participation in MT activities and events. Market segmentation and MTEs are identified as crucial for targeted marketing and enhanced customer satisfaction. Relevant areas of study include planning and management of motorcycle-related tourism events, as well as the evaluation of models to analyze attendee motivations and the economic impact of these events.

This study is innovative in the sense that, as far as we know, no other SLR on MT has been published yet and updates other previous works on the subject, bringing an innovative approach and presenting new insights and research opportunities for tourism operators and academia by systematizing knowledge and identifying gaps. By considering these, tourism operators may tailor better and more customised tour & travel packages, improving MT satisfaction and loyalty. Public authorities may be able to design specific regulations and provide better and/or safer infrastructures for these tourists, as well as define policies that improve sustainability, employment, and economic development, particularly in rural areas. Local businesses may also benefit by understanding the motivations, needs, and preferences of these tourists, which can enhance their experience, improving loyalty and earning higher profits in return.

As MT is a relatively new topic, very few studies have been published in this area, which presents both limitations and opportunities. The scarcity of available information and some unpredictability of motorcycle tourist flows, as this practice is often individually organized and not periodic, can make primary data collection challenging. Additionally, political, legal, cultural, and socio-economic differences may limit comparisons over time or region. In the specific context of this study, limitations may also arise from the articles' eligibility criteria: First, despite being considered superior databases for researchers, using only Elsevier's Scopus and Clarivate's WoS databases for consultation may exclude relevant literature from other sources. Second, analyzing only peer-reviewed scientific articles written in English and published in the previously referred relevant fields could lead to the ineligibility of relevant conference papers or articles written in other languages. Third, literature before 2014 is not considered in this analysis, which may lead to ignoring important early studies on this subject.

Future research opportunities on MT may include, concerning cluster 1, policy research aimed at integrating sustainable mobility into route-based tourism initiatives. Additionally, there is potential for cultural and economic adaptation, where sustainable practices are adapted to different cultural and economic contexts to ensure wider applicability and effectiveness. Regarding cluster 2, investigating how infrastructure for motorcyclists can be improved and how motorcycling tourism can contribute to sustainable development in rural areas can present future research opportunities. In Cluster 3, research opportunities lie in exploring market segmentation based on motivations, such as adventure tourism versus social tourism, and strategies for promoting MT to new audiences. Finally, in Cluster 4, Future opportunities involve developing predictive models to optimize motorcycle events and exploring strategies to promote these events to attract a larger international audience. Additionally, exploring emerging niches, such as motorcycle backpackers, opens up opportunities for tourism operators and researchers.

In summary, these findings collectively advance the understanding of MT and provide practical and theoretical insights for event planners, destination managers, public authorities, and academics.

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AUTHORS' CONTRIBUTION

Conceptualization, E.P.; data curation, E.P.; formal analysis E.P.; investigation, E.P.; methodology, E.P.; project administration, E.P.; resources, E.P.; software, E.P.; supervision, E.P.; validation, E.P.; visualization, E.P.; writing-original draft, E.P.; writing-review and editing, E.P.

CONFLICT OF INTEREST

The author declare no conflict of interest.

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