

NASCAR AND TOURISM: ANALYSES BASED ON A SCOPING REVIEW OF THE LITERATURE

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ABSTRACT

Many countries, provinces and cities around the world use major sporting events as a catalyst for tourism development. The National Association for Stock Car Auto Racing (NASCAR), through its championships and racing events, has for many years, chosen to integrate itself into capitalist and neoliberal tourism and economic models. As a motorsport industry with strong historical, economic and media roots in American culture and certain values, NASCAR generates a myriad of tourism impacts on the territories hosting these races. This study, therefore, aims, through a scoping review of the scientific literature, to take stock of the scientific knowledge produced on NASCAR and its tourism impacts. This approach allowed the analysis of 28 scientific articles in depth and to draw several analytical conclusions. First of all, an observation was noted regarding a very strong involvement of sponsors and the media in this industry, which undeniably contributes to the creation of forms of sporting imagery around the teams and drivers). These sporting imaginaries undoubtedly colour the partisan cultures and even the fan communities that are created and evolve around and within this sporting ecosystem. The study of the tourist spin-offs of NASCAR has been studied in the scientific literature but appears to be rather limited or circumscribed, and must, therefore, be widely developed empirically.

1. INTRODUCTION AND LITERATURE REVIEW

There are a multitude of sporting events that take place around the world at any time and for a variety of reasons (Malchrowicz-Moško & Poczta, 2018). These sporting events generate numerous impacts and spinoffs, mainly of an economic, social, cultural and environmental nature (Buch, 2006; Jackson et al., 2005). However, it is very often the economic and social impacts that have tangible repercussions on the host territories (Barget & Gougnet, 2010). Nevertheless, as Suchet (2021) clearly states, the great heterogeneity of both fundamental and empirical studies on sports tourism makes its analysis very fragile and precarious, especially when one attempts to carry out comparative analyses. In this sense, it seems even more important to consider the organizational, structural, economic and media scales of these sports events and their typologies (Gratton et al., 2000; Weed & Bull, 2009; Wilson, 2006). These events range from mega sporting events (such as the Olympics, Formula 1 races and the Super Bowl) to small sporting events (such as local and regional sports competitions) (Bowdin et al., 2012). Of these events, the mega-events related to car racing (such as Formula 1, IndyCars, and NASCAR) are particularly interesting, since they have significant impacts on several cultural and economic aspects and image or branding of a tourist destination (Arnegger & Herz, 2016). From a North

American perspective, the National Association for Stock Car Auto Racing (NASCAR) is particularly interesting, since this form of car racing is almost exclusive to North America (Newman & Giardina, 2011).

NASCAR has its roots directly linked to American rurality and prohibition from 1920 to 1933. During the prohibition, the production, importation, transportation, and sale of alcohol were forbidden in the United States. However, this did not stop some individuals and organizations from participating in these types of activities, even if they were illegal. The transportation of alcohol was particularly important, and the use of cars was an integral part of the process. To do so, some would adapt automobiles to look perfectly normal from the outside but have adapted motors, suspension systems and space in the vehicles to be able to carry the illegal merchandise, while being able to outrun the law. These cars were the first stock cars. Competitions started between the drivers or runners, as they were called, to see who had the fastest cars. The first NASCAR races were born (Gringer, 2022; Howell, 1997a; Howell & Miller, 2014; The Mob Museum, 2022).

Once prohibition stopped in 1933, that did not

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stop runners from racing, some continued running alcohol, while others started racing more on a professional level. These races were mostly known to have started in the state of Florida, but they happened all over rural America, and particularly, in the deep South or the southeastern United States. Bill France, Sr., a promoter of stock car races, was instrumental in organizing, structuring and sanctioning stock races which led to the creation of NASCAR and the first sanctioned race in Daytona Beach in 1948 (Gringer, 2022; Howell, 1997a; Howell & Miller, 2014; The Mob Museum, 2022).

Today NASCAR is the governing body for most of stock car racing. It sanctions approximately 1 500 races at more than 100 tracks in the United States, Canada and Mexico (Howell, 1997a; Howell & Miller, 2014; NASCAR, 2022). The organization establishes rules, runs the events and makes sure that drivers and teams respect and follow establish regulations and policies (Arnold, 2022; NASCAR, 2022). Stock cars are defined as racing automobiles that have the same basic look and structure of a car sold to the general public, However, looks can be deceiving, since these cars, as established by NASCAR, have modified engines and stronger frame, among other modifications, to allow for more competitive racing (Howell & Miller, 2014; Howell, 1997a; NASCAR, 2022; The Mob Museum, 2022).

As stated previously, NASCAR oversees a wide variety of racing series (13 different series) which feature drivers from all over the world and with different levels of competition. The three main national series (Arnold, 2022; Fansided/Beyond the Flag, 2017; NASCAR, 2022) are:

- NASCAR Cup Series - the most elite level of racing in the NASCAR sponsored series.
- NASCAR Xfinity Series - the second-tier series and often serves as a stepping-stone for Cup drivers and teams
- NASCAR Truck Series - the modified pickup truck races are the third tier of NASCAR racing. It is under the Xfinity Series and Cup Series and it is where most drivers make their start in a national series.

Of the 10 other series, the four most important (Fansided/Beyond the Flag, 2017) are:

- NASCAR Canada Series – previously called CASCAR, this series takes stock car racing north of the United States border to Canada.
- NASCAR Mexico Series - this series takes stock car racing south of the United States border to Mexico.
- NASCAR Europe Series - this series takes stock car racing to Europe. It is the smallest of the NACAR regional series with very few races.
- NASCAR iRacing.com Series – this is an iSport racing series. It has no cars, no constructors, no manufacturers, and no real tracks. For this series, NASCAR sponsors an ultra-realistic racing simulation on iRacing.com. The competitors (virtual drivers) are across the planet and compete on their computers from their own homes.

All of these series have impacts on different cities, states, provinces and countries in North America and a little bit in Europe.

NASCAR racing has impacts on a wide variety of societal elements, including social, cultural, environmental, economic, local populations, car safety and so on (Coates & Gearhart, 2008; Newman

& Giardina, 2011). For example, safety technologies that are developed for stock cars, such as roll cages or carbon brakes, are adapted and incorporated in commercial cars which the general public will be able to benefit from in their everyday driving (Coates & Gearhart, 2008; Peterson, 2009; Pierce, 2012).

From an economic perspective, NASCAR races generate several benefits at a local, regional and even national level (Bernthal and Regan, 2004; Coates and Gearhart, 2008; Regan and Damonte, 1999). More specifically, with thousands of people attending NASCAR races and a significant portion of them traveling to the race from outside the race region, hosting a NASCAR race induces tourism and opens up a region to new money. NASCAR fans who attend the race will not only visit the race track, they will also visit and tour the region, spend money at local restaurants, hotels, campgrounds, supermarkets and so on which will then raise tourist revenues in the region and bring direct, indirect and induced impacts. Furthermore, this reality will also help with the branding of the region and publicly recognize and expose it to a larger audience and bring people to the region who probably never visited it (Arnegger & Herz, 2016; Conlin & Jolliffe, 2017; Howell, 1997b; Regan & Damonte, 1999).

In light of this literature review, it quickly became apparent that it would be interesting to study NASCAR and its event industry from a tourism perspective because of the many impacts it generates. Thus, it was felt that conducting a scoping review of the scientific literature regarding this issue could provide a relevant gain of knowledge in order to identify the real empirical links between NASCAR and tourism. Consequently, the main research question that structures this study is the following: What is the state of scientific knowledge produced on NASCAR and its tourism impacts?

2. METHODOLOGY

This study is based on a scoping review. The review was based on Arksey and O'Malley's methodological model (2005), who divide the exploratory study and the scoping review into five specific steps: identification of the research question, identification of relevant studies, selection of studies, export of predetermined data, and summary and synthesis of the results obtained. It should be noted in this respect that other relatively recent research studies have used a very similar methodological protocol to conduct their analysis (Ahmad et al., 2021; Kaneko et al., 2021; Tant & Watelain, 2014). First, a research question was determined: What is the state of scientific knowledge produced on NASCAR and its tourism impacts? The general objective was to establish the state of scientific knowledge that addresses and deals with the links between NASCAR and tourism. Four specific objectives were also identified: (1) Identify the different types of tourism impacts caused by the hosting of NASCAR events; (2) Identify the methodologies employed in this scientific research; (3) Identify and analyze the main research findings of this scientific literature; and (4) Identify research avenues and perspectives arising from this scientific literature. It is also important to note that this scoping review was conducted between August and December 2021.

The documentary databases relevant to this research problem were then targeted. Twenty-six

databases related to the humanities, social sciences and sport were selected (see Figure 1). Inclusion/exclusion criteria were also determined to target articles: (1) Be a peer-reviewed paper published in a scientific journal; (2) Be written in English, French or Spanish; (3) Be published between 1947 (the date of NASCAR's creation) and the present; (4) Present research or results or reflections in which NASCAR is analyzed from a tourism perspective, among others. In parallel, a list of ten keywords was determined in order to survey these documentary databases: NASCAR; National Association for Stock Car Auto Racing; Stock Car; Motor Racing; Motorsport; Tourism; Tourist; Impact; Event. These keywords were translated and used in the three target languages and then combined in order to obtain as many results as possible in these languages. Two thousand seven hundred and seventy references were identified. After eliminating the duplicates, a list of 2 485 references was obtained. From these,

the most relevant articles in relation to the question and research objectives were selected. This selection was carried out in three complementary stages. First, a reading of all the titles, subtitles and keywords allowed the elimination of sources that were not related to the research process, to conclude with a list of 37 references. The abstracts were then analyzed in order to retain only the studies relevant to the study. Twenty-eight references were thus retained at this stage. Finally, 28 documents were analyzed in their entirety with a view to ensure that they adequately referred to the research approach, which proved to be the case (see Figure 1). From these 28 references, the predetermined data was exported by paying particular attention to these content elements: the themes addressed, the sports object analyzed, the geographical context studied, the disciplinary approach used, the theories mobilized, the concepts or conceptual aspects mobilized, the methodology used, the main results and conclusions of the study

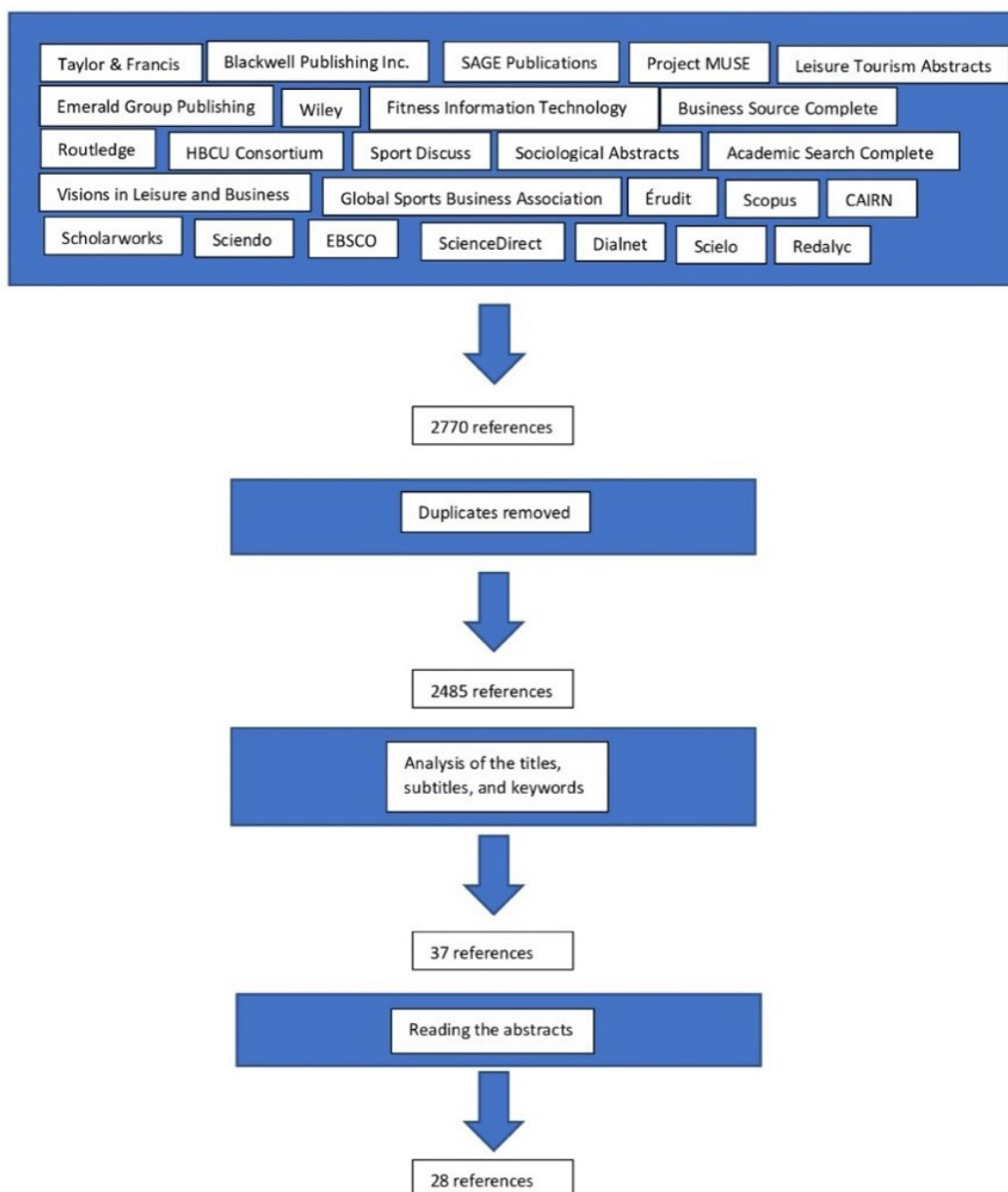


Figure 1. Targeting and selecting analyzed articles

and the stated research perspectives. Finally, the last step of this methodological approach was carried out by gathering and synthesizing the results obtained in order to obtain sufficiently detailed data to answer the research question.

3. RESULTS

In this section, the results of the descriptive analyses and then those of the cross-sectional analyses will be presented.

3.1 Results from the Descriptive Analyses

Initially, of all the articles retained and analyzed at the end of this scoping review process (n= 28), three articles were published on this topic before the year 2000, i.e., in 1997 and 1999. For the others, 15 were published between 2000 and 2009 and the rest (n= 10) between 2010 and 2020 (see Figure 2). The origin of the first authors of these texts was also analyzed. Not surprisingly, almost all of them were from the United States (n= 25). The other authors were from Australia, Italy and South-East Asia. Regarding the language of publication of these articles, all were published in English. With regard to the geographical contexts studied in these articles, all of them are centred on the United States. However, it should be noted that 19 of the studies were focused on specific geographical cases, such as a state or metropolitan area.

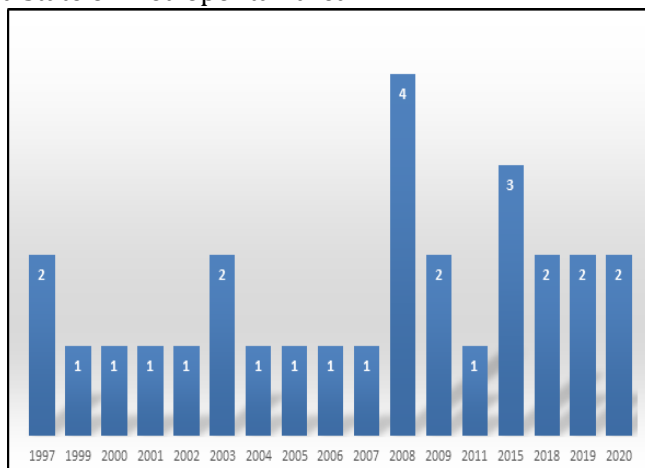


Figure 2. Number of articles published per year

With regard to the disciplinary approaches on which the reflections and analyses proposed in these articles are based, it may be indicated first that some articles are based on more than one approach (n= 19). The main disciplinary approaches identified through the analyses are the following: Economics (n= 14), sociology (n= 9), marketing (n= 7), management and business administration (n= 6), psychology (n= 5), tourism studies (n= 4), cultural studies (n= 3), geography (n= 2), political science (n= 1) and urban studies (n= 1). It can be seen that disciplinary approaches related to management sciences and economics are very regularly represented by the authors of these articles, whereas those from the humanities and social sciences are less represented.

In addition, 20 articles are built on theoretical frameworks and represent them in the proposed reflections. At the conceptual level, 16 studies present the definition of one or more concepts in the arguments developed. These are mainly centred

on fan analysis (n= 7), management and marketing (n= 4), cultural studies (n= 3), tourism (n= 3) and communication (n= 2).

From a methodological point of view, 12 articles are based on a quantitative approach, while nine are based on a qualitative approach and seven on a mixed approach. With regard to the data collection methods used, the use of documentary analysis was observed (n= 14), questionnaire surveys (n= 10), statistical analysis (n= 9), interviews (n= 5), participant observation (n= 3) and focus groups (n= 1) (See Figure 3).

Methodological Approaches	Number of articles (n=)
Quantitative	12
Qualitative	9
Mixed	7
Data collection methods	
Documentary analysis	14
Surveys	10
Statistical analysis	9
Interviews	5
Participant observation	3
Focus groups	1

Figure 3. Types of approaches and methods used in the articles analyzed

3.2 Results of the cross-sectional analyses

The cross-analyses of the 28 articles selected and analyzed in the framework of this scoping review of the literature have enabled to bring out several relevant results. Firstly, it is observed that different studies focus on the consumerist anchoring of NASCAR. In fact, this automotive industry has developed and asserted itself over the last few decades through various car manufacturers and major sponsors who actually sponsor various teams and other drivers (Corbett & Mlekush, 2003; Levin et al., 2008; Levin et al., 2001; Morris & Groves, 199; Spinda et al., 2009;). In the light of these studies, it can even be said that the identity of NASCAR and its various stakeholders is intimately linked to the presence of brands that reflect for many the capitalist and neoliberal character of American society. At the same time, some studies show how the consumption of derivative products, linked for many to these brands, is a very strong intrinsic character of NASCAR and its showmanship (Howell, 1997b; Levin et al., 2008; Newman, 2007; Spinda et al., 2009). Some of these products are centred on drivers, others on teams or car manufacturers, or on certain circuits. It goes without saying that the importance of these brands and companies in NASCAR is fundamentally linked to the presence of various traditional media and the affirmation of social networks (Goldsmith & Walker, 2015; Keaton et al., 2015; Kudo et al., 2015; Morris & Groves, 1997; Munger & Groves, 2000;). Without these media and communication relays, these sponsors would, of course, not be as numerous and varied. However, it may be noted that sponsors and media function as a kind of ecosystem which maintains or feeds the

other (Corbett & Mlekush, 2003; Keaton et al., 2015; Levin et al., 2001; Morris & Groves, 1997; Munger & Groves, 2000). In fact, the very important place that drivers occupy in this automobile industry allows NASCAR to create a real sporting, imaginary and a real narrative around them (centred notably on certain friendships and other rivalries) through the media present but also through the brands that feed the identity of these drivers through different images, representations and other material (Corbett & Mlekush, 2003; Keaton et al., 2015; Levin et al., 2001; Munger & Groves, 2000; Spinda et al., 2009;). This central position of drivers in NASCAR can also be linked to certain values and ideals that the industry tries to bring to the forefront, namely those of family, country and individual freedom (Elsbach & Cable, 2019; Howell, 1997b; Hugenberg & Hugenberg, 2008; Newman, 2007; Morris & Groves, 1997; Spinda et al., 2009). These elements represent the heart of NASCAR's media message and the core values of its sponsors which directly impact the patriotic fibre of its supporters (Elsbach & Cable, 2019; Hugenberg & Hugenberg, 2008; Newman, 2007). Through its history in the United States and its mainly national and continental territorial anchorage, unlike other North American sports leagues that are increasingly turned towards the international arena and have more globalized and exportable cultural bases (notably, the NBA), it is legitimate to empirically observe that NASCAR is a car and event industry that is very patriotic in its communication mechanisms and based on neoliberal principles.

Many studies have also looked at the profiles of NASCAR fans. It is interesting to note that the stereotype of the white male with an average or low annual income and a low level of education is being challenged (Graham Spann, 2002; Hugenberg & Hugenberg, 2008). Indeed, even if NASCAR fans remain predominantly male, they tend to have relatively high incomes but also to be fairly well educated (Alderman et al., 2003; Graham Spann, 2002; Williams-Bryant & Brown, 2020). However, women and ethnic minorities are still quite underrepresented among NASCAR fans, even though their numbers and membership seem to be increasing in recent years (Alderman et al., 2003; Graham Spann, 2002; Hugenberg & Hugenberg, 2008). Also, on the subject of fans, a number of studies have looked at the level of fans' commitment to NASCAR's event offerings and other merchandise (Amato et al., 2005; Jones & Byron, 2019; Mackellar, 2006; Spinda et al., 2009; Williams-Bryant & Brown, 2020). There is a marked difference between local fans, with relation to where the races are held, and those from elsewhere. Indeed, the latter are much more inclined to spend sometimes very large sums of money to attend competitions, to follow their favourite drivers and to show their allegiance to NASCAR or to different teams (Amato et al., 2005; Hugenberg & Hugenberg, 2008; Jones & Byron, 2019; Mackellar, 2006; Williams-Bryant & Brown, 2020). One can even speak, in some cases, of real partisan subcultures where the lifestyle of these people is extremely tainted by NASCAR and allows them to express their identities and values (Amato et al., 2005; Elsbach & Cable, 2019; Graham Spann, 2002; Howell, 1997b; Mackellar, 2006; Munger & Groves, 2000). In this respect, it is interesting to note how important and central the logic of 'fantasy sports' in NASCAR is in maintaining the interest and

involvement of different fans (Goldsmith & Walker, 2015). In this respect, it is noted that some studies highlight the fact that the image of the destination, where a race takes place, is very important and even central for non-local fans (Jones & Byron, 2019; Williams et al., 2018). In fact, most of them travel by motorized means and want to be assured that the on-site facilities will adequately meet their needs (Jones & Byron, 2019; Williams et al., 2018). These same supporters also expect to have unique and stimulating experiences on and around these routes (Jones & Byron, 2019; Williams et al., 2018).

In addition, various studies have assessed the economic and tourist spin-offs of NASCAR and the races organized in the host territories, particularly at local and regional levels. Overall, these studies conclude that these motor sport events generate significant benefits for businesses and tourist organizations as well as for the municipalities, particularly through the taxes collected (Bernthal & Regan, 2004; Depken II & Fore, 2020; Depken II & Stephenson, 2018; Howell, 1997b; Hugenberg & Hugenberg, 2008; Jackson, 2008; Regan & Damonte, 1999; Williams-Bryant & Brown, 2020; Zagnoli & Radicchi, 2009;). These economic and tourist benefits are mostly linked to non-local fans and the motorized trips they make (Bernthal & Regan, 2004; Jones & Byron, 2019; Williams et al., 2018). These positive effects of NASCAR can, in some cases, lead to social impacts that are themselves positive by allowing the revitalization or even regeneration of certain districts while allowing local authorities to obtain important funds to develop their communities more globally (Jackson, 2008; Zagnoli & Radicchi, 2009). Nevertheless, several authors consider that these positive effects are sometimes nuanced because of their ephemeral nature or the difficulty of accurately measuring them (Coates & Gearhart; Depken II & Fore, 2020; Depken II & Stephenson, 2018; Jackson, 2008; Zagnoli & Radicchi, 2009; 2008).

More specifically, some studies have highlighted the key role that the Charlotte, North Carolina metropolitan area has played and continues to play in the evolution and affirmation of the NASCAR industry, both from an event and governance perspective and in terms of the technological and research and development aspects of the automotive sector (Howell, 1997b; Mitchelson & Alderman, 2011).

Furthermore, 28 articles were analyzed which mentioned research perspectives that were related to their studies. Eighteen articles mention this. An observation shows that it seems necessary to increase qualitative research, and, more globally, empirical research, on the field of NASCAR and its links with the economic, tourist and territorial spheres (Alderman et al., 2003; Graham Spann, 2002; Regan & Damonte, 1999; Spinda et al., 2009). Moreover, a reinforcement of the theoretical frameworks of some of these studies seems recommended for the future, in a comparative logic notably between NASCAR and other sports (Elsbach & Cable, 2019; Keaton et al., 2015; Levin et al., 2001; Morris & Groves, 1997). More detailed studies regarding the fans seem to be needed on a recurring basis in order to identify the various social developments of these groups of supporters (Elsbach & Cable, 2019; Jones & Byron, 2019; Graham Spann, 2002; Levin et al., 2008; Mitchelson & Alderman, 2011; Spinda et al., 2009). In addition, it seems important to continue

research on the behaviour and motivations of these fans with a view, among other things, to modelling them (Alderman et al., 2003; Depken II & Fore, 2020; Jones & Byron, 2019; Goldsmith & Walker, 2015; Keaton et al., 2015; Spinda et al., 2009; Levin et al., 2008; Mackellar, 2006; Williams et al., 2018; Williams-Bryant & Brown, 2020). More detailed studies of fans travelling in recreational vehicles to attend various NASCAR races will also be important to carry out in the coming years, as these individuals represent a significant segment of the motor industry's fan base and appear to have very specific motivations and expectations (Williams et al., 2018). From an economic and tourism perspective, it seems essential to carry out more longitudinal studies on the impacts and consequences of NASCAR on the host territories, in order to measure in greater detail, among other things, how these events can contribute to the development of these communities from a social point of view (Depken II & Fore, 2020; Jackson, 2008; Mitchelson & Alderman, 2011; Williams-Bryant & Brown, 2020). It is also important to carry out comprehensive studies on the image NASCAR's sponsors and the economic and media benefits that they derive from these partnerships (Depken II & Fore, 2020; Kudo et al., 2015; Williams-Bryant & Brown, 2020).

4. DISCUSSION AND CONCLUSION

This scoping review has made it possible to highlight several findings and scientific issues with regard to the links between NASCAR and tourism. From the outset, however, it is relatively surprising to note the extent to which studies on this issue are either very focused or not completely or truly rooted in tourism studies. Indeed, this study shows that the articles dealing specifically with the impacts and repercussions of NASCAR on the host territories are quite limited and circumscribed. The studies analyzed seem to be mainly oriented towards analyzing the economic and media ecosystems as well as those related to fans via interpretative postures based more on management sciences, sociology and cultural studies. In itself, this observation is not so surprising since tourism draws on different disciplines to question and analyze various objects and other territories. Within the context of sport tourism, it is possible to agree with Pigeassou (2021) who states that:

“the field of study of sport tourism is made up of activities that are at the crossroads of different categories of organizing phenomena of human life. These are: movement (displacement), human motor skills (movement), spaces (places) and temporality (time). These registers interact. They are used and, more often than not, condensed into dimensions in the form of parameters that lend themselves by their characteristics to measurement, evaluation and comparison” (p. 270).

In parallel, our study joins the writings of Barget and Gouguet (2010) on the relatively fine-tuned way in which sports leagues or associations, such as NASCAR, put on a show for their competitions, based on neoliberal principles. It is true, and as Arnold (2022) and Gringer (2022) also state that NASCAR is intimately linked to the evolution of American society and to some of its economic and social values. As the scoping review clearly shows, this industry seems to be largely dependent on a wide

variety of elements including car manufacturers, sponsors, media coverage (the broadcasting of its events). Furthermore, there also seems to be the creation and maintenance of a real sporting fantasy around the teams, drivers and circuits/races. This is, of course, not only unique to NASCAR, as it is also observed in Formula 1 (Ballouli et al., 2016; Jones et al., 2019;), but these mutual economic and media relationships appear to be exacerbated in the case of NASCAR. This research finding explains why our scoping review has highlighted so many studies focusing on the patriotic character of NASCAR as well as on fan communities and their identity traits.

With regard more specifically to fans and the studies focused in the scoping review on this aspect of NASCAR, the results analyzed and the conclusions drawn concur with Spracklen (2021) that

“being a sports fan is to be a part of an elective community. You choose to be in it, and others judge your belonging by your actions. Being a sports fan is about choosing: this is an act of free will, or one we think is free. But often this choice is not ours to make. We are socialized or enculturated into our sports fandom as children. We are taken to sports events by our family as young children and become enraptured by the spectacle. Or we become persuaded or coerced into becoming a sports fan by our peers at school. Or we play the role of the sports fan that we learn from the media and capitalism at the point of late modernity: the consumer, the authentic fan versus the casual watching on television. Or our choices are forged by the populism and patriotism shaped in the media” (p. 10).

The study shows to what extent NASCAR fans love the fantasies and messages created by NASCAR and their economic and media partners which help to affirm and shape their partisan identities and even, in some cases, shape their lifestyles. This ties in with Jenkins' (2013; 2006) more theoretical reflections on transmedia and convergence theory. Indeed, our study illustrates to what extent we are faced with a real collective intelligence stimulated by NASCAR stakeholders and its fans, where real media interconnections and a communicative multimodality move daily. Even if this research conclusion needs to be studied further in complementary studies, this scoping review has made it possible to highlight this intrinsic media feature of NASCAR where the messages and discourses conveyed by these different actors (teams, drivers, fans, sponsors, etc.) nourish and allow the representations to evolve and the sporting imaginary surrounding this sporting event as well as the tourist industry.

On the other hand, and unlike other recent studies on motor sports (Gogishvili, 2018; Johnson et al., 2020;), the study does not show any massive and profound questioning of the economic, tourist and territorial strategies of NASCAR. Some authors qualify certain actions and other repercussions, or even suggest that more empirical studies should be conducted to better circumscribe the impacts of this industry on the host territories, but no real harsh criticism of NASCAR clearly stands out. Two hypotheses may explain this observation. The latter may be linked to the fact that NASCAR, because of its historical roots in the more economically and legislatively libertarian American states, is de facto culturally and socially legitimized with regard to the strategies put in place. Furthermore, this observation may stem from the fact that NASCAR

is territorially very centred in terms of its event activities, and, therefore, does not generate as much scientific attention and possible empirical criticism as Formula 1 or other mega-sport events. This raises the question of whether more research, conducted by non-American scholars, might change interpretative angles and analytical approaches to NASCAR.

4.1 Theoretical and practical implications

In this sense, the research approach highlights the fact that the object of study of NASCAR from a tourism, economic and territorial perspective needs to be studied in greater depth, from fundamental perspectives linked to interpretative theoretical frameworks, but also through empirical studies centred in particular on comparative logics. It is very clear that NASCAR attracts, in particular through its most prestigious races and championships, an increasingly varied clientele, both socially and geographically, but also keen to consume a variety of products and services before, during and after the car events. It, therefore, seems essential to better understand these consumer mechanisms and their impacts, especially in a context where partisan culture and even subcultures really and concretely shape the identity of this industry. As such, it seems essential to conduct research into the communicative relationships between the industry's stakeholders, in particular the links between fans, drivers, teams and sponsors. This scoping review has highlighted a number of relationships inherent in NASCAR that appear to require further study. In this respect, it would be extremely interesting and relevant to study more specifically the place of women and the ethnic minorities in NASCAR, especially through the principles of the diversity and the inclusion, as much at the level of drivers and teams as at the level of fans and spectators. In addition, various recent crises, including the Covid-19 pandemic, have generated various social and economic uncertainties that are reflected in the behaviour of citizen-consumers, in particular in their decision to travel or not (Ahmad et al., 2021; Işık et al., 2020). This uncertain economic and social context makes it even more important to use empirical scientific data to justify and support various tourism interventions and strategies. In the case of NASCAR, this further highlights the need for more research on this subject.

4.2 Methodological limitations

Finally, it is important to mention some methodological limitations of this study. First of all, it is certain that if we were to extend this scoping review to documents other than scientific articles (such as academic books, research reports, etc.), it is possible that other data and findings could be highlighted, or even accentuate or qualify some of the research conclusions. Moreover, the concentration has been on databases in the humanities and social sciences, so it is possible that articles that are relevant but referenced in other disciplinary databases or from independent scientific journals have been omitted.

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