

WANDERLUST

THE ANTHROPOLOGY OF THE RV ROAD TRIP ACCIDENTAL EXPLORATION

*Do not follow where the path may lead. Go instead
where there is no path and leave a trail.*

~Ralph Waldo Emerson

TRENT SISEMORE
THE UNIVERSITY OF TEXAS AT AUSTIN
2020 MASTER OF ARTS
DEPARTMENT OF LIBERAL ARTS
ADVISOR, DR. AMY WARE, PHD.



Introduction 101

An exploration of the American Recreational Vehicle Industry

1. The history of this industry over the last 100 years
2. The American dream and the desire to explore
3. Successes and failures along the way
4. Challenges the industry will need to address to remain viable
5. How is the Recreational Vehicle industry addressing these challenges

Objectives 102

1. To help people better understand this multi-Billion-dollar quintessential American industry
2. To bring real problems into the conversation of industry officials to hopefully intact change
3. To explore why the RV lifestyle is inclusive of all races, genders, and political affiliations

Methods 103

Ethnographic Study Using;

1. Experiential qualitative interview
2. Historical inquiry
3. Some quantitative data analysis

Results 104

1. There is an increasing popularity and desire by the American people to explore the great outdoors
2. The excitement of RV travel however can quickly be hindered by bad experiences with service after the sale
3. The initial excitement can also be diminished by the lack of RV camping availability in National Parks

Discussion 105

1. People celebrate the shared experience of the RV lifestyle and the love of the great outdoors
2. The RV industry has taken advantage of that love by building a product with less quality than is expected. They know people will continue to purchase RVs because of their desire to explore.
3. A mismanagement of the trust of the American people who strongly desire to travel and explore in an RV
4. What will the RV industry look like in 10 years if these problems are not addressed sufficiently



I have been involved in the RV business for 46 years as a dealer, manufacture, a campground owner, and also the owner of a RV museum. I am also a Masters student at The University of Texas at Austin.