

**GUIDED BICYCLE TOURS:
AN ALTERNATIVE WAY OF BANGKOK EXPLORATION**

STEPHANIE STRUNK 5238817 ICTH/M

M.M. (TOURISM AND HOSPITALITY MANAGEMENT)

**THESIS ADVISORY COMMITTEE: KANNAPA PONGPONRAT, Ph.D.,
CHEN KA TAT, Ph.D.**

ABSTRACT

Exploring destinations via bicycle is a significant field to be studied for future application, as it is an activity with low negative environmental impact, contributing to the sustainability of a destination and enhancing the visitors' experience in an educational and self-involving manner.

The purpose of this study is to examine the push and pull factors, expectations, and satisfaction of tourists who participate in daytrips of guided bicycle tours to explore Bangkok. Furthermore, this study aims to identify major opportunities and limitations of guided bicycle tours in Bangkok.

For data collection, the exploratory mixed method was applied, consisting of qualitative and quantitative research tools. To begin with, in-depth interviews, participatory observations, and focus group interviews were conducted. Content and SWOT-analysis was employed to interpret qualitative data. Subsequently, items derived from qualitative research were rewritten into questionnaire items; the questionnaire survey intends to test the accuracy and detect the degree of significance of specific items. Quantitative data were analyzed by descriptive, frequent, and cross-tabulated statistics.

**KEY WORDS: BICYCLE TOURISM / PUSH AND PULL FACTORS /
TOURIST EXPECTATION / TOURIST SATISFACTION**

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