

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

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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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CHAPTER I

BACKGROUND

1.1 Introduction

Bicycle riding has a long-lasting history, going back to the very beginning of the 19th century (Pedaling History Bicycle Museum, n.d.). First introduced to Europe, bicycles, as means of independent transportation, were later presented to Asia in the second half of the 19th century (Pedaling History Bicycle Museum, n.d.). Ever since the popularity of bicycle riding has increased, just until motorized vehicles emerged. Especially in low- and middle-income Asia non-motorized transport, i.e. cycling and walking, has constantly decreased, due to rising affordability of motorcycles and its entailing convenience (Tolley, 2003; Chang & Chang, 2005; UNCRD, 2009). Therefore, it might be for that reason that many Asian cities obtain higher motor vehicle usage compared to European cities (UNCRD, 2009). Although to the beginning of the 90's century transportation and city planners of European countries have facilitated motorization and road expansions as it embodies modernization for respective destination, today they are increasingly revising their policies and changing plans to enhance the usage of non-motorized vehicles (UNCRD, 2009). Especially in urban settings, Tolley (2003) acknowledges, emphasis should be put on sustainable transport, as "bicycles and walking are the most energy-efficient, environmentally sound and healthy forms of urban transportation" (p.11).

For example, the London Cycling Campaign made great effort to convince urban politicians about the necessity of bicycle lanes in London city. Further, pedestrian friendly car free zones in city centers such as in Strasbourg, automatically increasing the usage of bicycles, are ideal results that increase the overall quality of life for residents and visitors due to less noise and air pollution. Moreover, narrowing roads and expanding bicycle lanes are other methods to facilitate the usage of non-motorized vehicles and to reduce motorized transportation. In addition, the Netherlands is indeed a positive example where bicycles nowadays are considered a

significant mode of transportation; every citizen owns at least one bicycle and the share of transport mode of bicycle accounts for 7%, compared to walking which lies at 2%, other public transportation at 4%, and railway at 8% (Tolley, 2003).

In the case of Asia, Singapore is one of the very few Asian countries, which achieved decrease of motorized traffic through economic constraints on privately owned cars and excessive fees depending on city zone and day time usage. For instance, customers using taxis during peak hours, i.e. weekday mornings from seven to nine-thirty AM and evenings through Saturdays five to eight PM require to pay an extra charge of approximately 35% of the total fare (GuideMeSingapore.com, 2011). All the more, maintaining a private automobile can be quite costly as heavy government taxes apply not only on fuel, toll charges, and parking but also due to the Compulsory Certificate of Entitlement, the objective of which is to limit the number of automobiles on the Singapore's roads (GuideMeSingapore.com, 2011).

Through this, the government aims to reduce traffic congestion and air pollution by enforcing transportation regulations to discourage automobile usage and hereby reduce automobile dependency as well as to encourage residents and visitors to utilize public transportation services of integrated mass transit system. Furthermore, investments in pedestrian-friendly streets have contributed to an increase in quality of urban life due to healthier and environmentally friendly means of transportation with less air and noise pollution (Tolley, 2003).

However, as mentioned earlier, this development has not yet taken part in the majority of Asian cities, where increased urbanization entailing rising energy exhaustion, highly congested roads, air and noise pollution can be observed.

Moreover, considering that international tourist arrival is expected to reach 1.8 billion by 2030, and that especially emerging economies such as Asia and the Pacific, Middle East and Africa, will account for an increase in global market share of international tourist arrivals of 30%, 8%, and 7% by 2030, respectively, up from 22%, 6%, and 5% in 2010, respectively (UNWTO, 2011), creates a dilemma for tourism planners, who need to improve access at a tourist destination, but at the same time consider and manage the demand for tourism transport in a way that decreases energy consumption and harmful environmental impacts (Lumsdon & Tolley, 2004). Tourism

stakeholders must find ways to best protect the environment in the interest of sustaining the resources on which the tourism industry eminently relies on.

In this regard ‘Sustainable Tourism’ has become a term frequently used in tourism development and destination planning due to rising environmentalism and increased awareness for responsible travelling. Also providers of tourist activities have adapted to the rising demand of environmentally conscious measures. One tourism activity of this kind for instance are bicycle tours, which can be regarded as an important means of tourist activity to explore a destination in involving manner by using alternative means of transportation (Ritchie, Tkaczynski, & Faulks, 2010).

Travelling and exploring destinations by bicycle is a significant field to be studied for future appliance, as it indicates an activity with low environmental impact, contributing to the sustainability of a destination and enhancing the visitors’ experience in an educational and self-involving manner.

In this regard one can distinguish between independent and dependent bicycle tours; the former includes tourists who independently cycle during their holiday, whereas the latter implies bicycle tours which are operated by tour companies providing tour guides who accompany participants through a pre-selected cycling route which encompasses a combination of cycling and sightseeing activity.

However, considering the nature of urban cities such as Bangkok, often implying highly congested and narrow roads, air pollution, as well as very few separate hence secure bicycle lanes, under these circumstances can bicycle tours be sustainable? How do tour companies deal with limitations, which constrain this tourist activity? What are the potentials of guided bicycle tours? Why do foreign visitors want to participate in guided bicycle tours in Bangkok and which pull factors account for the attractiveness of this activity? What are their expectations, and are participants satisfied with the existing tourism product?

The purpose of this study is to examine the push and pull factors of dependent bicycle tourists in Bangkok, i.e. tourists who choose a tour company providing guided bicycle tours as means to explore the tourist destination of Bangkok. In conjunction, it is significant to investigate the participants’ expectations towards guided bicycle tours and to detect the participants’ level of satisfaction. Lastly, this

study aims to identify major opportunities and limitations of this tourist activity, gained through discussions with significant stakeholders.

To begin with, fundamental background information on the study is provided, amongst others defining research questions which are to be answered through research objectives. To continue, a review of relevant literature depicts definition of terms significant to clarify in order to avoid misconceptions, followed by an overview of bicycle tourism and an exploration of push and pull factors, expectation, and satisfaction. Afterwards, an explanation of the exploratory mixed method will be provided, explaining and describing chosen qualitative and quantitative research methodologies, respectively.

To answer research questions of this study qualitative data were obtained through in-depth interviews with key informants of bicycle tour companies. Besides this, in-depth interviews were conducted with representatives of the Bangkok Metropolitan Administration, referred to as BMA, and the Tourism Authority of Thailand, referred to as TAT. In addition, participatory observations were inevitable for this research to gain first hand information onsite of bicycle tours. Moreover, focus group interviews were conducted with participants of guided bicycle tours.

Subsequently, it was significant to examine gained findings of qualitative research through quantitative survey in the second phase of the research, to enhance validity and reliability of result findings. In this regard, questionnaires were distributed to bicycle tour participants in order to identify push and pull factors, and expectations on different aspects, which were most significant to respondents. Furthermore, the survey intended to re-confirm the participants' degree of satisfaction of the overall bicycle tour. Lastly, socio-demographic information was collected, in order to detect whether preeminent variables were found in respective sample group.

1.2 Statement of Problem

1.2.1 Push and Pull Factors

Although cycling in Bangkok is perceived to be a dangerous activity by the majority of its residents due to heavily congested roads, air pollution, and the

absence of secure bicycle lanes, it is all the more interesting to investigate what motivates tourists to participate in such activity.

To begin with, push factors of tourists to participate in arranged recreational cycling tours in Bangkok are expected to differ in regard to their demographic profile, since socio-psychological motives are said to emerge solely from within the traveller himself/herself, irrespective of destination or tourism product attributes (Crompton, 1979). Furthermore, differences in pull factors are expected to exist amongst participants that attract tourists to favor guided recreational bicycle tours to explore the destination over a variety of other tourist activities available in Bangkok. Pull factors are created by the activity itself. In this regard, dissimilarities in pull factors are expected due to differences in push factors.

1.2.2 Expectation and Satisfaction

As mentioned above, push factors of individuals are influenced by and depend on the demographic characteristics of the respective person. Consequently, only if push factors exist, pull factors can come into effect and correspond adequately to respective push factors (Dann, 1981; Gnoth, 1997). Following, expectations can be formed towards the cycling tour. Next, satisfaction is influenced by the perceived value, which is regarded a dynamic variable “experienced before purchase, at the moment of purchase, at the time of use, and after use” (Sanchez, Callarisa, Rodriguez, & Moliner, 2006, p. 294). This subsequently determines the level of satisfaction participants obtain from attending cycling tours.

1.2.3 Safety Issues

Additionally, Bangkok’s highly congested roads and polluted air raise questions regarding safety and health of participants of bicycle tours. To date, only very few bicycle lanes for secure cycling exist throughout Bangkok possibly due to the yet low cycling density of the Thai population. Hence, can tour operators ensure safety of customers, while utilizing the same infrastructure as motorized vehicles?

Furthermore, considering that to the best of the researcher’s knowledge, there exists no law, which orders cyclists in Thailand to wear helmets, do tour operators nevertheless instruct their customers to do so? Although recreational cyclists

tend to drive slowly, wearing helmet should be mandatory, considering the possibility to fall, which especially applies for young and inexperienced cyclists (Nikolic, Missoni, & Medved, 2005).

Moreover, heat and high humidity, which are typical for tropical climate, might be underestimated by foreign visitors, hence could have consequences for their physical health during cycling. In either case, it would be necessary for participants of bicycle tours to be insured through the respective tour company.

In addition, considering that at some points cycling routes come to pass the living environment of locals e.g. in slum areas, cycling groups could easily affect and annoy residents of that area. Further, cycling routes are intentionally developed to avoid heavily congested roads, hence mainly utilize narrow sideways, which possibly disturb pedestrians and simultaneously put their safety at risk. Moreover, in the case of sharing the infrastructure with motorized vehicles, cyclists might indirectly affect the driving behavior of motorcyclists, as they often use the same side of the road. This might lead to more aggressive behavior of motorcyclists, at the same time increasing the risk exposure to cyclists.

Also it has occurred that inexperienced or merely inattentive cyclists have scratched cars parking along the road. Then dispute will arise: Who is responsible to pay for the expenses and damage?

All above mentioned issues affect the sustainability of guided bicycle tours in Bangkok and should not be left unconsidered.

1.3 Research Questions

Derived from above problem statement, the following research questions have been determined:

1. What are the push factors of tourists who choose guided bicycle tours as activity to explore the tourist destination of Bangkok?
2. What are the pull factors of tourists who choose guided bicycle tours as activity to explore the tourist destination of Bangkok?
3. What are the expectations of cycling tourists regarding guided bicycle tours in Bangkok; are they satisfied?

4. What are the opportunities and limitations of guided bicycle tours in Bangkok?

Subsequently, research questions are to be answered by the objectives of this study.

1.4 Rationale of Research

Due to lack of study in the field of guided bicycle tours in urban setting, examining the participants' push and pull factors, expectations, and satisfaction, this research could greatly contribute to the understanding of guided bicycle tours in urban environment and its determinants for achieving sustainable development. Consequently, conducting guided bicycle tours in successful manner can facilitate the attractiveness of respective tourist destination.

In addition, in order to improve guided bicycle tours in Bangkok, better knowledge of customers' motivational factors is crucial for the sustainability of tour companies as they give indication on participants' expectations, which in turn have an impact on the degree of satisfaction. With a comprehensive perspective, tourists' experience can be enhanced through augmented services, as tour operators are able to address the needs of bicycle tourists in an accurate manner, benefiting both business operators and customers. Apart from this, conducting bicycle tours in a successful manner can facilitate the attractiveness of the tourist destination.

1.5 Research Objectives

The aim of this study is to investigate the field of guided bicycle tours in Bangkok particularly from a demand perspective. However, in order to obtain an objective stance regarding the development of this tourist activity, various stakeholders will be consulted on this matter. Consequently, specific objectives of this study are as follows:

- To identify the push factors of tourists who participate in guided bicycle tours in Bangkok.
- To determine the pull factors of tourists who participate in guided bicycle tours in Bangkok.

- To measure the level of satisfaction respective tourists obtain from guided bicycles tours in regard to their expectations.
- To examine the opportunities and limitations of guided bicycle tours in Bangkok.

Conducting research in the area of guided bicycle tours in Bangkok contributes to understanding the demand and supply side and hereby uncover critical considerations in order to satisfy tourists, which will eventually benefit existing and prospective tour operators as well as Bangkok and Thailand as host, being able to respond to the needs and wants of its domestic and inbound visitor markets.

1.6 Research Assumptions

1.6.1 Push Factors

To begin with, tourists possibly desire to participate in guided bicycle tours as they are able to rest and relax during cycling and they can escape from tourist crowds at touristic sites in Bangkok. In addition, assumingly tourists enjoy exploring Bangkok with an alternative mode of transportation without having to rely on motorized vehicles for a change. Moreover, it is assumed that dominating push factors of cycling tourists are novelty and knowledge seeking. Regarding novelty, the emphasis is on new experience, rather than on entirely new knowledge (Crompton, 1979). It can be presumed that tourists participate in guided bicycle tours, as they want to engage in an activity, which is new to them, and especially to do something that is different from the standard tourist experience. In addition, to see Bangkok from a different angle unlike conventional touristic sightseeing tours might likewise constitute a relevant push factor. Furthermore, assumingly participants of guided bicycle tours in Bangkok are motivated by personal development, as they want to increase their knowledge about Bangkok and immerse themselves in Thai culture. In addition, assumingly tourists desire to participate in guided bicycle tours in Bangkok so that they can see the very local way of life, which they normally would not get to experience when exploring Bangkok on their own. Also, fun and excitement could

account for applicable push factors for tourists to participate in bicycle tours in Bangkok due to the nature of the activity of cycling combined with unfamiliarity of the cycling environment. Further, possibly tourists participate in bicycle tours as they want to socialize and get to know new and different people. Additionally, tourists might participate because they want to physically relax by engaging in a sportive activity, or because they merely appreciate to be out in the open. Further, tourists might participate in the activity of recreational cycling because it is an environmentally friendly activity. Moreover, it can be assumed that differences in push factors exist amongst recreational cyclists depending on their nationality; this issue will be further discussed in the literature review of this paper.

1.6.2 Pull Factors

It is assumed that pull factors, which persuade tourists to participate in the activity of recreational cycling in Bangkok, are the existence of a variety of cultural attractions. Also, historical sites, local way of life, and local markets could account for relevant pull factors. Furthermore, as the boat ride with a Thai traditional long tail boat is a component often included in bicycle tours, it could likewise account for a relevant pull factor. Moreover, natural landscape, which tourists hardly find in Bangkok, and the unseen and unexpected side of Bangkok could constitute pull factors, which attract tourists to participate in cycling tours in Bangkok. Another determinant could be the provision of a professional tour guide by the respective tour company. Additionally, regarding social responsibility, tourists might find it important that tour companies make efforts to support local communities by e.g. purchasing drinks and snacks from local shops, which are situated along the cycling route. Furthermore, riding a bicycle requires actual participation and directly involves tourists through the activity of cycling. This allows the tourist to become part of the product, hence the activity of cycling as alternative mode of transportation might encourage tourists to participate in this activity. In addition, knowing that bicycle tours exclusively utilize environmentally friendly modes of transportation, i.e. bicycle, railway train, sky train, and the subway, could persuade tourists' to engage in this activity. Further, it is assumed that tourists participate in guided bicycle tours as they provide a 'security blanking' for safe cycling, by selecting a cycling route that avoids traffic and air

pollution and which provides suitable climate, such as routes with shadow, and flat terrain; latter ensures that it is an easy ride for participants not requiring physical exertion.

1.6.3 Expectation and Satisfaction

It is assumed that differences exist in the perceived value of the tour depending on the tourists' expectations towards guided bicycle tours in Bangkok, affecting the overall level of their satisfaction.

1.6.4 Opportunities and Limitations

In addition, possibly environmentally conscious tourists to Bangkok, especially foreign visitors coming from Northern parts of Europe, provide the main potential for bicycle tours in Bangkok to develop positively, as they increasingly demand environmentally friendly tourism activities. Moreover, it can be presumed that foreign visitors increasingly demand tourism products that provide an unique experience, which greatly varies from conventional tourist attractions and activities; further indicating an opportunity for guided bicycle tours in Bangkok.

Batra (2009), who investigated the perception of foreign tourists towards personal safety and potential crime while visiting Bangkok, additionally discovered that noticeable European tourists disclosed a lower sense of security concern compared with respondents from other regions. Considering that possibly a majority of participants of recreational cycling tours in Bangkok comprise of European tourists, it thus can be assumed that participants' perceive cycling in Bangkok as relatively safe, despite the heavy traffic and air pollution, hence demonstrating an opportunity for guided bicycle tours in Bangkok.

Nevertheless, considering the so far observed bicycle-unfriendly social climate and infrastructure in Bangkok, accidents might easily occur, threatening the safety of recreational cyclists, thus endangering the sustainability of this tourism product due to external uncontrollable factors. This is likewise supported through empirical findings derived from a study in Taiwan, where it is suggested that traffic safety constitutes the major challenge and problem of bicycle tourism development (Chang & Chang, 2003). Hence, assumingly inconsiderate driving behavior of

motorized vehicle users on Bangkok's roads indicates a crucial difficulty, which bicycle tour operators have to face.

In addition, natural disaster due to unpredictable change in climate such as flooding in the respective cycling area and/or political instability entailing demonstration might decrease the attractiveness of Bangkok as tourist destination and indicate a threat to guided bicycle tours.

1.7 Scope of the Study

1.7.1 Research Site

To begin with, surveys of this research paper were specifically conducted in the area of Bangkok metropolitan city. However, in order to scale down the research site, only those districts in which half and full day bicycle tours of selected tour companies are offered, indicated the restricted area of this study:

Phra Nakhon (1)	Bangkok Noi (20)	Klong Toey (33)
Phra Khanong (9)	Bang Khun Thian (21)	Suan Luang (34)
Yanawa (12)	Phasi Charoen (22)	Chom Thong (35)
Samphanthawong (13)	Rat Burana (24)	Wattana (39)
Bangkok Yai (16)	Sathorn (28)	Bang Na (47)
Thonburi (15)	Bang Kho Laem (31)	Thung Kru (49)
Klong San (18)	Prawet (32)	

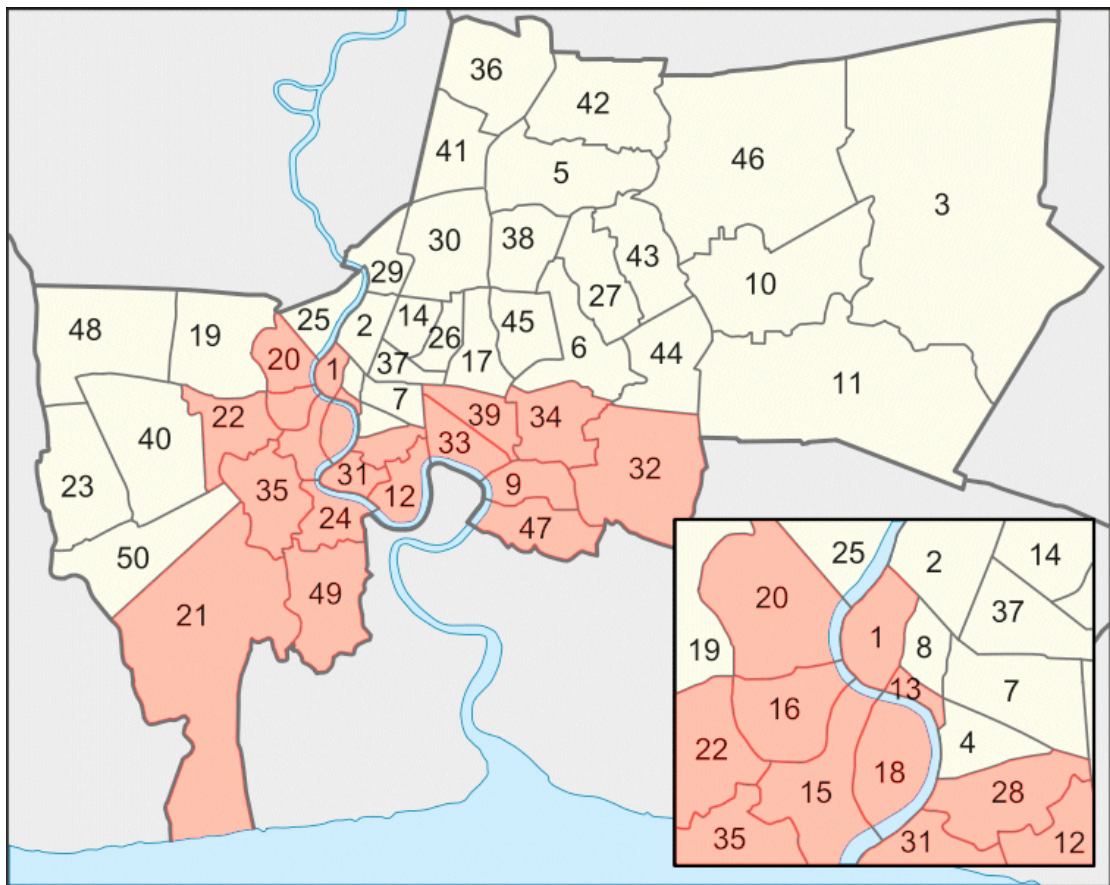


Figure 1.1: Selected area of research site

Source: <http://www.asiaexplorers.com/thailand/districts-bangkok.htm>, 2009

1.7.2 Tour Companies

The following tour companies offering guided bicycle tours were examined in the framework of this research:

1. ABC Amazing Bangkok Cyclist: www.realasia.net
2. Co van Kessel Bangkok Tours: www.covankessel.com
3. Follow Me Bike Tours: www.followmebiketour.com
4. Grasshopper Adventures: www.grasshopperadventures.com
5. Recreational Bangkok Biking: www.bangkokbiking.com
6. Spice Roads, Bangkok Bike Rides: www.bangkokbikerides.com

Above selected tour companies have in common that they either exclusively or predominately offer guided bicycle tours operating particularly in

Bangkok. Therefore, they serve a niche market of tourists with special interests, which distinguishes them from tour operators offering conventional tourism products and packaged tours. Further, the tour companies ‘Grasshopper Adventures’, ‘Follow Me Bike Tours’, ‘Recreational Bangkok Biking’, ‘SpiceRoads Cycle Tours’, ‘ABC Amazing Bangkok Cyclist’, and ‘Co Van Kessel Bangkok Tours’, are ranked 1st, 5th, 9th, 14th, 19th and 24th respectively, of 59 most popular tours in Bangkok according to online reviews on TripAdvisor® of January 17, 2012.

At this point, it should be mentioned that TripAdvisor® (2011), as an Internet platform for travellers to share travel information, is merely utilized to detect tour companies to include into this study, which are seemingly popular amongst tourists who participated in bicycle tours in Bangkok. Also, considering that TripAdvisor® indicates the largest travel community worldwide, operating in 30 countries, and attracting more than 50 million visitors per month, it can be considered legitimate to derive names of seemingly popular tour companies offering guided cycling in Bangkok from this website.

1.7.3 Tour Programs

From a variety of available tour offers promoted on the companies’ websites only those of a minimum length of half a day and a maximum length of a full day will be considered, in order to be able to compare bicycle tours and results of respondents more efficiently and to hereby enhance the validity of this survey. Further, it is significant to mention that every selected tour constitutes a combination of sightseeing and cycling activity. In addition, chosen tour programs are considered highly environmentally friendly, as they exclusively utilize bicycles in combination with other environmentally friendly modes of transportation, such as railway train, sky train, and subway. Furthermore, cycling tours’ starting and returning points are solely set in the above-restricted area of Bangkok (Figure 1.1).

An overview of all half and full day bicycle tour programs including their pricing can be found in Appendix A to this paper.

To continue, the following bicycle tours were investigated through participatory observation by the researcher:

Table 1.1: Bicycle tours of participatory observations

Tour company	Bicycle tours
ABC Amazing Bangkok Cyclist	ABC Day Tour, full day tour
Co van Kessel Bangkok Tours	Co Classical Tour 1: Boat and Bicycle Tour, half day tour
Follow Me Bike Tours	Siam Boran: Siam Historical, half day tour Siam Sawan: Siam Heaven, half day tour
Grasshopper Adventures	Bangkok Night Bike, half day tour
Recreational Bangkok Biking	Colors of Bangkok, half day tour
Spice Roads – Bangkok Bike Rides	Bangkok Jungle, half day tour

1.7.4 Criteria of Tourist Respondents

The selection criteria of tourist respondents for this survey were domestic and inbound tourists who participated in guided bicycle tours in Bangkok provided by a bicycle tour company. Hence, the sample group of tourists for this survey indicated dependent recreational cyclists. At this point, it is significant to mention that tourists do not travel to Bangkok for the mere purpose of participating in bicycle tours, yet the bicycle tour might indicate an important part of the tourists' trip to Bangkok due to its enrichment in terms of new experience. Further, it was assumed that targeted tourists of this survey were either occasional cyclists or recreational cyclists.

To continue, participants of guided bicycle tours were investigated to determine their push and pull factors, expectations, and satisfaction. Furthermore, demographic variables considered relevant to examine were nationality, gender, age, education, occupation, and income. Also, the participants' degree of cycling experience, frequency of cycling, number of visits to Thailand, length of stay in Bangkok, source of information, and frequency of participating in guided bicycle tours in Bangkok in particular were relevant for this research to find out.

The period of data collection was set between December 2011 and February 2012, with a minimum of ten consecutive weeks. This time frame was favored due to tourists' high seasonality in Bangkok during such part of the year.

1.8 Limitations and Future Research

This research focused on tourists who participated in daytrips of guided bicycle tour in the tourist destination of Bangkok. Future research may include a comparative study of push and pull factors of tourists who participate in guided bicycle tours in urban tourist destinations other than Bangkok. Possibly comparison between urban tourist destinations in Asian and European countries could provide meaningful results. Moreover, comparison of push and pull factors of tourists who participate in daytrips of guided bicycle tours in other popular tourist destinations in Thailand, such as Chiang Mai, Phuket, and Pattaya could display interesting findings. In addition, it would be interesting to investigate the push and pull factors of tourists who participate in multi-day bicycle tours outside Bangkok and compare these with motivational factors of daytrip participants.

In addition, future research may only include similar types of bicycle tours in Bangkok for investigation, to enhance the validity of result findings. For instance, only bicycle tours undertaken in China Town should be examined in order to detect more concrete push and pull factors that account for the attractiveness of this specific bicycle tour. This would allow more precise comparison between bicycle tours and it would facilitate the identification of accurate push and pull factors on the respective tour.

Furthermore, the researcher only participated in one bicycle tour of each tour company, which was considered most popular by the respective tour company. This shows the limitation that not all half and full day bicycle tours offered by selected tour companies in Bangkok were explored through participatory observation. In addition, not all existing bicycle tour companies in Bangkok were included into this research due to time limitations.

In addition, only 143 usable surveys were collected out of 160 distributed questionnaires. Future research should reach a representative sample size of 400 usable surveys to facilitate the validity and reliability of result findings.

Moreover, limitations of this research could be the usage of the convenience sampling method. Thus findings of this study may not be generalized to the overall segment of tourist participants of guided bicycle tours in Bangkok.

In addition, concern is raised towards the issue to which extent tourists are aware of their real reasons to participate in bicycle tours (Dann, 1981). Also, tourists might be unable, or merely do not want to reveal, or possibly are not able to articulate their real reason for attending the bicycle tour (Dann, 1981).

Besides this, motivations are not stable and change over time, hence it would be misleading to assume that gained motivational factors of tourists who participated in guided bicycle tours in Bangkok are permanent and definite (Gnoth, 1997).

Likewise, attributes that account for the attractiveness of guided bicycle tours in Bangkok might not be applicable for other destinations in an urban setting due to the authenticity of Thai culture, which is regarded an integral element, hence, crucial for this tourist activity (Kozak, 2002).

Besides this, quantitative data on expectations were collected after having attended guided bicycle tours, hence, stated expectations of respondents in the questionnaire survey may not truly reflect their actual expectations, which in the ideal case should have been inquired prior to the bicycle tour to avoid possible influence of the assessment during the excursion.

1.9 Conceptual Framework

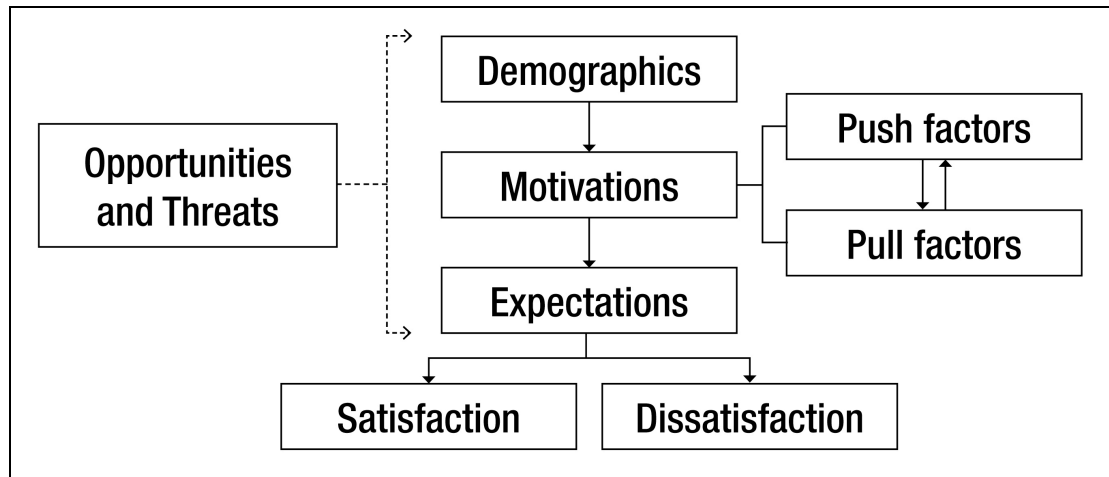


Figure 1.2: Conceptual framework

The purpose of this study was to identify the push factors of tourists who choose to participate in the activity of recreational cycling to explore the tourist destination of Bangkok. In this regard, it is necessary to gather data regarding socio-demographic characteristics and other relevant attributes to indicate the level of involvement of respondents, and in order to discover potential relationships between socio-demographic characteristics and tourists' preferences.

Furthermore, identifying pull factors is crucial for understanding the attractiveness of and increasing interest for this activity. It is widely accepted by scholars that for pull attributes to come into effect, firstly push factors are necessary to exist. If pull factors correspond to push factors, expectations are formed. After the bicycle tour, the evaluation of the experience will result in a satisfactory or unsatisfactory state. This will depend on the level of expectation of the participant prior to the tour.

The process depicted above is constantly influenced by external factors, i.e. opportunities and limitations; especially the latter can greatly affect the sustainability of guided bicycle tours in Bangkok if left unconsidered. This particularly applies for the challenging physical environment of where the activity takes place, which require responsible prevention measures for high-risk zones and sound preparation in the case of accident occurrences.

CHAPTER II

LITERATURE REVIEW

The literature review is structured into three parts. Firstly, terms relevant to define for this study will be depicted. Secondly, an appraisal of literature surrounding bicycle tourism and of cycling in urban environment will be provided. Thirdly, keywords of this study will be elaborated, namely push and pull factors, expectation, and satisfaction.

2.1 Term of Definition

2.1.1 Inbound Tourist

According to United Nations World Tourism Organization (cited in Goeldner & Ritchie, 2009), a tourist constitutes a person who goes on a journey to a destination, which is elsewhere than their everyday environment, and where he or she resides for no longer than 365 days for the purpose of leisure, business, or other intentions. Further, an inbound tourist indicates a person who visits a country of which he or she is a non-resident (Goeldner & Ritchie, 2009).

2.1.2 Domestic Tourist

Domestic tourists are travellers who are residents of a country who make visits within the respective country (Goeldner & Ritchie, 2009; UNWTO, n.d.).

2.1.3 Bicycle Tourist

As stated by Simonsen and Jorgenson (1998), a bicycle tourist is someone who includes the usage of bicycles as form of transportation during any stage of his or her holiday, and who regards the activity of cycling as a fundamental component of the respective vacation. Moreover, it was added that bicycle tourists are of any

nationality. However, local residents who utilize the bicycle as means of transportation for recreational or other purposes are not included. Furthermore, it is significant to distinguish between ‘cycling enthusiasts’ and ‘occasional cyclists’. ‘Cycling enthusiasts’ consider cycling as main ambition of their travel, whereas ‘occasional cyclists’ consider the bicycle as a different and pleasurable form of transportation to tour a destination (Ritchie, 1998). Moreover, Ritchie (1998) adds that tourists, who occasionally ride a bicycle during their vacation, particularly cycle during sound weather. Following figure demonstrates the distinction between these two forms of cyclists.

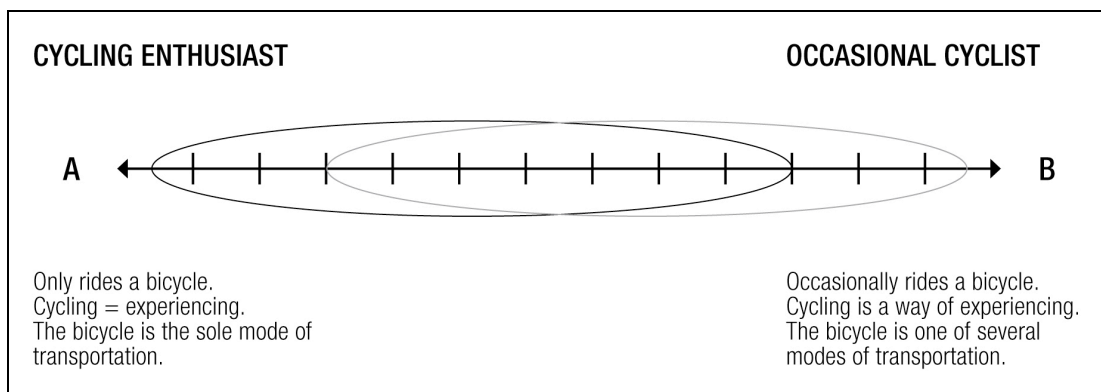


Figure 2.1: Types of cycling tourists

Source: (Simonsen & Jorgensen, 1998)

To sum up, most scholars agree that bicycle tourists entail that the respective person is distant from his or her home country longer than 24 hours or staying distant from the hometown one night. Further, bicycle tourists are said to travel for leisure purpose. In addition, no matter if cycling enthusiast or occasional cyclists both consider the usage of bicycles as an essential part of their vacation (Ritchie, 1998).

2.1.4 Recreational Cyclist

Most accurately, a ‘recreational cyclist’ can be defined as someone who participates in a recreational cycling activity of any kind, which does not last longer than 24 hours or one night away from his or her home destination. Additionally, the

recreational cyclist regards the activity of cycling as a positive means of utilizing leisure time (Ritchie, 1998).

2.1.5 Expectation and Satisfaction

Expectations can be regarded as “tentative [...] representations of future events or unfinished learning processes” (Gnoth, 1997, p. 298). Expectations influence one’s perception – perception of products, services, and experiences – and consequently elicit behavior that aims to satisfy respective expectations (Gnoth, 1997). Latter process is characterized by prior motivation, hence, it can be concluded that motivation has an impact on the disposition of satisfaction (Gnoth, 1997). Therefore, it is imperative that motivations are studied in conjunction with expectations and satisfaction.

Furthermore, Dann (1981) stated that satisfaction always refers to the completed action and that satisfaction can be regarded as the comparable assessment of the occurrence and its anticipation. This is likewise supported by Engel, Blackwell, and Miniard (1993, cited in Rodríguez del Bosque & San Martín, 2008) who state that consumer satisfaction can be regarded as an evaluation of post consumption. In addition, expectations are required to be at least met or exceeded in order to achieve satisfactory outcome. Moreover, according to Isa-Ahola (1982), satisfaction ought to be investigated in conjunction with motivation, as “[s]atisfaction that individuals expect to derive from involvement in a leisure activity is linked to [...] motivational forces” (p. 258). Further, individuals behold a leisure activity as a probable generator of satisfaction (Iso-Ahola, 1982).

2.1.6 Environmental Concern

According to Minton and Rose (1997), environmental concern can be regarded as general attitude towards preserving the environment. Furthermore, through an exploratory study it was found that “attitude is a good predictor of intentions to act in environmentally concerned ways, [whereas] a sense of personal moral obligation is more likely to lead to action in the form of environmentally friendly product choice, search, and recycling” (Minton & Rose, 1997, p. 44). Hence, one ought to distinguish

between merely obtaining an attitude towards environmental concern or to actually engage in environmentally friendly behavior.

2.2 Cycling in the Tourism Context

Much attention has been paid to cycling related to tourism from a European perspective. Studies from Norway and Denmark have marked first attempts touching upon this topic (Simonsen & Jorgensen, 1998). Additionally, possibly due to popularity of recreational and outdoor activities in Australia's landscapes, various scholars have conducted research on bicycle tourism in this field in Australia (Faulks, Ritchie, Brown, & Beeton, 2008; Lamont, 2009). Furthermore, Ritchie et al. (2010) examined behavior and intentions of cycle tourists in Australia, and made an initial approach to segmenting respondents into five clusters according to their level of lasting involvement. Further, indicative dissimilarities were found on the travel motivations, travel behavior, and behavioral intentions, socio-demographics, and cycling behavior of respective tourists. Moreover, Ritchie (1998) conducted research on bicycle tourism in the South Island of New Zealand, investigating market characteristics, motivations and travel behavior of cycle tourists, usage of infrastructure, and respondents' evaluation of cycle tourism product. Despite this, diverse scholars have monitored accidents and injuries related to adventurous tourism in New Zealand (Bentley, Page, & Laird, 2001; Bentley, Page, Meyer, Chalmers, & Laird, 2001; Bentley & Page, 2008). Also, Souffriau, Vansteenwegen, Berghe, and Oudheusden (2011) examined the planning of cycle trips in the province of East Flanders in the Netherlands. In addition, studies have emphasized on the significance of non-motorized transport in tourism especially in times of climate change (Lumsdon & Tolley, 2004). Additionally, Morpeth (2004) investigated bicycle tourism from the supply side by exploring the development of cycling routes and their importance for promoting sustainable tourism.

Studies of Chang and Chang (2003; 2005) are one of the very few that were conducted in Asia, namely Taiwan, in the bicycle tourism context. The purpose of the former study in 2003 was to investigate the demand and supply side of bicycle tourism. Through a case study, key elements that contribute to the success of bicycle

tourism were analyzed, in order to give recommendations to stakeholders to develop bicycle tourism in other areas in Taiwan. Further, since the late 90s bicycle lanes are increasingly being developed to expand room in public areas for recreational and commute purpose in national parks, river areas, and city centers in Taiwan. Moreover, it was acknowledged that bicycle tourism in Taiwan is still in its infancy, yet the advantages of bicycle tourism are recognized and hence strategic planning to achieve higher popularity of bicycle usage is being facilitated. The target group at this point indicates independent bicycle tourists, who require secure bicycle lanes and relevant facilities such as bicycle information centers, cycling maps, and cycling equipment rentals. Lastly it was discovered that traffic safety constitutes the major limitation and concern of bicycle tourism development in Taiwan.

Regarding bicycle tours in an urban setting, in the United States, New York has made effort to improve access at the destination and vicinities by promoting cycling as a means of transportation, enhancing the quality of life for residents and maintaining an aesthetic environment for its visitors (New York State: Department of Transportation, 2011).

In addition, cycling tourism is likewise facilitated and promoted in the United Kingdom through the public sector, as can be seen in the efforts of the 'London Cycling Campaign'. Further, tourists can explore London by bicycle on diverse routes, e.g. London Bicycle is one of such tour provider (London Bicycle, n.d.).

In Asia, one can find tour operators offering cycling programs in Tokyo in Japan, e.g. from Tokyo Great Cycling Tour (2011). Additionally, cycling tours are offered in Vietnam to escape the traffic chaos of Hanoi, e.g. from the tour operator Spice Roads (n.d.). Also in Beijing cycling is heavily being promoted to explore the manifold destination (eBeijing, 2010). Likewise in Singapore cycling has become a popular activity, to explore the destination, e.g. Sentosa Island (2011) or national parks (Singapore Government, 2011). The Singapore Police Force (2011) even provides 'Safe Cycling Guidelines' significant to consider when cycling on footpath. This demonstrates that attention is being given to the activity of cycling and the safety of cyclists. However, in the case of Singapore the activity of cycling mainly takes place in a relatively secure environment, where recreational cyclists do not need to

share infrastructure with motorized vehicles. These are only some examples of day tours exploring urban cities by bicycle in the region of Asia.

Next, the activity of cycling in Bangkok will be depicted due to its proximity and relevance to the topic of this study, i.e. guided bicycle tours in Bangkok.

Although the cycling density in Bangkok to date is relatively low compared to other modes of transportation, an increase in bicycle ownership and usage of bicycles amongst Thai and foreign residents can be observed (Changsorn, 2011). Especially cycling upcountry, such as in Khao Yai National Park, has gained popularity amongst Thai people, who favor outdoor sports and enjoy being surrounded by natural scenery for a change, to escape from bustling lifestyles in cities such as Bangkok.

In the case of Bangkok, newly assigned bicycle lanes have been built. According to the BMA (2010), 28 bicycle routes exist to date with a total length of 200 kilometers. However possibly due to lack of instruction to communities about their existence and usage, it fails to benefit those for whom lanes were actually built (Wattanasukchai, 2011). Furthermore, the maintenance of bicycle lanes is another issue, which seems to be neglected by those who have implemented them. Although there exist initial approaches of individuals to educate communities on the acquaintance of bicycle lanes, and to campaign for bicycle friendlier roads to encourage fellow citizens to utilize the bicycle as alternative and environmentally friendly mode of transportation (Wattanasukchai, 2011), yet, without political will from authorities and without a growing public awareness on environmental issues, cycling will further remain an activity of the minority (Wipatayotin, 2010).

In addition, many bicycle lanes throughout Bangkok are not interconnected, meaning cyclists have to switch to use the same infrastructure like motorized vehicles, or they simply continue cycling on pedestrian area (Fernquest, 2010). It is often seen that also motorcycles avoid congested roads by utilizing pedestrian walkways. This all adds up to a variety of problems encountered on Bangkok's roads amongst motorized and non-motorized vehicle users.

World Foundation in cooperation with the BMA show steady growth of interest in and acceptance of cycling in Thai community (Wattanasukchai, 2011).



Figure 2.3: Cycling route car free Sunday on July 11, 2011

Source: (Wattanasukchai, 2011)

2.3 Push Factors

The approach of push and pull has become a popular and well-accepted theory, which demonstrates that tourists' ambition to travel and their attitude can be analyzed in terms of forces (Dann, 1977; Crompton, 1979; Ross & Iso-Ahola, 1991). Push factors constitute internal forces which emerge "exclusively from within the traveler himself" (Crompton, 1979, p. 410), and which aim to satisfy personal psychological needs and wants (Chan & Baum, 2007). Thus push factors are "unrelated to destination attributes" (Crompton, 1979, p. 408). On the contrary, pull factors relate to external forces that are "at least partially aroused by the particular qualities that a destination offered" (Crompton, 1979, p. 408), hence constitute an extrinsic source of motivation (Chan & Baum, 2007). "Traditionally, push motives have been thought useful for explaining the desire to go on a vacation while pull motives have been thought useful for explaining the choice of destination" (Crompton, 1979, p. 410).

In addition, Dann (1981) stated that pull factors, derived from destination attributes, indicate a response to push factors, which are necessary to prevail prior to pull factors to become effective. Hence, it can be concluded that push factors are antecedent to pull factors (Crompton, 1979; Dann, 1977, 1981), as socio-psychological motives explain the very initial need to travel in the context of pleasure vacation, and the selection of a specific destination is mostly explained through cultural attributes (Crompton, 1979). To further clarify, "[t]he destination served merely as a medium through which [push] motives could be satisfied" (Crompton, 1979, p. 415). In this regard, various scholars have confirmed the reciprocal relationship between motivations i.e. push factors and destination attributes i.e. pull factors for pleasure travel (e.g. Pyo, Mihalik, & Uysal, 1989; Uysal & Jurowski, 1994; Oh, Uysal, & Weaver, 1995; Baloglu & Uysal, 1996; Kim & Lee, 2002).

Despite that motivation, i.e. push factors, constitute one variable to explain human behavior, it is a significant consideration due to its underlying force (Crompton, 1979; Iso-Ahola, 1982; Fodness, 1994; Gnoth, 1997; Baloglu & Uysal, 1996). Therefore, in the context of tourism literature, scholars have paid considerable attention to examining tourists' motivation and tourists' visitation behavior (e.g. Crompton, 1979; Dann, 1977, 1981; Pyo *et al.*, 1989; Ross & Iso-Ahola, 1991; Lee &

Crompton, 1992; Fodness, 1994; Gnoth, 1997; Ryan & Glendon, 1998; Kozak, 2002; Weaver, McCleary, Han, & Blosser, 2009).

According to early findings of Dann (1977) anomie and ego-enhancement constitute significant push factors for tourists to travel. Anomie refers to the desire of an individual “to transcend the feeling of isolation obtained in everyday life, where the tourist simply wishes to ‘get away from it all’ ” (Dann, 1977, p. 187). This is a similar finding to Crompton (1979) who identified ‘escape from a perceived mundane environment’ as a significant motivation for tourists to travel. To continue, Dann (1977) likewise found the need for ego-enhancement of particular significance as it entails status. This is comparable with findings of Crompton (1979) who identified ‘prestige’ and ‘exploration and evaluation of self’ as push factors for tourists. In addition, both scholars agree that ‘facilitation of social interaction’ is a crucial variable, which influences tourists to travel. Besides this, ‘relaxation’, ‘regression’, and ‘enhancement of kinship relationships’ were found to likewise constitute socio-psychological motivations of leisure travellers (Crompton, 1979).

Likewise, Iso-Ahola (1982) discovered ‘seeking’ and ‘escaping’ to indicate two significant components of leisure motivation. From these two motivational forces, intrinsic reward is ensured through “feelings of mastery and competence”, and that the respective person is able to “leave the routine environment behind” (p. 258). This is consistent to findings of the two-dimension theory, which was developed to reveal both leisure and tourism motivation. It suggests, “two motivational forces [to] simultaneously influence the individual’s leisure or tourist behavior” (Mannell & Iso-Ahola, 1987, p. 328). Namely “to escape from routine and stressful environments and to seek recreational opportunities” (Mannell & Iso-Ahola, 1987, p. 328) contribute to psychological benefits of leisure and tourism experience.

Quite comparable to above findings, Beard and Ragheb (1983) developed the Leisure Motivation Scale which discovered four motives which influence satisfaction from leisure activities; they encompass the intellectual, social, competence-mastery, and stimulus-avoidance component (cited in Ryan & Glendon, 1998). The intellectual motive indicates the desire of the person “to engage in leisure activities which involve ... mental activities such as learning, exploring, discovering, thought or imagining” (p. 225). The second motive shows to which degree the

respective person participates in leisure activities for social reasons. In this regard two basic needs can be considered: 1) the need for friendship and interpersonal relationships and 2) the need for esteem of others. The competence-mastery trait includes the desire for achievement and challenge. Lastly, the stimulus-avoidance motive accounts for the desire to escape “from over-stimulating life situations” (Beard & Ragheb, 1983 cited in Ryan & Glendon, 1998, p. 173). In regard to bicycle tours, especially the intellectual and social component might constitute relevant push factors for tourists to participate in guided bicycle tours.

Moreover, Goeldner and Ritchie (2009) suggest four main tourism preference dichotomies to explore travel behavior, which are namely relaxation versus activity, familiarity versus novelty, dependence versus autonomy, and order versus disorder. These are somewhat similar to the four initial cultural dimensions of Hofstede (1980), which are power distance, uncertainty avoidance, individualism-collectivism, and masculinity-femininity (cited in Reisinger, 2009). Power distance refers to the degree to which less commanding people in a society accept inequality in power and authority, uncertainty avoidance indicates the degree to which people are risk averse, individualism is the extent to which people favor to function as individuals rather than as members of a collectivist groups, and masculinity constitutes the extent to which masculine values such as determination and competition suppress feminine values such as affiliation and thoughtfulness (Hofstede 1980, cited in Soares, Farhangmehr, & Shoham, 2007).

These four dimensions were found to influence values of people of different cultural backgrounds. Later, the dimension of long-term orientation was added to Hofstede’s cultural dimensions, which refers to the extent to which a culture emphasizes on the future dimension.

Although Hofstede’s study was conducted in a single industry of a multinational company and hence uncovered work values, its application in other industries, e.g. tourism industry, was found to be likewise appropriate.

For instance, similarities between the categorization of preference of international tourists by Goeldner and Ritchie (2009) and Hofstede’s four cultural dimensions (1980) are seen in the preference for familiarity, which could equal to high uncertainty avoidance, whereas novelty could equal low uncertainty avoidance. In

addition, novelty seeking is influenced by a cultural dimension of high individualism, possibly in conjunction with relatively high masculinity and low uncertainty avoidance, which for example corresponds with U.S. patterns (Kim & Lee, 2000). Likewise, Goeldner and Ritchie (2009) suggest that due to that order – high power distance and authority ranking – in most Western societies is becoming noticeably less significant, consequently the preference for disorder – low power distance – in tourism experience is gaining importance. For instance, relatively rough travel arrangements prior to the day of departure indicates freedom and autonomy.

The approach of Hofstede's four cultural dimensions allows elaborating and explaining an individual's push factors on the basis of his or her nationality.

Furthermore, Kozak (2002) examined the push and pull factors of British and German tourists visiting Mallorca and Turkey and found that nationality can account for differences in tourist motivations. Findings demonstrate that German tourists tend to obtain push factors regarding culture and nature, whereas British tourists were more likely to desire fun and socialization with other fellow tourists. Furthermore, tourists travelling to Turkey to a larger extent obtained cultural and physical motivations than those visiting Mallorca. However, above all, relaxation is considered the prime motivation for summer tourists to engage in travelling.

Yuan and McDonald (1990), who investigated the travel motivations of overseas travellers in Japan, France, Germany, and the United Kingdom using the concept of push and pull, discovered five main push factors, which are namely escape, novelty, prestige, enhancement of kinship relationships, and relaxation/hobbies. Novelty and escape, respectively, indicated the most significant push factors for tourists of above-mentioned nations to travel overseas. Further, it is significant to mention that although travellers come from different nations, they obtain somewhat similar push factors, which influence them to travel abroad.

To continue, findings of Jang and Cai (2002) were consistent with findings of Yuan and McDonald (1990). It was found that 'novel experience', 'escape', and 'knowledge seeking', respectively, accounted for the most significant push factors amongst British outbound travellers. Furthermore, it was discovered that British outbound travellers tend to visit Asia as they seek a 'novel experience'.

Additionally, Jamrozy and Uysal (1994) investigated a sample of German travellers and discovered eight push factors to significantly influence German tourists to travel abroad; they are escape, novel experience, togetherness of friends/family, sports activities, adventure and excitement, familiar environment, luxury and doing nothing, and prestige. Further, variability in push motivations were mainly found between tourists who travelled alone and those who travelled with a group of friends, in contrast to those travelling with families, as couple, and organized tour group.

Moreover, Sangpikul (2008; 2008) who examined tourist motivation of Japanese and U.S. senior travellers to Thailand in two independent studies identified that push factors for Japanese and U.S. senior travellers were relatively similar. 'Novelty and knowledge seeking', 'rest and relaxation', and 'ego-enhancement', respectively, indicated most significant push factors for senior travellers from Japan and the U.S. to visit Thailand.

Furthermore, due to that guided bicycle tours in Bangkok, which are to be investigated in this study, constitute a combination of sightseeing and cycling activity, the study of Ross and Iso-Ahola (1991), which examined tourists' motivations, i.e. push factors, and satisfaction in sightseeing tours in the United States, could give valuable insight and could aid in identifying cycling tourists' push factors in a more accurate manner. According to Ross and Iso-Ahola (1991), dimensions of seeking and social interaction were discovered to indicate significant push factors for tourists to participate in sightseeing activities. Further, the desire to escape was likewise found to be of importance for tourists (Ross & Iso-Ahola, 1991). In addition, crucial drivers for leisure tourists in general are 'intellectual curiosity and enrichment' (Ross & Iso-Ahola, 1991). Furthermore, in regard to planning vocational activities, novelty seeking was found to constitute a dominant motivation (Weaver *et al.*, 2009). As mentioned earlier, considering that guided bicycle tours combine sightseeing activities, findings of Ross and Iso-Ahola (1991) could be applicable for push factors of tourists who participate in guided bicycle tours in Bangkok.

To the best of the researchers' knowledge, to date there exists no study that explores the push factors of tourists who participate in guided bicycle tours offered by a tour company in an urban setting. Nevertheless, it seems reasonable to draw a comparison to studies that have examined motivations, i.e. push factors of

independent bicycle tourists (Ritchie, 1998; Simonsen & Jorgensen, 1998; Faulks *et al.*, 2008; Ritchie *et al.*, 2010; Chang & Chang, 2005).

To begin with, according to findings of Ritchie (1998), who examined motivations of bicycle tourists in New Zealand significant differences were found between cycling experience level, origin of respondents, and gender. In this regard, it was discovered that inexperienced cycling tourists were highly motivated by variables of the dimension ‘competency mastery’ such as ‘to learn what I am capable of’, ‘to show myself I could do it’, ‘to try something new and different’, ‘to develop skills and ability’, and ‘for a physical challenge’, whereas experienced cycling tourists showed high motivation towards items of the dimension of ‘solitude’ such as ‘for a change to be on my own’, ‘so I can be myself’, ‘to be close to nature’, and ‘to get away from crowded situations’. In addition, international cycling tourists showed higher motivation towards ‘solitude’ and ‘exploration’ factors, while domestic cycling tourists were found to be more motivated towards factors such as ‘physical challenge’, ‘stimulus seeking/avoidance’, and ‘social escapism’. Assumingly, domestic cycling tourists cycle to escape responsibilities and worries of everyday life, whereas international cycling tourists favor ‘solitude’ through cycling, and explore the destination in detail. Furthermore, dominating motives for female cycle tourists were ‘exploration’ and ‘social escapism’; for male cycle tourists prevailing motives were ‘stimulus seeking/avoidance’ factors. A table summarizing results of above findings can be found in Appendix B.

To continue, Simonsen and Jorgensen (1998) investigated motivations of independent cycle tourists in Denmark. This survey identified that crucial motives for selecting a cycling vacation were ‘to be outdoor’, ‘to exercise’, and ‘to have fun’, respectively. Interestingly, reasons such as ‘to get to know local inhabitants’, ‘to get away from tourist crowds’, ‘to have an environmentally friendly holiday’, and ‘to experience culture’ are the least significant reasons for choosing a cycling trip. A table summarizing these results can be found in Appendix B.

In addition, the characteristics of participants comprise of a new life style, flexibility, independence, new values, and diverse demographic backgrounds. The latter shows that cycling tourists in Denmark constitute a heterogeneous market, which could be assumed for cycling tourists in other destinations. Moreover, cycling tourists

demand variation, and they are experienced travellers, educated, and sensitive to environmental issues.

Ritchie et al. (2010), who conducted the most current research on the topic of motivations of bicycle tourists in Australia, likewise found bicycle tourists to be greatly diverse. The heterogeneity of the bicycle tourism market is demonstrated by five cluster segments derived from the appliance of the concept of enduring involvement combined with tourist motivational theory. In this regard, significant differences were found on travel motivation, travel behavior, behavioral intentions, cycling behavior, and socio-demographics. The factors of enduring involvement 'enjoyment', 'self-expression', and 'centrality' were found to obtain high internal reliability, which indicates that if the survey should be reconstructed there is a high probability that the same results will be reproduced. Likewise the factors of push motivations, namely 'adventure experiences', 'competence mastery', 'personal challenge', 'relaxation and escape', and 'social encounters' indicated high internal reliability. Through this, segmentation was undertaken, which grouped respondents into five clusters.

The first cluster, representing 28.5% of respondents, consisted mostly of male, who are 35 to 54 years of age, and who are advanced cyclists. Also, they cycle regularly, i.e. four to six times a week. Furthermore, they obtain high commitment towards cycling, which can be seen in behavioral characteristics, such as high likelihood to purchase a cycling magazine, and putting more significance on 'self-expression', and less consideration on 'enjoyment' and 'centrality' dimensions of involvement. Moreover, this cluster was highly motivated by 'personal challenge' and least by 'social encounters'.

The second cluster, which comprises 22.8% of respondents, obtain similarities to cluster one in terms of age groups, skill level, and behavioral characteristics, however this group to a greater proportion comprises of male cyclists and their frequency of cycling is between one and three times per week. In addition, this group is dominantly motivated by 'personal challenge'.

The third cluster indicates the largest group with 28.8% of respondents. This cluster consists of intermediate male cyclists with high level of cycling experience, and who ride the bicycle between one and three times per week. Further,

this group contains the highest proportion within the younger age group, i.e. 25 to 34 years of age, and they express 'self-expression' and 'centrality' dimensions of involvement to be important, and state 'adventure experiences' and 'social encounters' to likewise indicate significant intrinsic motivations.

The fourth cluster, representing 17.9% of respondents, obtains a higher percentage of female cyclists, who cycle one to three times per week, who mostly are 35 to 54 years of age, who consider themselves beginner cyclists, yet state to have intermediate cycling skills. Additionally, this segment shows low identification with the activity of cycling, but scores high in terms of 'enjoyment' and 'centrality' dimension of involvement, and 'adventure experience' as well as 'personal challenge' was mentioned dominant intrinsic motives. The remaining fifth cluster, representing the smallest group with 1.9% of respondents did not demonstrate significant results regarding enduring involvement, neither on intrinsic motivations, hence was removed from further analysis, as it did not contribute to the analysis. A table summarizing characteristics of cluster segments identified by Ritchie et al. (2010) can be found in Appendix B.

This research justifies the approach of segmentation based on tourists' level of enduring involvement. At this point it can be concluded that the bicycle tourism market is relatively heterogeneous, due to the identification of five initial segments, which varied in their level of enduring involvement. Furthermore, significant differences were found within four segments in terms of demographic and behavioral characteristics. Hence, tourists with different enduring involvement profiles disclose different levels of motivation.

In the Asian context, Chang and Chang (2005) compared motivations between recreational cyclists in national scenic bikeways and local bike lanes in Taiwan. It was discovered that different motivations existed between cyclists who choose dissimilar recreational bikeways. A table demonstrating findings of Chang and Chang (2005) can be found in Appendix B to this paper.

It is noticeable that recreational cyclists using national scenic bikeways are motivated by sightseeing and seek for tourist attractions, on the other hand, recreational cyclists using local bike lanes are motivated by leisure and exercise and seek for high quality bicycle facilities.

However, Faulks et al. (2008) found cycling tourists in Australia to be relatively homogenous. Despite conceived cluster segments, namely: 'Emerging Confidence Seekers', 'Active Socialisers', 'Independent Confident Doers', 'Beginners', and 'Uninterested', respectively, overall differences in motivation were proportionally minor.

'Emerging Confidence Seekers' comprise the largest group of respondents with 26.2%. Characteristics of this cluster segment are: intermediate cycling skill level, cycling frequency of one and three times per week, no significant difference in gender distribution, and they "are least likely to be between 45 and 59 years of age". Further, these cyclists signify a personal identity with the activity of cycling. In addition, dominant intrinsic motivations of this segment are 'to gain confidence in myself' and 'to show myself I can do it'.

On the contrary, dominant desire of 'Active Socialisers' despite 'to gain confidence' and 'to show myself I can do it', are 'stimulation and excitement' and 'for adventure'. This segment represents 25.9% of respondents, and they comprise of male and female experienced and keen cyclists, who are mainly 30 to 59 years of age, and who are regular cyclists. Additionally, their attitudinal and behavioral commitment to cycling is shown in their enduring involvement, tendency of subscribing to a cycling magazine, and firm sense of identification with cycling and other cyclists.

To continue 'Independent Confident Doers', which represent 20.7% of respondents, were mostly male advanced cyclists, 45 to 59 years of age, and who cycle between one and three times per week. Somewhat similar to the segment of 'Active Socialisers', this group identifies strongly with the activity of cycling. Moreover, the aspect of challenge seems to prevail within this group, yet the interest lies more in participating rather than in competing.

The two remaining cluster segments 'Beginners' and 'Uninterested' indicate 16% and 1.9% of respondents, respectively. The former groups are mostly occasional female cyclists, either less than 30 years or over 60 years of age, who show low level of identification with the activity of cycling. Interestingly, this segment is aroused by personal challenge; the intrinsic motivation of 'to show myself I can do it' was highly rated. The characteristics of 'Uninterested' are somewhat similar to 'Beginners', however they were most likely to be less than 30 years of age, and they

obtained the lowest identity with the cycling activity. A table summarizing cluster segments of Faulks et al. (2008) can be found in Appendix B.

All in all, a majority of scholars, namely Ritchie (1998), Simonsen and Jorgensen (1998), and Ritchie et al. (2010), agree that independent bicycle tourists constitute a heterogeneous market. Significant differences were discovered between cycling experience level, origin of respondents, and gender. Further, push factors of independent bicycle tourists are predominantly influenced by dimensions of challenge and adventure, enjoyment, social interaction, and escapism. This likewise supports the notion that motivation is multidimensional and varies amongst individuals (Crompton, 1979; Dann, 1981; Pyo *et al.*, 1989; Baloglu & Uysal, 1996).

In this regard, assumingly motivations of participants of guided bicycle tours in Bangkok likewise indicate differences between cycling experience level, origin of respondents, and gender. Nevertheless, because participants of bicycle tours in Bangkok to a greater extent involve recreational cyclists who occasionally enjoy riding the bicycle as alternative means of transportation compared to advanced and enthusiast cyclists, the dimension of challenge and adventure possibly indicate less prevalent push factors amongst recreational cyclists due to differing circumstances. Furthermore, considering that participants of guided bicycle tours do not travel to Bangkok for the purpose of engaging in the activity of guided bicycle tours and considering that they indicate dependent bicycle tourists compared to independent bicycle tourists, it can be presumed that at least some push factors revealed by findings of above mentioned scholars might not easily apply. Yet aspects surrounding enjoyment and social interaction might constitute relevant push factors.

2.4 Pull Factors

In the tourism context, pull factors refer to the features and attributes of a destination, such as climate, natural attractions, cultural resources, recreational activities, and special events or festivals (Kim & Lee, 2002; Kim, Lee, & Klenosky, 2003). Destinations often provide a variety of attributes and features, which intend to meet and hence respond to a variety of push factors of diverse travellers.

Amongst early scholarly tourism studies on the topic of pull factors, Crompton (1979) identified alternate cultural motives of novelty and education to significantly account for a destination's attractiveness. Regarding novelty, the emphasis is on new experience rather than on entirely new knowledge; hence in this study respondents likewise mentioned synonyms such as "curiosity, adventure, new and different" (p. 419) to describe what pulled them to a specific destination. Furthermore, education was found to constitute a significant pull factor, as travel widens one's perspective, increasing one's awareness and knowledge of other nations' cultures.

In addition, Yuan and McDonald (1990) found budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities, and hunting to account for relevant pull factors of overseas travellers in Japan, France, Germany, and the United Kingdom. For those who attach importance to limiting expenditure during vacation, are likely to choose a destination, which provides low-cost accommodation and other budget facilities. Tourists, who are interested in gaining knowledge of a yet unknown culture and the historical background of a destination, are likely to select a destination with a variety of cultural attractions and historical sites. Those who are eager to experience wilderness, are likely to travel to a destination, which offers natural scenery and adventurous activities such as hunting and hiking, and those who put emphasis on convenience would rather select a destination, which offers travel opportunities in convenient and comfortable manner, and which provides a variety of facilities that enhance enjoyment such as shopping malls and dining facilities. The cosmopolitan environment might appeal to people, who want to see and experience something new and it might also entail feelings of prestige and status.

Interestingly, results of this study demonstrate that although push factors of travellers of these four nations were quite similar, different pull factors influenced the selection of a particular destination amongst travellers.

Moreover, Simonsen and Jorgensen (1998) identified sights and cultural attractions to indicate particular pull factors for independent bicycle tourists to engage in cycling vacation in Denmark.

Furthermore, Chang and Chang (2005) who compared motivations between recreational cyclists in national scenic bikeways and local bike lanes in

Taiwan, found that bicycle tourists who use national scenic bikeways regard “safety, tourism attraction, and challenging terrain” as most important; “flat terrain, friendly residents, and touring activities for cycling” were considered least important. Cyclists utilizing local bicycle lanes stated “safety, low flow of traffic, and bicycle paths” to be most significant considerations, whereas “friendly residents, convenient stores and accommodations” were regarded least important. Yet both groups share a common concern with “safety, low flow of traffic, tourism attraction, signage and interpretation, rest place, and restrooms” (Chang & Chang, 2005). Considering this, it can be assumed that participants of guided bicycle tours in Bangkok likewise regard safety, low flow of traffic, rest place, and restrooms as significant pull factors.

Besides this, Jang and Cai (2002) found ‘natural and historic environment’, ‘cleanliness and safety’, ‘easy-to-access and economical deal’, ‘outdoor activities’, and ‘sunny and exotic atmosphere’ to indicate significant pull factors for British outbound travellers. Attributes of ‘natural and historic environment’, ‘cleanliness and safety’, and ‘easy-to-access and economical deal’ mainly influenced British outbound travellers in their selection of a destination. Further, aspects of ‘cleanliness and safety’, ‘easy-to-access and economical deal’, and ‘sunny and exotic atmosphere’, respectively, indicate most significant pull factors for British outbound travellers. This finding is consistent with findings of Yuan and McDonald (1990), who identified budget and ease of travel to account for important pull factors.

Moreover, in the analysis of destination comparison on pull factors, Jang and Cai (2002) discovered that British tourists who travelled to Africa were greatly pulled by the dimension of ‘easy-to-access and economical deal’ and ‘natural and historic environment’, respectively. Former pull factor possibly is due to Africa’s proximity to the United Kingdom. Latter pull factor could be attributable to Africa’s rich natural resources, which accounts for the attractiveness of this destination. Additionally, for British tourists travelling to the West Indies/Caribbean ‘sunny and exotic atmosphere’ and ‘cleanliness and safety’, respectively, constitute significant pull factors; especially latter finding should encourage beach resort managers to emphasize on hygiene and safety measures in order to fulfill their customers’ needs. Further, it was found that ‘outdoor activities’ were especially significant for British tourists who travelled to the United States. In addition, British travellers to Asia

considered 'sunny and exotic atmosphere', 'cleanliness and safety', and 'easy-to-access and economical deal', respectively, to account for most important pull factors. To sum up, 'cleanliness and safety' and 'easy-to-access and economical deal' indicate the most significant pull factors for British outbound travellers. Thus assumingly, these aspects can be considered basic requirements, which all destinations need to provide and emphasize on and in order to attract British tourists to their destinations.

Additionally, Jamrozy and Uysal (1994) identified 'active sports environment', 'unique natural environment', 'clean and safe environment', 'cultural activities', 'sunshine environment', 'inexpensive environment', 'cultural activities', 'entertainment', 'sightseeing', 'local culture', 'different culture and cuisine', and 'small towns, villages, and mountains' to indicate pull factor groupings for German overseas pleasure travellers. 'Unique natural environments' was found to indicate a significant pull factor for German tourists. This dimension includes forests, national parks as well as cultural attractions, which provide visitors with educational opportunities. Likewise the dimension of 'sunshine environment' was found to indicate a significant pull factor for German overseas visitors. In addition, German travellers sought for different cultures and unique gastronomic experience, clean, secure, and intimate surrounding. To continue, 'inexpensive environment', 'cultural activities', and 'sightseeing' signify moderate important pull factors. On the other hand, it was found that German overseas visitors did not place importance on 'active sports environment' including activities such as hunting, water sports, and skiing. Also, 'entertainment' encompassing nightlife and gambling facilities possibly in urban cities was identified to indicate a moderately unimportant pull factor for German tourists.

Apart from this, Jamrozy and Uysal (1994) compared pull factors between five travel groups, who travel alone, with wife/husband/girlfriend/boyfriend, with their family or friends, or in an organized tour group. It was found that the pull factor 'clean, safe, and friendly environment' was more significant for couples than for tourists who travelled alone. In addition, significant difference was found in the pull factor of 'sunshine environment'; beach and sunshine indicated a significant pull factor for couples, compared to tourists travelling alone who considered this as less significant, yet placed more importance on unique natural environment and different

cultures. For families travelling in a group, it seems obvious that a family friendly environment providing activities for children, facilitating family togetherness and enjoyment, would contribute to the attractiveness of a destination.

To sum up, findings show that different pull factors exist within the German outbound travel market. The attractiveness of a specific destination depends on which destination attributes, i.e. pull factors best respond to the needs, i.e. push factor of respective person. In addition, it seems suitable to compare pull factors of travel parties, as this allows explanation and marketing to a distinctive market segment in more accurate manner.

Sangpikul (2008) likewise examined travel motivations of Japanese tourists to Thailand and identified ‘cultural and historical attractions’, ‘travel arrangements and facilities’, ‘shopping and leisure activities’, and ‘safety and cleanliness’, respectively, to significantly account for pull factors that attract respondents to visit Thailand. Understanding what accounts for the attractiveness of Thailand in the perspective of Japanese senior travellers, allows tourism stakeholders to concentrate on providing and developing tourism products that more accurately fulfill the requirements of this specific travel market. Knowing that ‘cultural and historical attractions’ indicate the most significant pull factor for Japanese senior travellers to Thailand, should for instance, encourage tour companies to provide tour programs which consist of a unique combination of cultural attractions and historical sites, allowing visitors to experience and learn about Thai culture in a meaningful way. In this regard, tours could give Japanese tourists the opportunity to immerse themselves into Thai culture through actual participation, hands on activities such as Thai cooking classes or similar. Tour companies should make efforts to develop tour programs, which are different and more meaningful and which provide more opportunity to learn about Thai culture different to conventional sightseeing tours. In this regard, guided bicycle tours could indicate a potentially interesting activity for those Japanese senior travellers, who are interested in exploring Bangkok, its historical sites, and Thai culture at slow pace and who want to see and experience a different side of this metropolitan city via bicycle.

Another comparable study of Sangpikul (2008), which examined the motivations of U.S. senior travellers to Thailand revealed similar pull factors, however

noted that differences in the degree of importance of pull factors was found amongst respondents. This shows that a group of travellers with same nationality can be attracted i.e. pulled to a destination by dissimilar destination attributes. Nevertheless, for the U.S. senior travel market ‘cultural and historical attractions’ was likewise found to indicate the most significant pull factor to visit Thailand.

Understanding what accounts for the attractiveness of Thailand allows tourism stakeholders to concentrate on providing and developing tourism products that more accurately fulfill the requirements of a specific travel market. For instance, knowing that ‘cultural and historical attractions’ indicate the most significant pull factor for Japanese and U.S. senior travellers to visit Thailand, the country should encourage tour companies to develop tourism products which allow novel experience to visitors to experience Thai culture, to learn about the historical background of Thailand, and to see locals’ way of life to enrich their knowledge about the destination.

In this regard, guided bicycle tours can indicate a potentially interesting activity for sportive and healthy senior travellers, who are interested in exploring Bangkok, its historical sites, and Thai culture at slow pace and who want to see and experience a different side of this metropolitan city via bicycle.

All in all it can be concluded that the level of importance that individuals attach to diverse pull factors, which account for the attractiveness of a destination, an event, or a tourist activity, greatly differ amongst individuals, even if respondents obtain similar nationality or cultural background. Although individuals might seek to satisfy similar unmet needs, i.e. obtain similar push factors, it occurs that attributes and/ features that attract them to a specific destination or a particular activity can greatly vary from one to another.

2.5 Tourist Expectation and Satisfaction

Already Crompton (1979) discovered that “anticipation of the trip was an important ingredient of the total experience” (p. 416). Further, expectations were found to significantly influence on satisfaction formation (Rodríguez del Bosque & San Martín, 2008). Considering that evaluations are extremely manifold due to the

obscurity of experience, individuals tend to trust their knowledge of past experience and/or images to achieve an emotional state of satisfaction. In regard to tourism experience, Cohen (1972, cited in Trauer, 2006) noticed that “all tourists, to varying degrees, carry with them their values and behaviours established in their home environment and culture, which influence their perception and reactions to new experiences of other places, activities, people and foreign culture” (p. 192).

Moreover, Lehto, O’Leary and Morrison (2004) discovered that with increased experience and knowledge, expectations of repeat visitors possibly change. In addition, behavioral changes of repeat visitors can be investigated from two perspectives: decisions made prior to the trip and onsite destination decisions regarding activities. Furthermore, Fakeye and Crompton (1992) found activity patterns of first-timers and repeaters varied; former showed greater awareness of social opportunities and to a greater extent seek for relaxation, whereas latter appeared to seek for variety and novel cultural experiences. Considering this, one could assume that tourists who participate in guided bicycle tours in Bangkok to a larger extent consist of repeat visitors to Thailand, who seek for a novel experience, hence want to explore Bangkok via bicycle.

The field of tourists’ satisfaction has likewise received much attention in consumer behavior research since it indicates the core to business success and possibly reflects revisit intentions.

To begin with, satisfaction entails positive behavioral outcome, hence can be defined as the judgment of an individual about the fulfillment of a product or a service (Oliver, 1997). Further, satisfaction can be regarded as the “subjective evaluation whether or not the chosen alternative meets or exceeds the expectation” (Engel, Blackwell, & Miniard, 1990 cited in Jang & Feng, 2007, p. 582).

Moreover, although cognitive evaluation seems to influence the process of satisfaction, it is widely accepted amongst scholars that emotions indicate an integral part of satisfaction formation (Rodríguez del Bosque & San Martín, 2008). In other words, the evaluation based on intellectual description such as knowledge or beliefs influences the satisfaction process, yet emotions, which consist of drives, feelings, and instincts, are essential for satisfaction to arise. Moreover, especially in leisure tourism,

emotions play a significant role as tourists seek for pleasurable activities (Gnoth, 1997).

In addition, destination attachment was found to influence customer satisfaction (Yuksel, Yuksel, & Bilim, 2010). Place attachment can be regarded as a process “by which humans form emotional bonds to places” (Yuksel *et al.*, 2010, p. 275). Hence, an emotional tie exists between the tourist and the respective destination. This relationship can develop over time through personal experience and social interaction, hence in the case of tourism the emotional bond to places begins to cultivate after one visit or more. The concept of place attachment thus could be interesting for understanding repeat visitors’ preferences. In the case of first time visitors, a sense of place attachment to respective destination is likewise possible to exist, which is probably influenced by documentaries of mass media or information of friends and relatives about the destination (Halpenny, 2006, cited in Yuksel *et al.*, 2010). Especially recreational researchers have implemented this concept in order to analyze behavioral differences in leisure tourism, e.g. in activity participation (Kyle, Mowen, & Tarrant, 2004).

Moreover, Kozak (2001) identified differences in satisfaction level between British and German tourists travelling to the same destination, namely Mallorca and Turkey. Findings disclose that British travellers in both destinations were more likely to be satisfied with nearly all destination attributes – accommodation services, local transport services, hygiene cleanliness, hospitality and customer care, facilities and activities, level of prices, language communication, destination airport services – compared to German tourists. In conclusion, findings show that possibly German tourists are more difficult to satisfy than British tourists. However, the study emphasizes that it is not confirmed whether differences are based on culture or other potential factors.

Furthermore, Chadee and Mattson (1996) examined the quality of tourists’ experience and determinants of customer satisfaction. A sample of college business students in New Zealand were explicitly investigated in four specific tourist encounters, of which one was going on a sightseeing tour. It was found that the educational value of a sightseeing tour indicated the most significant aspect influencing the overall satisfaction of the tourist.

Additionally, Gale and Beefink (2005) emphasized on understanding and interpreting the process of tourist satisfaction through a post-positivistic approach, in order to better comprehend “people’s lived experiences” (p. 345). The post-positivistic approach focuses on the creation of new meaning and knowledge through dialogue, narrative, and discussion analyses and it requires a reflexive attitude of the researcher (Ryan, 2006). The negotiation of issues raised by interviewees, the reaction of participants, and how ideas can be interpreted, is significant to a post-positivistic approach (Ryan, 2006). In regard to the evaluation of tourist satisfaction, four factors were identified that possibly play an indicative role in the direct tourism experience: active involvement, group dynamic, role of the guide, and unexpected events.

Active involvement refers to “the role tourists play in deciding and shaping their own tourism experiences” (Gale & Beefink, 2005 , p. 347). According to Geva and Goldman (1991) “[c]onsumers play an active role in the tour and take part in shaping its performance. Thus, the quality of the tour performance depends to a large extent on their motivation, initiative, ability, and effort” (p. 179). Hence, as already stated by Iso-Ahola (1982) and Gnoth (1997) satisfaction is the aim of every tourism experience; tourism experience is the outcome of the behavior, hence indicates the active involvement of a tourist to achieve satisfaction.

Furthermore, Arsenault and Gale (2004) discovered that travellers increasingly demand to engage in participatory, interactive, and hands-on activities. Besides this, group dynamic was found to indicate a significant influence in the direct tourism experience, especially in the case of group activities. As the relationship between participants of a small group, bonding and friendship formation can facilitate group dynamics, which eventually leads to positive memories and satisfaction (Arsenault & Gale, 2004).

In addition, Geva and Goldman (1991) elaborated the significance of the tour guide’s influence on customer satisfaction in guided tours. Although “[t]he company, the guide, and the tour participants are all actively taking part in shaping the tour product” (p. 178), yet it is the tour guide that “[participates] in the production of the actual tour and [shapes] its atmosphere” (p. 178), and who thus “is in a good position to customize the tour product to the participants’ individual needs and preferences” (p. 178). The guide hence is attributable to a central role of the tour.

Likewise, for this reason the guide engages in a leadership role during the tour, provides security and protection, and supports group interaction and harmony. The guide's conduct and expertise demonstrates the most important tour attribute for participants and hence accounts for the most significant aspect in the satisfaction evaluation of the tour. Also, 'order and organization of the tour' showed the largest impact on satisfaction from the tour itself and satisfaction from the tour company.

To sum up, even though the guide acts on behalf of the tour company, findings demonstrate that satisfaction from the guide's performance does not necessarily translate into an enhanced image of the tour company, repeat purchase and favorable recommendations. Due to the vital role of the guide to the tour's performance, he or she "[takes] credit for the tour success" (p. 183) but the company is to be blamed for problematic encounters, because the tour company is not capable of defending itself onsite, although it obtains the ultimate responsibility of the overall tour. Hence, this research suggests that tour companies should develop additional compensation for tour guides, which not only take the evaluation of the tour guide's performance into account, but likewise indicate intentions for repeat purchasing and positive word-of-mouth communication to potential customers.

To continue, unexpected events likewise seem to influence the direct tourism experience. According to Arsenault and Gale (2004), "[t]he beauty of surprise situations is that they create unique opportunities for human interaction, generate a special connection with the place, and build a common bond between travelers" (p. 11). Furthermore, "'the key for turning unexpected and potentially negative events into positive outcomes was most often credited to the tour guide or director" (p. 12), which once again emphasizes the significant role of the guide and his or her skills and ability. Hence the element of surprise can generate a powerful memorable experience, and in the case of negative encounters, if handled correctly by the guide it might greatly contribute to the success of the tour.

CHAPTER III

RESEARCH METHODOLOGY

This study indicates a qualitative study, comprising of exploratory, descriptive, and explanatory elements with the objective to investigate the push and pull factors of tourists, who choose recreational cycling in form of guided tours as a means to explore the tourist destination of Bangkok. Further, the aim is to examine the expectations of participants towards recreational cycling in Bangkok, as it affects their level of satisfaction. Lastly, external factors i.e. opportunities and limitations affecting this tourist activity were examined to reveal its future prospects.

This study utilizes a combination of qualitative and quantitative research methods, respectively, as the aggregate of several types of sources has been approved suitable to demonstrate the divergence of bicycle tours and its participants (Simonsen & Jorgensen, 1998; Chang & Chang, 2005). In addition, to incorporate qualitative and quantitative techniques allows complementary data validity through method triangulation, i.e. the usage of diverse means to examine a single issue, restricting personal bias and creating more credible results (Decrop, 1999). Furthermore, considering that information surrounding the topic of tourists' behavior has to date primarily and successfully been collected through interviews and questionnaires, these tools are considered crucial for this research to gather qualitative and quantitative data (e.g. Simonsen & Jorgensen, 1998; Chan & Baum, 2007).

To begin with, participatory observations were undertaken to compare bicycle tour patterns i.e. sightseeing, tour arrangements and facilities, as well as cycling environment; similarities and differences were noted and analyzed according to participants' responses regarding push and pull factors, expectation, and satisfaction. Further, in-depth interviews were conducted with managers of bicycle tour companies, representatives of the TAT and BMA in order to obtain their opinion on cycling in Bangkok, guided cycling tours, possible push and pull factors of participants, and opportunities and limitations affecting this tourist activity. To

continue, focus group interviews were conducted with tourist participants. Notes derived from focus group interviews were compared in order to identify main themes and sub-themes and to discover variables related to push and pull factors, expectation, and satisfaction. Subsequently, items derived from qualitative research were rewritten into questionnaire items to conduct surveys with tourist participants of guided bicycle tours in Bangkok. The questionnaire survey tested the accuracy and detected the degree of significance on items of push and pull, expectation, and satisfaction.

3.1 Qualitative Method

To examine emotional components in particular, qualitative measurements are considered most suitable to obtain valuable results (Sanchez *et al.*, 2006). However, at this point, it must be noticed that data triangulation is inevitable in order to deliver valid and reliable outcomes (Decrop, 1999). In the following, the selection of qualitative research methods – participatory observation, in-depth interview, and focus group interview – will be elaborated and expected type of information will be depicted for respective method.

3.1.1 Data Collection and Sampling Selection

Participatory observation

To begin with, inevitable and essential for this research study to gather data was the method of participatory observation by the researcher herself. By self-participation the researcher intended to obtain valuable clues and direct insight into the overall atmosphere, respondents' behavior, reactions before, during, and after the cycling activity. Furthermore, it was significant for the researcher to participate in several bicycle tours in order to better comprehend the participants' experience in terms of emotions and probable problematic encounters. In addition, participants' enjoyment and satisfaction can be easily observed during the tour. But especially, through participatory observation the researcher was able to directly experience the bicycle tour and hereby uncover its components and potential determinants, which account for pull factors and which aided in developing items for the questionnaire

regarding aspects of expectations and satisfaction of participants. Also, Bowen (2002) acknowledged the research method of participant observation as practical tool to better capture tourists' satisfaction and dissatisfaction within a small group compared to questionnaire surveys on customer satisfaction on provided service.

Bicycle tours, which were investigated, included one tour of each selected company, i.e. minimum of six bicycle tours, which were considered most popular amongst tourists according to the recommendation of respective tour companies. In total, seven participatory observations were conducted, which lasted between four to five hours.

In-depth interview

Moreover, in-depth semi-structured interviews were considered suitable for this research study to be conducted with following interviewees in order to obtain their opinions on cycling in Bangkok, guided cycling tours, participants' push and pull factors, as well as opportunities and limitations affecting this tourist activity:

1. Founders or Managers of tour companies were considered key informant of purposive sampling.
2. Deputy Director General of the BMA likewise constituted a key informant of purposive sampling.
3. Director of TAT Office Bangkok was also considered a key informant of purposive sampling, representing the stance of the public sector.

The method of purposive sampling is considered suitable for the intention and reason of the research to address a specific group, who obtain a direct stake in recreational cycling in Bangkok.

In total, eight in-depth interviews were conducted. This sample size was ascertained through saturation of information, i.e. listening identical information repeatedly, signifying that no supplementary evidence was being discovered (Glaser & Strauss, 1967).

Interviews lasted an average period of 40 to 60 minutes. Interviews comprised of open- and closed-ended questions, which is considered the interview

guide approach, as it allows the interviewer to determine the subject beforehand, and to accordingly adapt questions during the interview in systematic manner, which likewise enhances consistency of the interview (Chan & Baum, 2007). Furthermore, according to Patton (1990), open-ended responses “permit one to understand the world as seen by the respondents... [and] enable the researcher to understand and capture the points of view of other people without predetermining those points of view through prior selection of questionnaire categories (p. 24).

In addition, interviews began with an 1) introductory part, followed by the 2) main part, and lastly 3) the interviewees' cooperation was acknowledged.

The location and timing of interviews with key informants was agreed upon with the respective interviewee prior to the interview date, so that time constraint was eliminated and other circumstances were unlikely to hinder the conversation. Questions developed explicitly for above-mentioned key informants of in-depth interviews can be found in the Appendix C to this paper.

Focus group interview

Besides participatory observation and in-depth interviews, focus group interview is also considered appropriate to be conducted in the tourism context (Faulks *et al.*, 2008; Sanchez *et al.*, 2006). The focus group method allows free discussion amongst participants to unfold and to hereby discover the main issues from the respondents' perspective. According to Silverman (2004) "[f]ocus group methodology [...] is a way of collecting qualitative data, which [...] involves engaging a small number of people in an informal group discussion [...] 'focused' around a particular topic or set of issues" (p. 177). Regarding participants of a focus group project, they "may be pre-existing groups of people (e.g. members of families, clubs, or work teams), or they may be brought together specifically for the research, as a representative of a particular population, or simply on the basis of shared characteristics or experiences" (Silverman, 2004, p. 178-179). The criterion, which respondents of the focus group for this study shared was the interest to participate in the activity of bicycle tours provided by a tour company to explore the tourist destination of Bangkok.

It was expected that a majority of recreational cyclists originate from Northern parts of Europe, such as the United Kingdom, Germany, and The Netherlands, hence, interviews were conducted primarily in English language to avoid translation into other languages which could lead to bias and loss of nuances and meaning. However, if it seemed more convenient for the interviewee, in terms of verbal skills and expression, the interview was alternatively conducted in German. Surely, this implied that the interviewer was prepared and equipped beforehand with translated interview documents, supposing that he or she is familiar with the respective language.

Focus group discussions were held and opinions were gathered partially before, partially during breaks of the excursion; but also after the end of the bicycle tour. Only participants who voluntarily agreed to engage in the interview were included in the focus group. Through focus group interviews the researcher intended to obtain information on push and pull factors, expectations and to discover the level of satisfaction of participants.

In this regard, the researcher raised a small number of key questions, to evolve responses from and to elicit discussion amongst participants. The interview structure comprised of an 1) introduction and overview of the study, then 2) before and during the tour participants were asked about their expectations and their push and pull factors, and 3) after the bicycle tour participants were asked about their satisfaction, and lastly 4) an acknowledgement for participating ended the focus group interview.

The sample size of the focus group was according to the size of the cycling group, which comprised between three and five people. Further, a sound mix of male and female respondents, from a range of age groups would facilitate group discussion and reduce bias. Interviews lasted an average period of 30 to 40 minutes. In total, four focus groups were conducted (Ritchie *et al.*, 2010).

Key questions developed explicitly for focus group interviews regarding push and pull factors, expectation, and satisfaction can be found in the Appendix D to this paper. Subsequently, information and items gathered through focus group discussions aided to develop more accurate items for the questionnaire survey.

3.1.2 Data Analysis

Content analysis was employed to interpret qualitative data. For in-depth interviews notes were taken during the interview. Information gained from in-depth interview was analyzed in a SWOT-analysis, which detected internal and external factors surrounding the activity of recreational cycling in Bangkok. The SWOT-analysis table can be found in Appendix F. Further, the TOWS-matrix (Appendix G) was applied to generate suitable recommendations for bicycle tours.

Regarding observational recordings for participatory observation, field notes were taken during the excursion whenever possible in descriptive and reflective manner. Surely, an objective stance of the observer was of great importance to avoid bias in the examination of results. Further, bicycle tours were compared in regard to their patterns and components; similarities and differences were noted and analyzed.

For focus group interviews, the researcher wrote protocols after each bicycle tour. At last, notes from focus groups were compared in order to identify main themes and sub-themes and to discover variables related to respective issues.

However, in order to enhance the reliability and validity of the interpretation of collected qualitative data, significant criteria to facilitate trustworthiness are: credibility i.e. internal validity, transferability i.e. external validity, dependability i.e. reliability, and confirmability i.e. objectivity (Lincoln & Guba, 1985). The implementation of these criteria in the research design is called triangulation, which signifies that “a single point is considered from three different and independent sources” (Decrop, 1999, p. 158). Likewise the technique of triangulation is necessary, to limit personal and methodological bias, enhancing its overall generalizability (Decrop, 1999). In this regard, research questions are viewed from different angles, as in the case of this survey, data sources i.e. the opinion of different target groups are crosschecked with each other to confirm and explain the research problem. Interview results of the demand-side i.e. tourists, supply-side i.e. tour operators, and the public sector i.e. representatives of municipalities will verify data substance. Furthermore, utilizing diverse methods such as in-depth interviews, participatory observation, and focus group interviews, additionally contributes to the validity of result findings and its proper interpretation.

3.2 Quantitative Method

As this survey applies the exploratory mixed method, which comprises of both qualitative and quantitative data collection, items derived from participatory observations, in-depth and focus group interviews besides items of scholarly journals regarding tourists' push and pull factors, expectation, and satisfaction were rewritten into questionnaire items and combined into the questionnaire in order to recheck items and to test the accuracy of respective items. Furthermore, this procedure allowed discovering which items were most significant and accounted for the majority of participants' stance.

3.2.1 Target Population

The target group of this survey were inbound and domestic tourists, who, at some point in their travel, choose to participate in the activity of recreational cycling with a tour company to explore the tourist destination of Bangkok, on a half- or full-day trip, with the starting and returning point of the excursion located in Bangkok. Furthermore, in the case of children attending the guided bicycle tour, only corresponding parent was approached, as they are considered being decision-makers to participate in the cycling tour.

3.2.2 Sample Size

Due to the assumption that the majority of tourists who participate in guided bicycle tours consist of inbound tourists to Bangkok, it is considered appropriate to utilize the number of international tourists to Thailand to calculate the sample size for this survey.

The sample size will be calculated using an estimated sample population (Yamane, 1967) of 10,352,046 international tourist arrivals to Thailand at Suvarnabhumi International Airport Bangkok between January and December 2010 (Department of Tourism, 2010), with results most likely to be confident to +/- 4 to 5% margin of error with 95% confidence level. The formula to be applied indicates sample size (n) equals population size (N) divided by one added to population size multiplied by level of precision (e) to the power of two.

$$n = \frac{N}{1 + N(e)^2}$$

Applied to above-mentioned figures, the sample size of this survey is calculated as follows:

$$n = \frac{10.352.046}{1 + 10.352.046(0.05)^2}$$

$$n = 399.99$$

$$n \approx 400$$

Hence, a representative sample size for this research is approximately 400 usable surveys. However, due to time limitations of this study, the sample size of 160 surveys was carried out to crosscheck findings of participatory observation, in-depth and focus group interviews and to certify items through questionnaire survey, which were most relevant for explaining the push and pull factors, expectations, and satisfaction of bicycle tour participants.

3.2.3 Questionnaire Design

To continue, information on push and pull factors, expectation, and satisfaction of cycling tourists was collected using questionnaires with closed-ended questions in a self-completion manner. An interval scale was used, namely a 5-point Likert scale ranging from 1 = ‘not important’/‘strongly disagree’ to 5 = ‘very important’/‘strongly agree’ to signify the extent to which respondents agreed or disagreed on the significance of each item. The 5-point Likert scale is commonly used amongst researchers to examine motivations in the tourism context (Ritchie, 1998; Kozak, 2002; Sangpikul, 2008; Batra, 2009; Smith *et al.*, 2010); hence this interval scale was considered appropriate for quantitative variables of this study.

For demographic characteristics ordinal levels were used for response options to facilitate completion of questionnaire; wherever considered appropriate nominal level was utilized to classify data into categories. In addition, the

questionnaire was prepared in English language only, to facilitate comparison of results and enhance consistency.

The questionnaire was divided into four sections. In the first part, respondents were asked to signify their concurrence with statements depicting push factors for participating in recreational cycling in Bangkok. In the following, respondents revealed their agreement with statements about attributes that attracted tourists to recreational cycling as an activity to explore Bangkok, disclosing pull factors. The second and third part of the questionnaire involved questions regarding the tourists' expectations and satisfaction towards the guided bicycle tour, respectively. Items on expectation and satisfaction was adapted to one another, in order to see to which extent expectation on a specific item was met through the evaluation of satisfaction on respective item. The fourth part dealt with the disclosure of demographic characteristics. The inquiry of socio-demographic information and other characteristics were asked at the end of the survey to diminish a sense of intrusion of privacy. Each survey lasted an average of five to ten minutes. Questionnaires developed for this survey can be found in Appendix E to this paper.

3.2.4 Data Collection Process

To begin with, a cross-sectional approach was applied to this survey in terms of data collection. Furthermore, the convenience sampling method was utilized to collect primary data from tourists at their point of return from a cycling tour, at the tour operators' office in Bangkok. Cycling group tours were approached and asked for voluntary participation. This approach ensures a still high memory of the experienced cycling tour.

If participants were willing to disclose their Email address, questionnaires were sent via Email, which could then be conveniently completed at preferred place and time by the respondent.

The pretesting of the questionnaire wording was inevitable to detect fundamental problems in the instructions of survey design. Therefore, face validity was initially conducted with five respondents of respective sample population to examine clarity of the questionnaire wording. Based on this, the survey design was modified to avoid response errors. Afterwards, a pilot test was conducted with 20

respondents, to further test quality of questionnaire in terms of comprehension; questions were accordingly modified to enhance clarity.

To further prevent response errors and misunderstandings, the interviewer assisted the interviewees in elaborating the questionnaires, if questionnaires were completed onsite; immediate collection of questionnaires was ensured in this case.

3.2.5 Data Analysis

The tool of Statistical Package for the Social Science, referred to as SPSS, was used to analyze collected data, as it provides descriptive, frequent, and cross-tabulated statistics. To begin with, socio-demographic and characteristics of tourist respondents' profile was analyzed using frequencies report. Following descriptive statistics was utilized to estimate the mean scores for each item of push and pull dimension, and items on expectation and satisfaction; this allowed detecting, which items account for the highest level of agreement or importance. In addition, frequency reports were likewise applied to push and pull, expectation, and satisfaction items. Furthermore, push factors were cross-tabulated with variables of marital status, cycling skill level, gender, and country of origin to detect if significant differences exist within these groups.

In summary, the following figure demonstrates the research process of imminent case study:

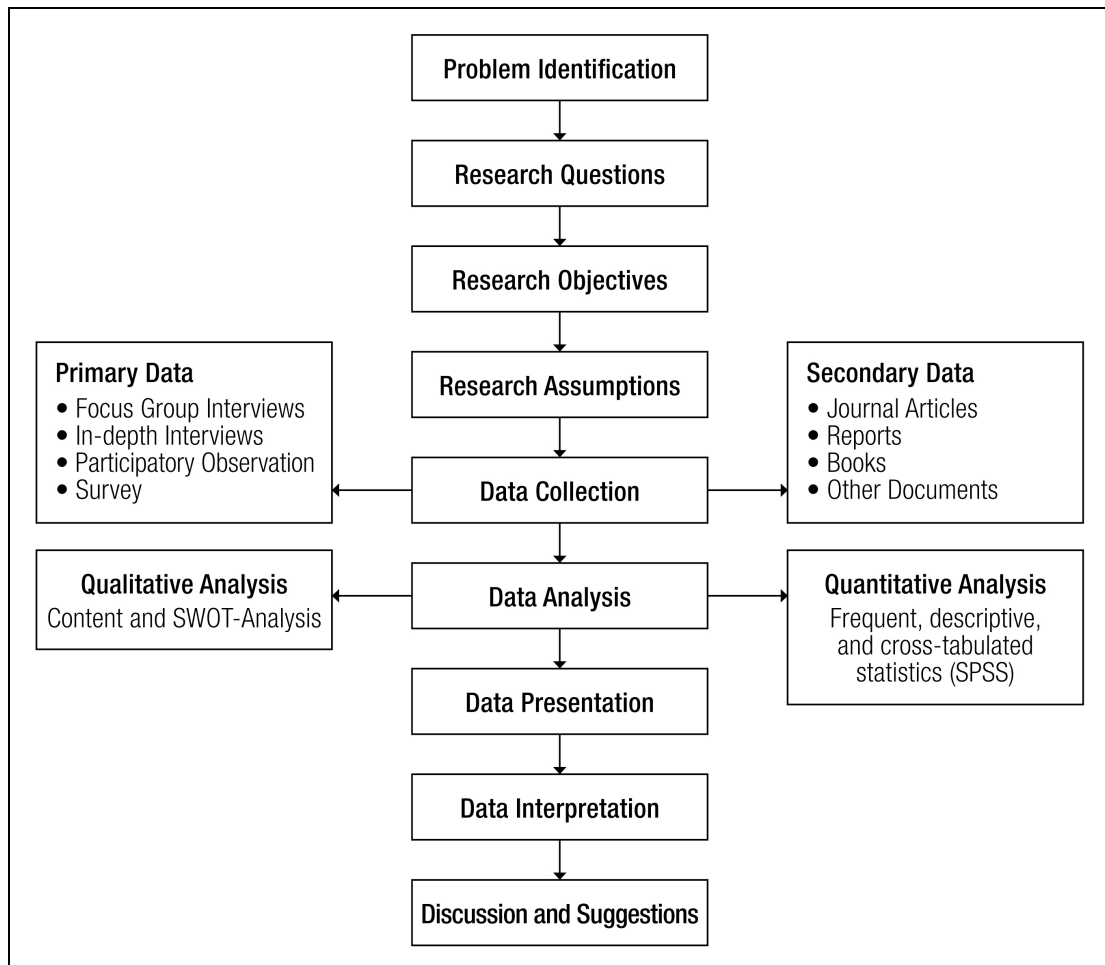


Figure 3.1: Research process with exploratory mixed method

CHAPTER IV

RESULTS

The objective of this study is to explore the push and pull factors, expectation, and satisfaction of tourists who participated in guided bicycle tours in Bangkok. Furthermore, identifying opportunities and limitations, which affect this tourist activity, are significant to the sustainability of tour companies offering guided bicycle tours in Bangkok. The following chapter demonstrates findings of quantitative, i.e. questionnaire survey with tourist respondents, and qualitative research, i.e. in-depth interviews with stakeholders, focus group interviews with participants of guided bicycle tours, and participatory observation of bicycle tours in Bangkok. Moreover, the socio-demographic profile of respondents and their characteristics were collected, in order to determine if significant characteristics can be found in the sample population of tourist respondents.

Qualitative data were derived from seven participatory observations, four focus groups, and eight in-depth interviews. Pictures taken during participatory observations and focus groups interviews can be found in Appendix H to this paper. For quantitative research 160 questionnaires were distributed and returned, of which 143 surveys were usable for analysis of this study.

4.1 Demographics of Tourist Respondents

Demographic characteristics of tourist respondents, which were collected during questionnaire survey included nationality, gender, marital status, age, education, occupation, and income per year. The results are demonstrated in Table 4.1.

Table 4.1: Demographics of tourist respondents

Topic	Description	Number (n = 143)	Percent (100%)
Nationality	Australia	7	4.9%
	Austria	4	2.8%
	Belgium	2	1.4%
	Canada	2	1.4%
	Denmark	13	9.1%
	England	7	4.9%
	Finland	1	0.7%
	France	5	3.5%
	Germany	10	7.0%
	Hong Kong	1	0.7%
	Japan	2	1.4%
	Netherlands	47	32.9%
	New Zealand	1	0.7%
	Norway	3	2.1%
	Singapore	3	2.1%
	South Africa	2	1.4%
	Spain	2	1.4%
	Switzerland	5	3.5%
	Taiwan	1	0.7%
	USA	9	6.3%
Gender	Male	64	45.7%
	Female	76	54.3%

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.1: Demographics of tourist respondents (Cont.)

Topic	Description	Number (n = 143)	Percent (100%)
Marital Status	Single	34	23.8%
	In a relationship	58	40.6%
	Married	47	32.9%
	Divorced	3	2.1%
	Widowed	0	0%
	Other	1	0.7%
Age	15-24	17	12.0%
	25-34	52	36.6%
	35-44	28	19.7%
	45-54	30	21.1%
	55-64	11	7.7%
	65 and above	4	2.8%
Education	High school or lower	19	13.8%
	Vocational school	12	8.7%
	Bachelor's Degree	56	40.6%
	Above Bachelor's Degree	42	30.4%
	Other	9	6.5%
Occupation	Student	10	7.1%
	Company employee	61	43.6%
	Business owner/self-employed	32	22.9%
	Government sector	18	12.9%
	Retired	4	2.9%
	Not working	6	4.3%
	Other	9	6.4%

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.1: Demographics of tourist respondents (Cont.)

Topic	Description	Number (n = 143)	Percent (100%)
Income per year	< \$20,000 USD	17	15.2%
	\$20,000 USD-\$39,999 USD	24	21.4%
	\$40,000 USD-\$59,999 USD	33	29.5%
	\$60,000 USD-\$79,999 USD	10	8.9%
	\$80,000 USD-\$99,999 USD	11	9.8%
	> \$100,000 USD	17	15.2%

Note: The percentage indicates the valid percent (missing values were excluded).

To begin with, findings show that participants of guided bicycle tours in Bangkok come from very diverse countries of Europe, North America, South Africa, and Asia, yet respondents from the Netherlands (32.9%), Denmark (9.1%), Germany (7.0%), and USA (6.3%) dominated the survey. Only very few Asian tourists participated in bicycle tours (4.9% of all respondents). This might be because tourists from Asian countries prefer engaging in activities which take place indoors such as visiting department stores to escape the heat or to go shopping, or possibly bicycle tours in Bangkok are less known to this group of travellers. Further discussion will be depicted in Chapter 5 to this paper. To continue, the distribution of male (45.7%) and female respondents (54.3%) was somewhat equal; slightly more female tourists participated in this survey (+8.6%). Most respondents were in a relationship (40.6%), married (32.9%), or single (23.8%). Furthermore, respondents were between 25-34 (36.6%), 45-54 (21.1%), or 35-44 (19.7%) years of age. Moreover, respondents were fairly high educated having obtained their Bachelor Degree (40.6%) or a degree above Bachelor Degree (30.4%). In addition, most respondents were company employees (43.6%), business owners/self-employed (22.9%), or worked in the government sector (12.9%). Respondents' annual income varied between \$40,000 and \$59,999 (29.5%), \$20,000 and \$39,999 (21.4%), lower than \$20,000 (15.2%), or more than \$100,000 (15.2%), respectively.

4.2 Characteristics of Tourist Respondents

It was likewise significant to investigate the respondents' involvement with the activity of cycling. In this regard, respondents were asked to specify their cycling skill level and frequency of cycling in their home country. In addition, in order to detect whether respondents are familiar with Thailand, they were asked to indicate their number of visits to the destination. Further, the respondents' length of stay in Bangkok could give indication on whether guided bicycle tours is a preferred activity for tourists who spend much or little time in their chosen destination. Additionally, the source of information respondents became attentive of guided bicycle tours in Bangkok is significant to detect, as it could affect respondents' expectation of the activity. Moreover, considering that several tour companies mentioned that they receive repeat customers, respondents' were asked their frequency of participation in guided bicycle tours in Bangkok. Lastly, if respondents were repeat participants of guided bicycle tours, they were further asked to indicate whether they always cycle with the same tour company or not.

Table 4.2: Characteristics of tourist respondents

Topic	Description	Number (n = 143)	Percent (100%)
Cycling skill level	Beginner	10	7.1%
	Intermediate	59	41.8%
	Advanced	72	51.1%
Frequency of cycling in your home country	Everyday	36	25.5%
	4-6 times a week	15	10.6%
	1-3 times a week	36	25.5%
	Once a week	9	6.4%
	Less than once a week	33	23.4%
	Other	12	8.5%

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.2: Characteristics of tourist respondents (Cont.)

Topic	Description	Number (n = 143)	Percent (100%)
Number of visits to Thailand	First time	80	57.1%
	Two-three times	36	25.7%
	Four times or more	24	17.1%
Length of stay in Bangkok	1 day	3	2.1%
	2 days	22	15.4%
	3 days	43	30.1%
	4 days	19	13.3%
	5 days	14	9.8%
	6 days	6	4.2%
	7 days	5	3.5%
	9 days	1	0.7%
	10 days	3	2.1%
	14 days	5	3.5%
	15 days	2	1.4%
	16 days	1	0.7%
	20 days	2	1.4%
	21 days	4	2.8%
	25 days	1	0.7%
	28 days	3	2.1%
	30 days	1	0.7%
	30 – 45 days	1	0.7%
	75 days	1	0.7%
	90 days	1	0.7%
	360 days	1	0.7%

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.2: Characteristics of tourist respondents (Cont.)

Topic	Description	Number (n = 143)	Percent (100%)
Source of information on bicycle tours in Bangkok	Travel guide	19	13.5%
	Travel agent	20	14.2%
	Hotel	4	2.8%
	Tour company's website	21	14.9%
	Newspaper	3	2.1%
	Magazine	1	0.7%
	From own observation	5	3.5%
	Recommendation from friends / relatives / colleagues / travellers	57	40.4%
	Other source	34	23.8%
Number of participation in bicycle tours in Bangkok	This is my first time	120	85.1%
	Two-three times	15	10.6%
	Four times or more	6	4.3%
Loyalty of tour company	Yes	14	66.7%
	No	7	33.3%

Note: The percentage indicates the valid percent (missing values were excluded).

The survey shows that the majority of respondents consider their cycling skill level as advanced (51.1%), followed by intermediate (41.8%) and beginner (7.1%) skill level indication. Additionally, 25.5% of respondents indicated to cycle everyday in their home country and 1-3 times a week (25.5%), followed by less than once a week (23.4%) and 4-6 times a week (10.6%). At this point, it can be assumed that bicycle tours serve a niche market of tourists who are relatively frequent cyclists. However, above findings might also be greatly influenced by the dominant presence of

Dutch participants. Further, it is noticeable that the majority of respondents are first time visitors to Thailand (57.1%), followed by second to third time visitors (25.7%) and four times or even more frequent visitors (17.1%). Despite this, respondents mostly stayed 3 days (30.1%), 2 days (15.4%), and 4 days (13.3%) in Bangkok. Moreover, the most mentioned source of information how respondents found out about bicycle tours were through recommendation (40.4%), the tour company's website (14.9%), travel agents (14.2%), and travel guides (13.5%), respectively. This is consistent with findings of qualitative research, where several respondents mentioned that friends or colleagues have recommended bicycle tours to them; they were likewise told that it is a "must-do" activity for Bangkok. Considering this, assumingly bicycle tours greatly rely on its reputation of existing customers and the positive spread by word-of-mouth. It was also noticed that those who indicated to have found out about bicycle tours through another source, mentioned the Internet as main information tool with 11.2% stated to have derived information about bicycle tours from TripAdvisor®. To continue, the majority of respondents were first time participants of bicycle tours in Bangkok (85.1%). Besides this, out of 15 respondents and 6 respondents who indicated that they have participated in bicycle tours already two to three times and four times or more, respectively, further 66.7% indicated that they always cycled with the same tour company, whereas 33.3% of repeat cyclists stated the contrary.

4.3 Push Factors of Tourist Respondents

The following part depicts the push factors of tourist respondents of guided bicycle tours in Bangkok. The level of agreement or disagreement on each item shows the factors that are most relevant to tourist respondents and which mostly account for the explanation on the question why tourists want to participate in guided bicycle tours in Bangkok. Firstly, quantitative data obtained from questionnaire surveys will be demonstrated, followed by qualitative data derived from in-depth interviews and focus group interviews during participatory observations.

Table 4.3: Push factors of participants of guided bicycle tours in Bangkok

	Level of agreement/disagreement					Mean	SD	Level
	Strongly agree	Moderately agree	Undecided	Moderately disagree	Strongly disagree			
Rest and relaxation								
To me the activity of cycling is important	51 37%	61 44.2%	17 12.3%	7 5.1%	2 1.4%	4.10	0.907	Medium
To relax during cycling	36 26.5%	68 50%	17 12.5%	14 10.3%	1 0.7%	3.91	0.931	Low
To get away from tourist crowds	80 56.7%	50 35.5%	8 5.7%	3 2.1%	0 0%	4.47	0.703	High
Independent mode of transport								
To explore Bangkok by driving on my own, not depending on cars/taxis for a change	73 51.8%	53 37.6%	10 7.1%	2 1.4%	3 2.1%	4.35	0.846	Medium
Novelty seeking								
To do something I have not done before	82 58.6%	40 28.6%	12 8.6%	6 4.3%	0 0%	4.41	0.822	Medium
To do something different from the standard tourist experience	85 63.4%	44 32.8%	3 2.2%	2 1.5%	0 0%	4.58	0.617	High
To see the other side of Bangkok	122 85.9%	17 12%	1 0.7%	2 1.4%	0 0%	4.82	0.495	Very high
To see things I don't normally see	113 80.1%	23 16.3%	2 1.4%	1 0.7%	2 1.4%	4.73	0.664	Very high
Knowledge seeking								
To enhance my knowledge about Bangkok	64 45.4%	58 41.1%	13 9.2%	6 4.3%	0 0%	4.28	0.803	Medium
To actually experience Thai culture	65 46.4%	64 45.7%	7 5%	4 2.9%	0 0%	4.36	0.710	Medium
To see locals' way of life	92 65.7%	41 29.3%	5 3.6%	1 0.7%	1 0.7%	4.59	0.668	High

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.3: Push factors of participants of guided bicycle tours in Bangkok (Cont.)

	Level of agreement/disagreement					Mean	SD	Level
	Strongly agree	Moderately agree	Undecided	Moderately disagree	Strongly disagree			
Fun, excitement, and social encounters								
To have fun	88 61.5%	39 27.3%	11 7.7%	5 3.5%	0 0%	4.47	0.785	High
To experience something exciting	68 47.9%	55 38.7%	13 9.2%	5 3.5%	1 0.7%	4.30	0.832	Medium
To do sightseeing with a group of people	37 26.1%	37 26.1%	37 26.1%	24 16.9%	7 4.9%	3.51	1.189	Very low
To meet new and different people	35 24.8%	44 31.2%	32 22.7%	21 14.9%	9 6.4%	3.53	1.199	Very low
Health								
To exercise/do fitness	35 24.6%	39 27.5%	36 25.4%	20 14.1%	12 8.5%	3.46	1.214	Very low
To be out in the open	67 46.9%	51 35.7%	18 12.6%	4 2.8%	3 2.1%	4.22	0.922	Medium
Environmental concern								
To participate in an environmentally friendly activity	46 33.1%	54 38.8%	29 20.9%	8 5.8%	2 1.4%	3.96	0.951	Low

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.3 depicts results on push factors of tourist participants of guided bicycle tours in Bangkok. 18 variables were used in this study to measure the push factors of tourist respondents. The item of ‘to see the other side of Bangkok’ scored significantly high (Mean = 4.82), followed by ‘to see things I don’t normally see’ (Mean = 4.73), ‘to see locals’ way of life’ (Mean = 4.59), ‘to do something different from the standard tourist experience’ (Mean = 4.58), and ‘to get away from tourist crowds’ and ‘to have fun’ (both Mean = 4.47). Whereas the push factors ‘to exercise/do fitness’ (Mean = 3.46), ‘to do sightseeing with a group of people’ (Mean = 3.51), ‘to meet new and different people’ (Mean = 3.53), ‘to relax during cycling’

(Mean = 3.91), and ‘to participate in an environmentally friendly activity’ (Mean = 3.96), respectively, were considered least significant. Consequently, dimensions, which account for significant push factors namely novelty and knowledge seeking are further elaborated with findings of qualitative research.

Novelty seeking

Participants of guided bicycle tours seek for novel experience, which are different from standard tourist experiences. Considering that Bangkok is a well-known tourist destination, it is all the more interesting to discover Bangkok from a different angle, for instance via bike and to see things one would normally not see when following a typical travel guide.

“People are looking for something different and it’s a fun way to see the city.” (Simon Phillip, Sales and Marketing Manager, Spice Roads, personal communication, 19/01/2012)

A couple from the Netherlands, who were first time visitors to Thailand reflect on their thoughts on what made them attentive and interested to participate in guided bicycle tours in Bangkok.

“When we first heard of bicycle tours in Bangkok, we found it [cycling in Bangkok] strange, but at the same time that’s what makes it interesting.” (A tour participant, personal communication, 03/10/2011)

Another Japanese couple consisting of mother and daughter, who lived in Bangkok before, hence were repeat visitors to Thailand, mentioned that they wanted to see the other side of Bangkok, hence decided to participate in respective activity.

A Dutch family, consisting of father, mother, and grown up daughter, who cycle frequently at home and regard cycling as a typical everyday activity mentioned after returning from their bicycle tour:

“You get to see a lot of real life on the bicycle tours, things that you would normally not see by exploring Bangkok by yourself.” (A tour participant, personal communication, 03/11/2011)

“Bicycle tours allow tourists to experience Thai culture in a way that is very real and touching.” (A tour participant, personal communication, 17/01/2012)

In an interview with one Tour Company, the interviewee mentioned that there exist differences in push factors between different nationalities.

“For Chinese and Indian customers, cycling is an uncommon way to travel, they want to do something different and adventurous. But in general, most of our customers want to see something unexpected and different. It's like going somewhere famous in a different way.” (Jason Williams, Founder/Manager, Grasshopper Adventures, personal communication, 26/10/2011)

Knowledge seeking

Additionally, to gain knowledge about Bangkok in an unconventional way motivates tourists to participate in guided bicycle tours. Cyclists get to experience Bangkok in real; to some extent exploring Bangkok via bicycle allows participants to see, hear, smell, touch, and even taste ‘Thainess’. An Australian tourist, who was a frequent cyclist with advanced cycling skills and who was a first time visitor to Thailand, stated that he participated in bicycle tours, as he wanted to feel and smell, hence experience Bangkok in real.

“Via bicycle, tourists can see and touch real Thai life, which cannot be experienced by riding on a bus, they want to learn about how Thai people live and they want to touch culture and people.” (Khun Keartisak Aeumsamank, Assistant Director, TAT Bangkok Office, personal communication, 20/02/2012)

Especially to see locals’ way of life pushes tourists to participate in guided bicycle tours, as it enriches their experience in a meaningful way due to the uniqueness of Thai culture. To see the different way of life of local people cannot be easily replicated, hence tourists highly appreciate bicycle tours as alternative activity to get to know Bangkok better and to get in touch with Thai people in an unforgettable way.

A Dutch tourist mentioned that through the bicycle tour she was able to appreciate Bangkok more, having seen locals’ way of life.

Likewise considering that many attractions in Bangkok take part indoors such as in air-conditioned shopping malls or department stores, the bicycle tour is appreciated by tourists due to its outdoor setting.

4.4 Pull Factors of Tourist Respondents

In conjunction to investigating push factors, it is significant to identify the pull factors that account for the attractiveness of guided bicycle tours in Bangkok. If pull factors are able to respond to existing push factors, tourists are likely to participate in respective activity, hoping to achieve a satisfactory outcome.

Largely, there are three main elements – sightseeing, tour arrangements and facilities, as well as cycling environment –, which compound the activity of guided bicycle tours and which possibly pull tourists to participate in guided bicycle tours.

Firstly, quantitative data obtained from questionnaire surveys will be depicted, followed by qualitative data derived from in-depth interviews and focus group interviews during participatory observations.

Table 4.4: Pull factors of guided bicycle tours in Bangkok

	Level of significance/insignificance					Mean	SD	Level
	Very import ant	Quite import ant	Somew hat import ant	A little import ant	Not import ant			
Sightseeing								
Variety of cultural attractions	59 41.5%	66 46.5%	14 9.9%	3 2.1%	0 0%	4.27	0.726	Medium
Historical sites	41 28.9%	60 42.3%	32 22.5%	8 5.6%	1 0.7%	3.93	0.896	Low
Local way of life	89 62.2%	52 36.4%	2 1.4%	0 0%	0 0%	4.61	0.518	High
Local markets	72 50.7%	49 34.5%	17 12%	3 2.1%	1 0.7%	4.32	0.821	Medium
Long tail boat ride	47 33.6%	41 29.3%	35 25%	11 7.9%	6 4.3%	3.80	1.120	Low
Natural scenery	66 47.1%	54 38.6%	15 10.7%	4 2.9%	1 0.7%	4.29	0.825	Medium
Unseen side of Bangkok	103 72.5%	35 24.6%	4 2.8%	0 0%	0 0%	4.70	0.519	Very high
Unexpected side of Bangkok	103 72.5%	35 24.6%	4 2.8%	0 0%	0 0%	4.70	0.519	Very high

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.4: Pull factors of guided bicycle tours in Bangkok (Cont.)

	Level of significance/insignificance					Mean	SD	Level
	Very import ant	Quite import ant	Somew hat import ant	A little import ant	Not import ant			
Tour arrangements and facilities								
Professional tour guide	104 72.7%	33 23.1%	6 4.2%	0 0%	0 0%	4.69	0.549	Very high
Tours support local businesses	69 48.3%	59 41.3%	13 9.1%	2 1.4%	0 0%	4.36	0.708	Medium
Independent mode of transport	62 43.7%	61 43%	16 11.3%	3 2.1%	0 0%	4.28	0.747	Medium
Usage of environmentally friendly modes of transport	60 42.6%	58 41.1%	17 12.1%	6 4.3%	0 0%	4.22	0.820	Medium
Small group size	80 57.1%	45 32.1%	13 9.3%	1 0.7%	1 0.7%	4.44	0.752	High
Cycling environment								
Safety	80 55.9%	50 35%	9 6.3%	3 2.1%	1 0.7%	4.43	0.765	High
Air quality	33 23.1%	62 43.4%	35 24.5%	7 4.9%	6 4.2%	3.76	1.000	Low
Climate	34 23.9%	63 44.4%	36 25.4%	5 3.5%	4 2.8%	3.83	0.930	Low
Flat terrain	24 16.8%	47 32.9%	38 26.6%	24 16.8%	10 7.0%	3.36	1.153	Very low

Note: The percentage indicates the valid percent (missing values were excluded).

As demonstrated in Table 4.4, 17 variables were utilized to assess pull factors, which could account for the attractiveness of guided bicycle tours. Respondents stated that ‘the unseen side of Bangkok’ and ‘the unexpected side of Bangkok’ (both with Mean = 4.70), and ‘the local way of life’ (Mean = 4.61), respectively, to indicate significant pull factors in the dimension of sightseeing. Following, it is noticeable that a ‘professional tour guide’ (Mean = 4.69) and ‘small group size’ (Mean = 4.44), respectively, are considered a meaningful pull factor in the dimension of tour arrangements and facilities. In the dimension of cycling environment, ‘safety’ (Mean = 4.43) was stated to constitute the most significant pull

factor for bicycle tours. However, ‘flat terrain’ (Mean = 3.36), ‘air quality’ (Mean = 3.76), ‘long tail boat ride’ (Mean = 3.80), ‘climate’ (Mean = 3.83), and ‘historical sites’ (Mean = 3.93), respectively, were regarded as least significant pull factors for guided bicycle tours in Bangkok. Subsequently, qualitative data on significant pull factors is depicted.

Sightseeing

Participants of guided bicycle tours are mainly pulled by the warrant that they will experience a variety of things and the local way of life.

“Some think it’s a strange activity [to cycle in Bangkok], some are interested because it is not mainstream; it makes them curious. And cyclists see a lot in a short period of time, which is especially important to customers who only stay a few days in Bangkok.” (Jason Williams, Founder/Manager, Grasshopper Adventures, personal communication, 26/10/2011)

In addition, it was mentioned by another tour company that tourists might be attracted by the value for money they receive.

“They get to see a variety of things on the bicycle tour, they are provided a local guide, they get drinks and snacks, boat ride and more.” (Ray Haas, Founder, Follow Me, personal communication, 25/10/2011)

Furthermore, the yet unseen und unexpected side of Bangkok contributes to surprise occurrences, which greatly influence the direct tourism experience.

“To our own surprise, we saw a pig in the middle of the way. I would never expect to see a pig in the middle of Bangkok!” (A tour participant, personal communication, 05/11/2011)

“We saw this huge crocodile near some temple. I have never seen such a large crocodile. It was very impressive!” (A tour participant, personal communication, 05/11/2011)

“We saw a turtle couple sunbathing in the park and lizards, and we got to feed catfish, that was really great.” (A tour participant, personal communication, 05/11/2011)

“When we were at Kukrit’s house, surprisingly the son of Kukrit was there. He was giving a tour for a television team. When he saw the group of foreigner,

he came up to us and talked to us. That was very personal and nice.” (A tour participant, personal communication, 05/11/2011)

Even during November 2011, when some parts of the cycling route were flooded near the Chao Phraya River, participants enjoyed the unexpected splash and suddenly this unfortunate encounter of flooded streets turned out to be an exciting and fun experience during the tour.

In addition, some participants who intentionally chose a tour, which included historical sites, such as Wat Arun or other temples, were obviously pulled by these components, as it is widely known that Thai people attach great importance to Buddhist religion, its facilities, and traditions.

Tour arrangements and facilities

Participants of guided bicycle tours regard a professional tour guide as very important. This is especially obvious when tourists are first time participants of bicycle tours, as the tour guide acts as a leader and expert.

Additionally, a tour company mentioned that to get off the tourist trail is what attracts tourists to participate in guided bicycle tours in Bangkok.

Furthermore, having a small group of cyclists seems to make it more comfortable to cycle, and it likewise makes it easier for the tour guide to adjust the bicycle tour to the needs of the participants.

“Small group was nice!” (A tour participant’s suggestion in questionnaire, February 2012)

“We were a group of 10, I think that’s a little big too large for a bicycle group. We had to wait for the ones who were behind many times.” (A tour participant, personal communication, 13/01/2012)

Cycling environment

Indeed, the overall perception of traffic in Bangkok is that it is dangerous and unsafe to ride the bicycle. However, roughly 95% of guided bicycle tours are conducted on traffic free roads. Hence, when asking participants about bicycle tours and the issue of safety, they admit that cycling in Bangkok would be dangerous, however since tour companies carefully develop cycling routes which, to a large

extent, encompasses traffic free streets, guided bicycle tours in Bangkok can be regarded as safe.

“Bangkok is not bicycle friendly, but where we go it’s safe.” (Michael Hoes, Founder/Manager, ABC Amazing Bangkok Cyclist, personal communication, 03/11/2011)

When asking a Dutch couple – experienced cyclists and repeat visitors to Thailand – about safety issues on Bangkok’s roads, they made the impression to be very self-confident to drive on Bangkok’s roads.

“We don’t think the traffic in Bangkok is dangerous. During our last visit to Thailand, we rented a car and drove all the way from Bangkok to Chiang Mai, we didn’t have problems with the traffic here.” (A tour participant, personal communication, 03/10/2011)

Furthermore, a Dutch tourist admitted that she firstly worried a little about cycling in Bangkok, however this perception changed immediately when she participated in guided bicycle tours.

“Before I cycled the first time [in Bangkok], I also thought that it might be dangerous, but the guide takes you on back streets, and where you cycle it is almost traffic free environment.” (A tour participant, personal communication, 03/11/2011)

4.5 Expectation of Tourist Respondents

The following part depicts expectation of tourist respondents of guided bicycle tours in Bangkok. Firstly, quantitative data is presented, followed by data derived from qualitative research.

Table 4.5: Expectation of participants of guided bicycle tours in Bangkok

	Level of agreement/disagreement					Mean	SD	Level
	Strongly agree	Moderately agree	Undecided	Moderately disagree	Strongly disagree			
Tour guide's conduct								
Guide should be enthusiastic	95 66.4%	47 32.9%	1 0.7%	0 0%	0 0%	4.66	0.491	Very high
Guide should be friendly	111 77.6%	32 22.4%	0 0%	0 0%	0 0%	4.78	0.418	Very high
Guide should be patient	92 65.2%	43 30.5%	5 3.5%	1 0.7%	0 0%	4.60	0.596	High
Guide should be attentive and monitor condition of participants	86 62.8%	38 27.7%	10 7.3%	3 2.2%	0 0%	4.51	0.729	High
Guide should provide sufficient stops for breaks	76 53.5%	54 38%	11 7.7%	1 0.7%	0 0%	4.44	0.669	Medium
Guide should provide sufficient drinks and snacks during the cycling tour	70 49.6%	55 39%	14 9.9%	1 0.7%	1 0.7%	4.36	0.749	Medium
Guide should provide interesting spots to take pictures	80 55.9%	55 38.5%	8 5.6%	0 0%	0 0%	4.50	0.604	High
Tours should include areas where restrooms can be used	66 47.5%	56 40.3%	15 10.8%	2 1.4%	0 0%	4.34	0.728	Medium
Tour guide's expertise								
Guide should give safety orientation prior to tour	78 54.5%	48 33.6%	13 9.1%	2 1.4%	2 1.4%	4.38	0.822	Medium
Guide should explain cycling itinerary prior to the tour	55 38.7%	51 35.9%	27 19%	6 4.2%	3 2.1%	4.05	0.970	Low
Guide should be competent and explain during the tour	86 60.1%	48 33.6%	8 5.6%	0 0%	1 0.7%	4.52	0.670	High
Guide should be able to speak good English	91 63.6%	48 33.6%	2 1.4%	2 1.4%	0 0%	4.59	0.596	High

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.5: Expectation of participants of guided bicycle tours in Bangkok (Cont.)

	Level of agreement/disagreement					Mean	SD	Level
	Strongly agree	Moderately agree	Undecided	Moderately disagree	Strongly disagree			
Tangible elements of the tour								
Tour should always start and return on stated time	33 23.1%	62 43.4%	34 23.8%	13 9.1%	1 0.7%	3.79	0.926	Very low
Tour should be at casual pace	43 30.5%	68 48.2%	26 18.4%	4 2.8%	0 0%	4.06	0.777	Low
Tour company should have safety as priority	71 50.4%	54 38.3%	13 9.2%	3 2.1%	0 0%	4.37	0.741	Medium
Tour company should have cycling equipment in good working condition	123 86%	18 12.6%	2 1.4%	0 0%	0 0%	4.85	0.399	Very high
Tour company should organize Thai food for lunch/dinner	53 48.6%	33 30.3%	17 15.6%	5 4.6%	1 0.9%	4.21	0.934	Medium
Tour company should select quiet back roads/lane ways for cycling	66 46.5%	50 35.2%	20 14.1%	5 3.5%	1 0.7%	4.23	0.872	Medium

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.5 demonstrates the expectations of tourist participants of guided bicycle tours in Bangkok. In this regard 18 variables were used to assess expectations on the tour guide's conduct, the tour guide's expertise, and tangible elements of the bicycle tour. To begin with, respondents' expectations regarding the tour guide's conduct were significantly high, namely 'guide should be friendly' (Mean = 4.78), 'guide should be enthusiastic' (Mean = 4.66), and 'guide should be patient' (Mean = 4.60), respectively. Besides this, respondents obtained high expectations regarding the guide's English language skills (Mean = 4.59) and the guide's explanation during the bicycle tour (Mean = 4.52). In addition, it seems self evident that respondents expect the tour guide to be attentive and monitor the condition of participants (Mean = 4.51) for safety reasons, and respondents strongly agreed that tour guides should provide interesting spots during the bicycle tour where pictures can be taken (Mean = 4.50). Furthermore, it is noticeable that 63.6%, 60.1%, and 54.5% of respondents strongly agreed that the tour guide should be able to speak good English, to explain things

during the bicycle tour, and to provide cyclists with a safety orientation prior to the tour, respectively. Moreover, respondents stated that they expect bicycle equipment provided by the tour company should be in good working condition (Mean = 4.85), whereas least expectation was found on the aspect of time compliance (Mean = 3.79).

Qualitative research found that, some participants would have appreciated if the tour guide had explained the cycling itinerary prior to the tour, so that at least some orientation would have been possible.

“A map presentation of cycle tour prior to commencement e.g. a visual guide map marking and showing a briefing of the circuit.” (A tour participant’s suggestion in questionnaire, January 2012)

It was also noticed that expectations on the explanation of the tour guide during the bicycle tour were quite controversial. It was mentioned by some participants that they would like to receive more information from the tour guide regarding information about Bangkok and its history.

4.6 Satisfaction of Tourist Respondents

The following part demonstrates the findings on satisfaction of tourist participants on guided bicycle tours in Bangkok. To begin with, data derived from the questionnaire survey is shown, followed by findings of qualitative research. Lastly, data derived from the overall concluding evaluation of the bicycle tour is depicted.

Table 4.6: Satisfaction of participants of guided bicycle tours in Bangkok

	Level of satisfaction/dissatisfaction					Mean	SD	Level
	Very satisfie d	Satisfie d	Neutral	Dissati sfied	Very dissatis fied			
Tour guide’s conduct								
Guide’s enthusiasm	119 83.8%	21 14.8%	1 0.7%	1 0.7%	0 0%	4.82	0.455	Very high
Guide’s friendliness	127 89.4%	11 7.7%	4 2.8%	0 0%	0 0%	4.87	0.416	Very high

Note: The percentage indicates the valid percent (missing values were excluded).

Table 4.6: Satisfaction of participants of guided bicycle tours in Bangkok (Cont.)

	Level of satisfaction/dissatisfaction					Mean	SD	Level
	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied			
Guide's patience	123 86.6%	17 12%	2 1.4%	0 0%	0 0%	4.85	0.394	Very high
Guide's helpfulness and concern	123 86.6%	17 12%	2 1.4%	0 0%	0 0%	4.85	0.394	Very high
Frequency of stops to rest	112 78.9%	24 16.9%	6 4.2%	0 0%	0 0%	4.75	0.525	Very high
Provision of drinks and snacks	102 71.8%	34 23.9%	5 3.5%	1 0.7%	0 0%	4.67	0.580	Very high
Provision of opportunity to take pictures	92 64.8%	43 30.3%	5 3.5%	2 1.4%	0 0%	4.58	0.633	High
Provision of access to use restrooms	90 63.8%	41 29.1%	10 7.1%	0 0%	0 0%	4.57	0.625	High
Tour guide's expertise								
Guide's safety and signaling instructions prior to tour	96 67.6%	40 28.2%	6 4.2%	0 0%	0 0%	4.63	0.565	High
Guide's provision of information about cycling route prior to the tour	87 61.3%	37 26.1%	18 12.7%	0 0%	0 0%	4.49	0.712	Medium
Guide's explanations during the tour	96 67.6%	35 24.6%	10 7%	1 0.7%	0 0%	4.59	0.654	High
Guide's English language skills	93 65.5%	45 31.7%	3 2.1%	1 0.7%	0 0%	4.61	0.606	High
Tangible elements of the tour								
Compliance of time	84 60%	43 30.7%	12 8.6%	1 0.7%	0 0%	4.50	0.684	High
Pace of cycling tour	85 60.3%	47 33.3%	9 6.4%	0 0%	0 0%	4.54	0.615	High
Safety of cycling environment	76 53.9%	53 37.6%	12 8.5%	0 0%	0 0%	4.45	0.649	Medium
Quality of cycling equipment	91 64.1%	44 31%	7 4.9%	0 0%	0 0%	4.59	0.585	High
Quality of lunch/dinner	51 52%	39 39.8%	7 7.1%	0 0%	1 1%	4.42	0.717	Medium
Cycling path	72 53.7%	53 39.6%	9 6.7%	0 0%	0 0%	4.47	0.622	Medium

Note: The percentage indicates the valid percent (missing values were excluded).

As displayed in Table 4.6, 18 variables were utilized to assess the satisfaction of tourist participants of guided bicycle tours in Bangkok. The variables on satisfaction are based on the variables of expectation, to detect to which extent expectations were met. Respondents were highly satisfied with the tour guide's friendliness (Mean = 4.87), patience (Mean = 4.85), helpfulness and concern (Mean = 4.85), and enthusiasm (Mean = 4.82). Additionally, respondents were highly satisfied with the frequency of stops to rest (Mean = 4.75) and provision of drinks and snacks (Mean = 4.67). Besides this, regarding the tour guide's expertise, 67.6%, 67.6%, 65.5%, and 61.3% of respondents were very satisfied with the guide's safety and signaling instruction prior to the tour, the guide's explanation during the tour, the guide's English language skills, and the guide's provision of information about the bicycle route prior to the tour, respectively. Further, it is noticeable regarding the tangible elements of the tour that 64.1%, 60.3%, and 60% of respondents were very satisfied with the quality of cycling equipment, the pace of the bicycle tours, and compliance of time, respectively. In conclusion, tourist participants were satisfied to very satisfied with above aspects of the bicycle tour.

This is consistent with findings of qualitative research, where tourists made the impression to be very satisfied with the bicycle tour and the tour guide.

"The tour was great! Thank you so much, [tour guide's name]. We really enjoyed cycling with you today." (A tour participant, personal communication, 03/11/2011)

"We will definitely recommend this tour to our friends and relatives at home." (A tour participant, personal communication, 05/11/2011)

Everyone returning from the bicycle tour seemed to be relieved and joyful to have participated in the bicycle tour. In addition, regarding the cycling environment a Dutch tourist mentioned that they did not encounter any problematic situation, hence were very satisfied with the cycling path.

"We didn't encounter any problems during the tour, one only has to be careful during cycling on elevated pathway, that's all." (A tour participant, personal communication, 03/11/2011)

Yet some participants mentioned that they would have appreciated if they had been given more opportunity to take pictures during the bicycle tour.

“More photo stops on the cycle tour as we were looking for each other as we travelled.” (A tour participant’s suggestion in questionnaire, January 2012)

“Need a little more time for picture taking, everything else was great!” (A tour participant’s suggestion in questionnaire, February 2012)

Table 4.7: Overall concluding evaluation on guided bicycle tours

	Level of agreement/disagreement					Mean	SD	Level
	Strongly agree	Modera-ly agree	Undeci- ded	Modera-ly disagree	Strongly disagree			
Overall concluding evaluation								
The cycling tour was an important part of my trip to Bangkok	96 67.1%	43 30.1%	3 2.1%	1 0.7%	0 0%	4.64	0.564	Medium
Things I saw on the bicycle tour, I would never have experienced by myself	110 78.6%	20 14.3%	8 5.7%	2 1.4%	0 0%	4.70	0.643	Medium
The tour was well organized	121 84.6%	21 14.7%	0 0%	1 0.7%	0 0%	4.83	0.428	Very high
I enjoyed cycling and sightseeing today	124 86.7%	19 13.3%	0 0%	0 0%	0 0%	4.87	0.341	Very high
I learned to appreciate Bangkok (more)	94 65.7%	44 30.8%	4 2.8%	1 0.7%	0 0%	4.62	0.580	Medium
I saw and experienced as much as I expected	92 64.3%	36 25.2%	12 8.4%	3 2.1%	0 0%	4.52	0.740	Medium
I received good value for money	99 69.7%	36 25.4%	5 3.5%	1 0.7%	1 0.7%	4.63	0.659	Medium
I would recommend this tour to friends and colleagues	113 79%	25 17.5%	5 3.5%	0 0%	0 0%	4.76	0.507	High

Note: The percentage indicates the valid percent (missing values were excluded).

As demonstrated in Table 4.7, eight variables were chosen to determine the overall concluding evaluation on guided bicycle tours in Bangkok. Respondents strongly agreed that they enjoyed the cycling tour (Mean = 4.87), that the tour was well organized (Mean = 4.83), and that they will recommend bicycle tours to friends and colleagues (Mean = 4.76), respectively. Especially the latter shows that participants must be somewhat satisfied with the provided product, as they would

otherwise not recommend this activity to a third party. Less agreement was found on 'I saw and experienced as much as I expected' (Mean = 4.52) 'I learned to appreciate Bangkok' (Mean = 4.62), 'I received good value for money' (Mean = 4.63), and 'the cycling tour was an important part of my trip to Bangkok' (Mean = 4.64), respectively. Yet, the overall evaluation of bicycle tours was satisfying.

This is consistent with findings of qualitative research. Participants of guided bicycle tours in Bangkok concluded that they indeed enjoyed their bicycle tour.

"We really enjoyed the tour very much and we will definitely recommend this tour to our friends and relatives at home." (A tour participant, personal communication, 05/11/2011)

Another tour participant was clearly satisfied with the bicycle tour by stating that the bicycle tour was 'magic'. Further, participants likewise mentioned revisit intentions.

"Next time I'd like to challenge another route." (Tour participant's comment in questionnaire, January 2012)

"Very good tour today!!! Next holiday maybe come back." (Tour participant's comment in questionnaire, January 2012)

To sum up, significant push factors of guided bicycle tours in Bangkok were 'to see the other side of Bangkok', 'to see things I don't normally see', 'to see locals' way of life', and 'to do something different from the standard tourist experience', respectively. Furthermore, 'the unseen side of Bangkok', 'the unexpected side of Bangkok', 'professional tour guide', and 'local way of life', respectively, were found to indicate significant pull factors. In addition, expectations of participants of bicycle tours were significantly high regarding the quality of the cycling equipment, tour guide's friendliness, enthusiasm, and patience, respectively. All in all, tourists were satisfied with all indicated items, yet derived most satisfaction from the tour guide's conduct. Lastly, respondents strongly agreed that they enjoyed the bicycle tour, that the tour was well organized, and that they will recommend this tour to friends and colleagues, respectively.

4.7 Opportunities and Limitations of Guided Bicycle Tours

In the following part, opportunities and limitations of guided bicycle tours in Bangkok gained through in-depth interviews with tour companies offering guided bicycle tours, the BMA, and the TAT will be depicted.

To begin with, the absence of secure bicycle lanes and the chaotic traffic condition in Bangkok indicate an opportunity for guided bicycle tours, as people who are interested in exploring Bangkok via bicycle are more or less dependent on tour companies due to safety but also orientation reasons.

“I felt uneasy about cycling in Bangkok alone, the traffic is too crazy for me.” (A tour participant’s suggestion in questionnaire, February 2012)

Furthermore, the BMA is making efforts to expand bicycle lanes throughout Bangkok, which indicates an opportunity for bicycle tours in Bangkok in the future. It will allow tour companies to develop cycling routes, which use bicycle lanes, and thereby increase the notion of safety amongst participants.

In addition, the rising demand of tourists to experience something different from the standard tourist experience and to gain novel experience implies an opportunity for guided bicycle tours in Bangkok.

“In the beginning we only provided 20 bicycles, now we have 200. Due to the rising demand and increased request of customers for different tour attributes, more and more tours were developed over the last few years. In the beginning we offered only [one tour], now we have over 10 different kind of tours.” (Khun Chanmanee Phonphakdee, General Manager, Co Van Kessel, personal communication, 30/09/2011)

Besides this, tourists appreciate the tropical climate. In this regard, a Dutch family mentioned that the activity of cycling is very suitable for Bangkok; in their perspective the climate does not indicate a limitation to bicycle tours.

“You cycle in the shadow most of the time, under trees and large plants. We didn’t have any problems with the heat at all.” (A tour participant, personal communication, 03/11/2011)

However, it is significant to mention that above statement was derived from a participant during November, one of the coolest months of the year. Tourists’ opinions on the suitability of bicycle tours in Bangkok during the hot season, i.e.

between March and May, could enhance the validity of above statement or raise disconfirmation.

To continue, lack of family activities in Bangkok creates an opportunity for guided bicycle tours. The offer for physically healthy activities, which are suitable and allow involvement of many family members simultaneously, is rather limited in Bangkok. In this regard, an Australian family mentioned that they like to combine holiday with sportive activities.

“We always like to do sport activities during holiday. Especially with the kids, they go with anything what has to do with sports.” (A tour participant, personal communication, 23/01/2012)

Additionally, there exist limited outdoor, fun, and sportive group activities in Bangkok, which provide cultural enhancement for tourist travelling in groups.

Also, the development opportunity for new bicycle routes seems countless, due to Bangkok's large area and its numerous back streets and alleys. Further, Bangkok demonstrates a popular tourist destination and an important transfer hub for tourists travelling to neighboring countries, which creates opportunities for rising demand of guided bicycle tours. In addition, the demand for experience with locals, i.e. participation in an activity with locals, favors guided bicycle tours. It seems difficult for tourists to get in touch with local people of far away countries due to the enormous cultural differences and the language problem. Bicycle tours avoid this difficulty and make the contact possible.

Coming to limitations, it was mentioned by a tour company that due to rising demand for guided bicycle tours in Bangkok, it is possible that bicycle tours in the future lose its charm due to higher cycling density in popular cycling areas such as the Prapradaeng area. If existing tour companies increasingly guide their groups on the same cycling routes, the trip will easily be perceived as inauthentic, no longer indicating a unique cycling tour.

Furthermore, if a bicycle lane network is provided in Bangkok in the future, it might enable tourists to explore Bangkok on their own. Also, improved Global Positioning Systems could encourage tourists to rent bicycles and drive around by themselves; hence this might indicate a limitation to guided bicycle tours in Bangkok.

In addition, tour companies mentioned that the flooding of November and December 2011 had affected bicycle tours in Bangkok. Due to flooding, fewer tourists visited Bangkok; many bicycle tours were cancelled. As well as, routes on which bicycle tours were conducted, especially along the Chao Phraya River, were heavily flooded and therefore impassible. Thus due to safety reasons one tour company stated to have cancelled all Bangkok bicycle tours for that period. Hence, flooding can be regarded as a major threat to guided bicycle tours in Bangkok.

Another tour company mentioned political disturbances in Bangkok to have had an impact on customers cancelling their bookings due to national travel warnings to Bangkok.

Furthermore, all tour companies share the common opinion that they do not regard the traffic in Bangkok as a threat to guided bicycle tours in Bangkok. This is because bicycle tours, to a great extent, are conducted on traffic free roads.

“We consider the driving behavior in Bangkok considerate, it’s only the taxi and motor-cyclists who sometimes drive a little aggressive and who are inconsiderate.” (Ray Haas, Founder, Follow Me, personal communication, 25/10/2011)

Therefore, inconsiderate driving behavior of motorcyclists can be regarded as a limitation to guided bicycle tours in Bangkok, as motorcyclists often use the same narrow back streets and/ street sides as cyclists.

CHAPTER V

DISCUSSION

Guided bicycle tours in Bangkok indicate an activity, which serve a niche market for a diverse customer base. Bicycle tours allow visitors to experience locals' way of life, Thai values and traditions, and give tourists the opportunity to indulge into the diversity of Bangkok and its surrounding areas. Especially the variety of things which cyclists experience on such short period of time enriches tourists' experience in a meaningful way. Nevertheless, there has been lack of research conducted on the characteristics of this market, push and pull factors, expectations, and satisfaction of tourists who participate in guided bicycle tours in Bangkok. Also, the opportunities and limitations of guided bicycle tours in Bangkok have barely been investigated despite its significance for the sustainability for respective tour companies. The main contribution this research has given to the tourism literature is that it has provided evidence that motivational differences exist between independent bicycle tourists and tourists who choose recreational cycling in form of guided bicycle tours provided by a tour company. Furthermore, considering the nature of urban cities entailing heavy traffic, air and noise pollution, this study showed that carefully developed bicycle tours led by professional tour guides can aid to overcome safety concerns. Guided bicycle tours allow tourists to gain novel experience by exploring Bangkok at casual pace and to enrich one's knowledge through direct experience of real Thai life.

5.1 Demographics and Characteristics of Tourist Respondents

It was found that a large amount of respondents (32.9%) were from the Netherlands. This could be explained through findings of Brey and Lehto (2007) who examined the relationship between daily and vocational activities and discovered that "the more [an] individual [is] involved in an activity in a daily setting, the more they tend to participate in the same activity while on vacation" (p. 160). Cycling is a typical

activity for Dutch people (Tolley, 2003), hence it might be for that reason that they likewise choose to participate in the activity of cycling during their holiday. Besides this, some tour companies maintain close cooperation with Dutch travel agents; this also contributes to the dominant presence of this travel market in the activity of guided bicycle tours in Bangkok. For tourists coming from Asian countries, bicycle tours seem to indicate a somewhat new or possibly yet less well-known activity. Tourists from Hong Kong, Japan, Singapore, and Taiwan were greatly underrepresented in this survey. Nevertheless, considering the tendency for collectivism, which applies to most Asian people, the demand for bicycle tours from Asian tourists ought to increase as bicycle tours indicate a group activity. According to Hofstede (cited in Hodgetts & Luthans, 1993), amongst others people from Hong Kong and Singapore score low on individualism, meaning they favor to function as member of a collectivist group which could favor bicycle tours. Furthermore, nationals from Hong Kong and Singapore demonstrate low scores in uncertainty avoidance, meaning that they are not afraid of risk, possibly indicating the preference for novelty. People from Japan and Taiwan, likewise show low scores on individualism, however they both score high on uncertainty avoidance, meaning they feel highly uncomfortable with uncertainty and want to avoid conflict situations. Thus, assumingly it would help to make bicycle tours more attractive to these travel markets, if they receive recommendation by a personal and familiar source, which might be able to decrease the anxiety of participating in bicycle tours in Bangkok.

To continue, guided bicycle tours attract male and female participants in somewhat equal amount. This shows that bicycle tours are suitable for and favored amongst both genders. The slightly higher amount of female respondents in this survey might be due to the female tendency and willingness to share their opinion on attended bicycle tours. Also, considering that 40.6% and 32.9% of respondents stated to be in a relationship and married, respectively, it can be assumed that bicycle tours are a preferred activity for couples, as they are able to spend time together cycling and at the same time see new things, gain knowledge about Bangkok, and interact. It was observed that many couples participated in bicycle tours.

Furthermore, considering that all stated age groups were represented, it shows that bicycle tours signify an activity for people of any age. Age does not

constitute a constraint to this activity. This puts bicycle tours in a competitive position if compared with other outdoor and sportive group activities available in Bangkok, such as wakeboarding and skydiving, which are activities more suitable for young courageous participants.

In addition, participants of bicycle tours were well educated. This might explain the curiosity and urge amongst participants to experience something novel and to enrich their knowledge on the destination they are visiting. Higher educated people have a tendency to experience novelty and to enrich their knowledge.

Moreover, respondents of this survey were mainly company employees, business owners or they were self-employed, and working in the government sector, respectively. Further respondents' indication of their annual income was found to be relatively high. According to the World Bank (2011), the gross national income per capita of Norway, Switzerland, Denmark, Netherlands, Finland, United States, Austria, Belgium, Australia, Germany, France, Canada, Japan, Singapore, United Kingdom, Hong Kong, Spain, and New Zealand was ranked 4th, 7th, 10th, 15th, 17th, 18th, 19th, 21st, 23rd, 24th, 25th, 27th, 28th, 30th, 32nd, 37th, 38th, and 41st, respectively, in 2010. It may be for this reason that participants of guided bicycle tours are less price sensitive as they receive a steady and fairly high income, hence are willing to pay the relatively high cost of bicycle tours in order to receive enjoyment, meaningful experience and enrichment in return.

The statement of frequency of cycling in the home country demonstrated that participants were most likely to cycle everyday and 1-3 times a week, less than once a week, 4-6 times a week, and once a week, respectively. This shows that participants of guided bicycle tours in Bangkok comprise of both frequent and occasional cyclists. Although respondents indicated their cycling skill level to be advanced, intermediate, and beginner, respectively, guided bicycle tours in Bangkok are suitable and feasible for anyone who is able to ride a bicycle. However, the strong representation of advanced cyclists amongst respondents could have an impact on expectations on the speed of the bicycle tours; this will be discussed further.

The assumption that tourist participants of guided bicycle tours indicate repeat visitors to Thailand to a larger amount than first time visitors, was not confirmed. More than half of respondents (57.1%) were first time visitors to Thailand

thus the participation in guided bicycle tours is not dependent on familiarity with the destination. Besides this, it was found that participants of bicycle tours, who to a great extent consist of first time visitors to Thailand, desire novel experience and cultural variety compared to social encounter. Therefore, findings were not consistent with results of Fakeye and Crompton (1992), who found first time visitors to show greater awareness of social opportunities and to a greater extent seek for relaxation. This will be further discussed in the chapter of motivational factors.

Also, it is noticeable that more than half of respondents (68.6%) indicated to stay between two to five days in Bangkok only. It seems, therefore, that bicycle tours are favored amongst temporary visitors to Bangkok, assumingly as daytrip bicycle tours allow tourists to experience and see a variety of things in a short period of time.

Additionally, interestingly 40.4% of the respondents stated that bicycle tours were recommended to them by a personal source. According to Lehto et al. (2004), recommendations are able to reduce uncertainty that chosen tourist attractions will be a disappointment, therefore exhibit a relatively high degree of satisfaction assurance. It might be for this reason that respondents obtained relatively high expectations regarding the tour guide and the tour itself. Furthermore, this shows that the reputation of bicycle tours highly depends on the recommendation by their customers. This also explains why TripAdvisor® was mostly mentioned as source of information, since it provides suggestions and reviews from diverse travellers. As an example, a screenshot of TripAdvisor® is attached in Appendix I to this paper. Also, the tour companies' website was stated to indicate an important source of information about bicycle tours, hence tour companies should continuously put effort to maintain their websites in terms of correctness, accuracy, modernity and usability.

Apart from this, it was found that the majority of respondents (85.1%) are first time participants of guided bicycle tours. Considering the high amount of first time visitors to Thailand amongst respondents (57.1%) shows that bicycle tours indicate a popular activity to get an introduction to Bangkok. The majority of respondents, who had participated in bicycle tours in Bangkok before, further revealed that they always cycled with the same tour company (66.7%). This clearly shows that

respondents were greatly satisfied with the bicycle tour of the chosen tour company hence consider returning anew.

5.2 Motivational Factors of Tourist Respondents

Results indicated that push factors of tourists were largely influenced by items of novelty seeking, i.e. ‘to see the other side of Bangkok’, ‘to see things I don’t normally see’, and ‘to do something different from the standard tourist experience’, respectively, which might explain why respondents in roughly equal large amount stated that the unseen side of Bangkok demonstrates a significant pull factor for guided bicycle tours. Furthermore, respondents stated ‘to see the locals’ way of life’ as a significant push factor for them to participate in guided bicycle tours, in order to learn about Thai life. It might be for this reason, that ‘local way of life’ was indicated to demonstrate an important pull factor that responds to the respective push factor.

This is consistent with findings of Sangpikul (2008) and Rittichainuwat, Qu, and Mongkhonvanit (2008) who identified ‘novelty and knowledge seeking’ to be the most significant push factor for international tourists to travel to Thailand. Although participants of guided bicycle tours do not travel to Bangkok for the mere purpose of participating in bicycle tours, respective activity nevertheless contributes to fulfilling the need of experiencing something novel and gaining knowledge on Thai culture.

Besides this, Hofstede’s cultural dimension of uncertainty avoidance and masculinity might aid in explaining the preference for novelty. According to Kim and Lee (2000), novelty seeking is influenced by the cultural dimension of high individualism, possibly in conjunction with relatively high masculinity and low uncertainty avoidance, which corresponds with United States, Netherlands, Denmark, and Great Britain patterns (Kim & Lee, 2000; Hodgetts & Luthans, 1993). Further, it was found that Spain likewise scored high on individualism, and Belgium to score high on individualism and masculinity. Considering that a large amount of respondents came from the above-mentioned countries, where high individualism prevails in society, the preference for novelty amongst participants is comprehensible.

Also, Yuan and McDonald (1990) discovered that novelty accounted for the most significant push factor for tourists from Japan, France, Germany, and the United Kingdom to travel overseas. Moreover, findings are consistent with Jang and Cai (2002) who found that British outbound travellers tend to visit Asia as they seek a 'novel experience'.

Additionally, Jamrozy and Uysal (1994) discovered that amongst others novel experience and sports activities influenced German tourists to travel abroad. Furthermore, variability in push factors was found between respondents who were single and those who were either in a relationship or married. Interestingly, social and health reasons and environmental concern seemed to be more relevant to singles compared to respondents who had a partner. 38.2% of singles strongly agreed that they participated in bicycle tours, as they want to do sightseeing with a group of people, compared to 24.6% in a relationship and 19.1% of married respondents. Apart from this, 33.3% of singles strongly agreed that they participated in bicycle tours to meet new and different people, whereas only 26.3% in a relationship and 17% married respondents strongly agreed upon this statement. Also, 'to exercise/do fitness' accounted for a relevant push factor with strong agreement of singles with 50%, compared to respondents in a relationship with 17.5% and respondents who were married with 12.8%. Moreover, 58.8% of singles strongly agreed to participate in bicycle tours to be outdoor, compared to 55.2% and 27.7% of respondents who were in a relationship and married, respectively. Further, 42.4%, 36.2%, and 20.5% of single, in a relationship, and married respondents, respectively, strongly agreed that they participated in bicycle tours due to concern for the environment.

Furthermore, according to Weaver et al. (2009) to plan vocational activities is influenced by aspects of novelty seeking, which is likewise consistent to findings of this study.

The aspect of knowledge seeking is likewise consistent with findings of Beard and Ragheb (1983), who developed the Leisure Motivation Scale based on four motives of which one indicates the intellectual component which was found to influence satisfaction in leisure activities (cited in Ryan & Glendon, 1998). The intellectual motive seems relevant with regard to bicycle tours, as tourists engage in the activity of cycling, which allows exploring and learning about Bangkok in self-

involving manner. Especially to see locals' way of life was stated to indicate a significant push factor for participants of guided bicycle tours in Bangkok, to enrich their knowledge on the way of life of a culture different from their own.

Further, the assumption that tourists want to participate in bicycle tours because it constitutes an environmentally friendly activity or because of health reason was not confirmed, quite the contrary 'to exercise/do fitness', 'to do sightseeing with a group of people', 'to meet new and different people', 'to relax during cycling', and 'to participate in an environmentally friendly activity' were the least significant push factors, respectively. This can be explained through the high agreement of respondents that bicycle tours allow them to get away from tourist crowds and provide participants with a different tourist experience. Thus to do sightseeing with a group of people is not considered relevant to the majority of participants of guided bicycle tours. It might be for this reason, that findings of Ross and Iso-Ahola (1991) do not easily apply to this study, as bicycle tours are not considered a sightseeing activity, quite the contrary: Bicycle tours are regarded as means to avoid tourist crowds. Bicycle tours take cyclists off the beaten track to experience a different or yet unseen side of Bangkok, which contributes to the uniqueness and accounts for the attractiveness of guided bicycle tours in Bangkok. Moreover, tourists do not participate in bicycle tours for social reasons. Hence, findings suggested by Beard and Ragheb (1983) cannot be confirmed (cited in Ryan & Glendon, 1998).

To continue, Ritchie (1998), Simonsen and Jorgensen (1998), and Ritchie et al. (2010) found push factors of independent bicycle tourists to be predominantly influenced by dimensions of challenge and adventure, enjoyment, social interaction, and escapism. In detail, Simonsen and Jorgensen (1998) identified 'to be outdoor', 'to exercise', and 'to have fun', respectively, to account for most significant push factors of independent cycle tourists in Denmark, whereas 'to get to know local inhabitants', 'to get away from tourist crowds', 'to have an environmentally friendly holiday', and 'to experience culture' to indicate the least significant push factors. Not all aspects are consistent with the findings of this study. The reason being that the nature of cyclist types is greatly different. Participants of guided bicycle tours in Bangkok constitute recreational cyclists who cycle on daytrips for recreational purpose, whereas the bicycle tourist regards the bicycle as an integral component of their holiday possibly

cycling for several days. Hence, push factors of independent bicycle tourists are not easily transferable to recreational cyclists. However, both types of cyclists seem to agree that environmental concern indicates an insignificant push factor to participate in bicycle tours. Further, findings of Ritchie (1998) who discovered significant differences in push factors of bicycle tourists in New Zealand between origins of respondents were not confirmed through findings of this study. Due to unequal representation of nationalities amongst respondents significant differences in push factors between people from different countries could not be detected.

However, there exist some differences in push factors between advanced, intermediate, and beginner cyclists. It comes naturally that cyclists with advanced cycling skills show higher percentage of strong agreement on the item ‘to me the activity of cycling is important’ compared to intermediate and beginner cyclists. Moreover, aspects of novelty seeking seemed to be more relevant to intermediate and beginner cyclists; yet strong agreement was found on the push factor ‘to see the other side of Bangkok’ for all participants regardless of their cycling skill level. In addition, it was noticeable that participants with beginner cycle skills showed the highest share of strong agreement on all three items in the dimension of knowledge seeking.

Also, differences in push factors were found between male and female participants. Especially in the dimension of knowledge seeking, differences were found on the push factor ‘to enhance my knowledge about Bangkok’ and ‘to actually experience Thai Culture’ with 54.7% and 57.3%, respectively, of female respondents strongly agreeing upon these push factors, compared to male respondents with 33.3% and 33.9%, respectively. Additionally, female respondents showed higher share of strong agreement on the push factor ‘to exercise/to fitness’, ‘to be out in the open’, and ‘to participate in an environmentally friendly activity’ with 31.6%, 53.9%, and 40%, respectively, compared to 15.9%, 39%, and 26.2%, respectively, of male respondents strongly agreeing upon these push items. This could be due that female participants regard bicycle tours – besides gaining novel experience and knowledge enrichment – as an indirect possibility to engage in a physically healthy activity, which takes place outdoor and which is environmentally friendly, hence contributes to one’s peace of mind.

To sum up, tourists participated in bicycle tours in Bangkok because they wanted to see the other side of Bangkok, to see things they would normally not see, to see the locals' way of life, to do something different from the standard tourist experience, to have fun, and to get away from tourist crowds, respectively. Considering this, guided bicycle tours can be regarded as a tour of alternative kind, which allows tourists to gain novel experience about Bangkok, yet unknown and unseen to them. Especially seeing locals' way of life contributes to knowledge enrichment in terms of diversity. Besides this, bicycle tours can be regarded a tour off the beaten track, which allow tourists to get to know a different culture in an appreciative and non-destructive way.

Coming to pull factors, in the dimension of sightseeing the unseen and unexpected side of Bangkok indicated the most significant pull factors for guided bicycle tours. Furthermore, the item of unseen side of Bangkok seems to respond to the push item of 'to see the other side of Bangkok', while the item of unexpected side of Bangkok seems to respond to the push item 'to see things I don't normally see'. Also, 'local way of life' was stated to indicate a significant pull factor for guided bicycle tours, which responds to the push item 'to see locals' way of life'. Findings are consistent with Yuan and McDonald (1990), who identified culture amongst others to account for a pull factor of outbound travellers in Japan, France, Germany, and the United Kingdom. Also, Simonsen and Jorgensen (1998) found sights and cultural attractions to indicate relevant a pull factor for independent bicycle tourists in Denmark. Sangpikul (2008) likewise discovered cultural attractions to demonstrate a significant pull factors for Japanese and U.S. senior travellers to visit Thailand. Considering this, it can be said that the diversity of Bangkok not only contributes to the attractiveness of guided bicycle tours, but is also an essential determinant of bicycle tours in Bangkok, due to its wide coverage of fulfillment of diverse needs of tourists.

Apart from this, in the dimension of tour arrangements and facilities, respondents considered a professional tour guide the most significant pull factor. Moreover, considering that more than half of the respondents considered themselves advanced cyclists, it is easily understandable that 'flat terrain' was regarded as least significant pull factor. Furthermore, respondents stated a small group size as

significant for guided bicycle tours. Regarding this, it was observed that some participants considered this important, whereas others did not seem to mind cycling with a larger group; this was especially observed amongst Dutch bicycle groups. This might be due to feelings of belonging and enjoyment within a group of cyclists.

Additionally, safety of the cycling environment indicated a significant pull factor amongst respondents in the dimension of cycling environment. In this regard, Crompton (1979) stated that “[o]rganized tours [serve] to remove any anxiety or exposure to unfamiliar situations that may [be] threatening” (p. 420). Thus considering Bangkok’s traffic, it is easily understandable that tourists choose guided bicycle tours as it provides a ‘security blanket’ to cycle on Bangkok’s roads. Also, findings are consistent with results of Chang and Chang (2005) who found safety and low flow of traffic to constitute significant pull factors amongst recreational cyclists in Taiwan.

5.3 Expectation and Satisfaction of Tourist Respondents

Respondents’ expectations were highest regarding the quality of the cycling equipment, as they feel that their safety is widely assured through the high quality of their cycling equipment.

Furthermore, respondents obtained noticeably high expectations regarding the tour guide’s friendliness, enthusiasm, patience, and helpfulness and concern, respectively. It seems explicit that participants of bicycle tours regard the person of the tour guide and his or her conduct as significant components of the tour, as it greatly influences the quality and atmosphere of the tour. This is consistent with findings of Geva and Goldman (1991) who discovered tour guides to significantly influence on customer satisfaction in guided tours.

Additionally, expectation on the tour guide’s provision of interesting spots to take pictures was relatively high, as tourists desire to capture memorable experience during their holiday and explicitly during the bicycle tour that takes them off the beaten track and allows them to see the other side of Bangkok.

Expectations on the tour guide’s English language skills and his or her explanation during the bicycle tour, respectively, were likewise considered significant. Considering that English is the universal language of people of diverse backgrounds to

communicate with each other, it seems self-evident that participants of bicycle tours expect the tour guide to speak sufficient English. This also shows the interest of participants of bicycle tours to interact with the local tour guide.

On the other hand, expectations on the frequency of breaks to rest and the tour guide's provision of drinks and snacks during the bicycle tour were relatively low, if compared to other items in the dimension of tour guide's conduct. This could be due to the high amount of advanced cyclists, who are in healthy shape and hence do not require frequent stops and drinks for resting during the bicycle tour.

Moreover, because all respondents were leisure tourists, it is coherent that the aspect of time compliance of the bicycle tour indicated a rather inferior role. Leisure tourists want to relax during holiday and are not under time pressure, hence respondents' expectations on time compliance was of least significance. Furthermore, expectations on the pace of the tour were rather diverse; this could be due to the dynamic discrepancy between advanced, intermediate, and beginner cyclists. Considering that both items obtained comparably low expectations, it might be of this reason that high satisfaction was easily achievable on both items.

Also, expectations on the guide's provision of information about the cycling itinerary prior to the tour were greatly diverse (Std. Deviation = 0.970). This is so because different people have different expectations. One participant regarded the provision of information about cycling itinerary prior to the tour as meaningful, whereas others stated the contrary. In addition, expectations on the guide's safety and signaling instructions prior to the tour were somewhat diverse. However, considering the importance of this aspect to ensure safety of cyclists, it is recommendable that tour companies find a compromising solution to this issue. The safety orientation prior to the bicycle tour should, however, be given adequate importance.

Further, although respondents' expectations on the provision of Thai food for lunch or dinner were only at medium level, it seems obvious for tour companies to arrange a lunch or dinner where tourists can experience Thai cuisine, since it indicates an important part of Thai culture. Besides this, respondents' comparably low expectation on the selection of quiet back roads for cycling is supportable through prior findings that flat terrain indicates an insignificant pull factors. Due to the high amount of advanced cyclists, it seems that participants of bicycle tours do not expect

tour companies to merely select tranquil back lanes for cycling, but possibly would welcome or at least would not mind if tour companies develop bicycle paths which encompass more challenging terrain and more lively areas.

In conclusion, participants of guided bicycle tours were highly satisfied with the performance of the tour guide; most satisfaction was derived from the tour guide's friendliness, patience and helpfulness and concern, enthusiasm, frequency of stops to rest, and provision of drinks and snacks, respectively. Likewise, participants of bicycle tours were highly satisfied with the guide's safety and signaling instruction prior to the tour, the guide's language skills, his or her explanation during the tour, the quality of the cycling equipment, the provision of opportunity to take pictures, and the provision of access to use restrooms, respectively.

To summarize, the overall evaluation showed that respondents shared high agreement on enjoyment of the bicycle tour (Mean = 4.87) and well organization of the tour (Mean = 4.83). It might be of this reason that respondents stated the high likelihood of recommending bicycle tours to their friends and colleagues at home (Mean = 4.76). This is consistent with findings of Geva and Goldman (1991) who revealed that organization of the tour showed the largest impact on satisfaction from the tour itself and satisfaction from the tour company.

5.4 Opportunities and Limitations of Guided Bicycle Tours

International tourists demand tourism products, which involve active participation in order to receive unique and novel experience. All the more, activities, which allow tourists to interact with locals, are highly appreciated as it provides educational enrichment.

Although, participants of bicycle tours in Bangkok are mainly tourists coming from Northern parts of Europe, the assumption that this would entail growing demand for environmentally friendly activities, was not confirmed. In other words, the aspect of environmental concern is not the main push factor for tourists to participate in bicycle tours in Bangkok.

In addition, even though in the perspective of local residents, traffic in Bangkok is considered bicycle unfriendly, it does not constitute a limitation to guided

bicycle tours in Bangkok. This is so because routes for bicycle tours were carefully developed to best avoid traffic roads, as tour companies are aware of their customers' concern but more importantly are responsible for their customers' safety. However, entirely traffic free bicycle routes within Bangkok are barely possible, hence to some extent there exists a certain degree of danger especially regarding the driving behavior of motorcyclists, as cyclists need to share the same side of the road and narrow lanes and streets are accessible by both types of vehicles.

Furthermore findings of Batra (2009) were confirmed that, foreign tourists perceive Bangkok as safe, which especially applies for European tourists. Hence, concern raised regarding the safety of cyclists of bicycle tours is not supported by findings of this research.

Additionally, even if bicycle lane networks are increasingly implemented by the BMA throughout Bangkok, nevertheless, tourists who independently cycle and explore Bangkok will likely not experience the variety of things, which are provided through bicycle tours offered by tour companies, who invest an immense amount of time and effort to develop unique cycling routes. Tour routes were developed to provide cyclists to see a variety of unseen areas and for tourists to experience surprising occurrences. Also, the local tour guide with his or her expertise constitutes an essential component of guided bicycle tours, hence explanations or interpretation of tour guides will likewise lack when tourists cycle and explore Bangkok independently.

In the case that bicycle tours should become a mass activity in the future, it will likely decrease its popularity in instant manner, since participants of bicycle tours to a large extent seek to get away from tourist crowds and seek to explore the other side of Bangkok, unseen by most visitors to this city. Thus in order to maintain the uniqueness of guided bicycle tours in Bangkok, tour companies should make efforts to avoid that bicycle tours develop into an activity of mass tourism.

Apart from this, natural disasters do indicate a limitation to bicycle tours, yet due to Bangkok's large area, bicycle route adaptation is feasible in a flexible manner. Therefore, tour companies should prepare alternative bicycle routes, which avoid high-risk flooding zones in the case of future occurrences.

Lastly, considering that inconsiderate driving behavior of motorcyclists can be regarded as a threat to guided bicycle tours in Bangkok, this issue should not be

left unconsidered. Since cyclists in Bangkok are treated as pedestrians, which means that bicycles can be used to explore parks, temple complexes, markets, and the more quiet residential areas of Bangkok, this allows bicycle tours to be conducted in an area which is partially traffic free. For instance, temple areas and parks are not accessible for motorcycles, hence possibly decreasing the threat of inconsiderate driving behavior to a minimum level at those places.

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

This case study identified push factors, which influenced tourists to participate in guided bicycle tours in Bangkok and determined the pull factors, which account for the attractiveness of this activity. In addition, expectations and satisfaction derived from bicycle tours were investigated. Furthermore, the opportunities and limitations of bicycle tours were examined in order to estimate the future performance of bicycle tours in an accurate manner.

The findings show that ‘to see the other side of Bangkok’, ‘to see things I don’t normally see’, ‘to see locals’ way of life’, and ‘to do something different from the standard tourist experience’, respectively, indicate the most significant push factors for tourists to participate in bicycle tours in Bangkok. Considering Bangkok’s numerous shopping and entertainment malls, as well as its highly praised historical attractions, possibly this all the more stimulates the demand for an activity which provides experience off the beaten track and which allows tourists to see the real Thai life. Besides the vast selection of department stores, tourists are also interested to ‘look behind the scene’, and to get to know things which surround the lives of local people. As a matter of fact, the diversity of Bangkok provides the most essential determinant, which significantly contributes to the attractiveness of bicycle tours. Therefore it seems not surprising that in the dimension of sightseeing ‘the unseen side of Bangkok’, ‘the unexpected side of Bangkok’, and ‘local way of life’, was stated to indicate the most significant pull factors. Participating in guided bicycle tours ensures tourists to experience things yet unseen, and which are unexpected hence are likely to contribute to surprise occurrences, and to get to know the local way of life.

The overall evaluation of bicycle tours showed strong agreement on received enjoyment of the bicycle tour, well organization of the tour, and high likelihood to recommend the tour, respectively. Especially the latter aspect displayed

that respondents were highly satisfied with the bicycle tour, hence would recommend this tour to friends and colleagues as a sign of appreciation and satisfaction.

All in all, surely it is difficult to fulfill the needs of every customer due to the nature of a diverse customer base. However it will benefit both, tour companies and cyclists, if suggestions of customers are incorporated in the design of bicycle tours and its services.

6.2 Recommendations from this Study

6.2.1 Safety of Cycling Environment

Safety was considered an important pull factor for bicycle tours. Therefore, tour companies should continuously pay attention to issues of safety and minimize the threats that could affect bicycle tours. In this regard, it is recommendable for the tour guide to adjust to the confidence level of cyclists. It was even suggested by a participant that tour companies should check the cycling ability of participants before they set off. Especially at traffic crossings, it may be able to decrease anxiety of ‘weaker’ cyclists to push the bicycle rather than cycling along the foreman. Someone who is not confident with cycling on Bangkok’s roads would not step off and push the bicycle from own initiative, possibly to ensure that he or she can keep pace with the group of cyclists. Thus tour guides should instruct all cyclists to push their bikes and cross heavily congested roads on foot.

This is likewise applicable for bicycle routes, which surpass crowded market areas with high density of pedestrians, where some participants might not feel confident cycling. A possible solution to this, which would please cyclists in fair manner, is likewise the instruction of the tour guides for all cyclists to push their bicycles. This decreases the possibility that cyclists hit pedestrians, and cyclists will not fear to loose track. This would also allow tourists to enjoy and see more of the market, which they are passing without cycling through it in haste. Therefore, tour guides should monitor cyclists from the beginning on and adapt accordingly to above-mentioned situations to best ensure safety of cyclists’.

Besides this, considering the inconsiderate driving behavior of motorcyclists in Bangkok, tour companies should make efforts to include more traffic free routes e.g. in temple areas or parks to best ensure safety of cyclists.

6.2.2 Tour Arrangements

Further noticeably, respondents stated that a professional tour guide and a small group demonstrate significant pull factors for bicycle tours. The degree of importance attributable to the provision of a professional tour guide was somewhat higher than the level of importance given to a small bicycle group. The latter showed higher deviation in responses. Hence greatly dissenting opinions exist on the size of the bicycle group. Consequently, in order to minimize disappointment amongst cyclists, tour companies should consider adjusting to customers' needs in a more flexible manner. For instance, tour companies could inquire customers – already at the time of the tour booking – if they prefer cycling in a small group or if they do not mind cycling with a large group. This allows tour companies to match the product in a more accurate manner to the needs of the customer, which greatly contributes to customer satisfaction.

Furthermore, it was observed that some participants obtained differing expectations on what was provided on the bicycle tour especially in terms of sightseeing. Therefore, it might be recommendable for tour companies to clearly state in the tour description what is explicitly included in their tour itinerary. This will clarify to potential cyclists what can be expected and thereby minimize the possibility of experiencing disappointment. If the prospective cyclist is not content with the components of the tour, which are described on e.g. the tour companies' website, he or she can continue searching for a bicycle tour which best fits his or her requirements.

In addition, tour companies should consider combining cyclists with similar cycling skills, as to facilitate consistent dynamics during the bicycle tour. It was mentioned by some cyclists that they would had liked to cycle in faster pace, however had to be considerate of cyclists behind. Considering that the majority of respondents of this survey stated to be advanced cyclists, it can be assumed that this adaptation would benefit bicycle tours due to more consistent speed amongst cyclists.

6.2.3 Tour Guide

In addition, expectations on the tour guide's friendliness and enthusiasm, respectively, were evidently high. Considering this, tour companies need to emphasize on the guide's positive attitude when recruiting new tour guides. Tour guides should not merely lead the way, but they can greatly contribute to an enriched experience when providing expertise to cyclists in a friendly manner.

Also, some participants mentioned that not enough information was provided on the cycle itinerary prior to and during the bicycle tour. Not every participant might regard information on the cycling route as meaningful, however to find a middle way and to fulfill the needs of customers who require this information, tour companies should instruct their tour guides to at least provide brief explanation about the cycling route so that those who regard it as significant, are given the expected information. In addition, if tour guides notice that cyclists frequently raise questions during the tour, showing that they would like to know more about a specific topic, tour guides can easily adjust to this and from own initiative provide more information to cyclists.

6.2.4 Family Bicycle Tours

Moreover, considering that outdoor family activities in Bangkok, which are compatible with tropical climate are limited, it will stimulate the demand of family participants if tour companies exclusively develop bicycle tours for families with children. This means that tour companies have to invest time and cost to develop new or adapt routes, which include areas that to a greater extent avoid traffic roads to facilitate confidence amongst all cyclists and which include areas of interest to children, e.g. parks with animals. Bicycle tours tailor-made for families provide fun experience for young participants and at the same time allow experience and knowledge enrichment for older participants on Bangkok, Thai life and culture.

6.2.5 Value for Money

Additionally, some participants perceived the price of bicycle tours as somewhat expensive if compared with other tourist activities. Therefore it is all the more significant that tour companies distinguish themselves by providing value for

money. Tour companies should focus on improving their services or including some additional services, which enrich the experience of tourists in a meaningful way and by this, justify the price.

6.2.6 Marketing Implications

Although cycling indicates a typical activity for Dutch people and bicycle tour companies hence foster cooperation with travel agents in the Netherlands, it is recommendable that tour companies do not limit their target market too excessively, by merely focusing on one travel market. Guided bicycle tours respond to the needs of diverse customers. Hence tour companies should make efforts to gain attention and reach a wide customer base. Yet at the same time, tour companies need to ensure that the uniqueness of bicycle tours is maintained. In this regard, for instance, tour companies shall always stress that bicycle tours serve a niche market and try to best fulfill the needs of this market. With Internet platforms such as TripAdvisor® and Facebook®, companies nowadays can easily gather valuable customer feedback, which can be used to improve services or even to receive ideas for new products.

Alternatively, tour companies could continuously search for new bicycle routes to warrant that bicycle tours remain attractive. Bicycle tours developed under a specific topic, such as focusing on food tastings could appeal to tourists who are interested in Thai cuisine and who would like to experience varied street food.

Further, although the majority of bicycle tour companies largely rely on word-of-mouth recommendation by satisfied customers, it is nevertheless advisable that tour companies consider alternative channels of communication to reach wider markets.

Tour companies should make efforts to spread the availability of their activity. In this regard, modern marketing methods could greatly facilitate bicycle tours, as tourists increasingly seek for hands-on activities, which provide proximity to local people, and at the same time allow gaining knowledge on attractive new destinations.

6.3 Recommendation for Future Research

Future research may include a comparative study of push and pull factors of tourists who participate in guided bicycle tours in urban tourist destinations other than Bangkok. Possibly comparison between urban tourist destinations in Asian and European countries could provide meaningful results. Moreover, comparison of push and pull factors of tourists who participate in daytrips of guided bicycle tours in other popular tourist destinations in Thailand, such as Chiang Mai, Phuket, and Pattaya will display interesting findings. In addition, it will be interesting to investigate the push and pull factors of tourists who participate in multi-day bicycle tours outside Bangkok and compare these with motivational factors of daytrip participants.

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APPENDICES

APPENDIX A

OVERVIEW OF BICYCLE TOUR PROGRAMS

<i>Tour company</i>	<i>Tour programs</i>	<i>Half day</i>	<i>Full day</i>	<i>Price</i>
ABC Amazing Bangkok Cyclist	ABC Day Tour		X	1500 THB
	ABC Morning Tour	X		1000 THB
	ABC Afternoon Tour	X		1000 THB
	ABC Weekend Tour and Local Floating Market		X	2000 THB
	ABC Dinner/Biking Tour	X		2000 THB
Co van Kessel Bangkok Tours	Co Classical Tour 1: Boat and Bicycle Tour	X		1350 THB
	Co Classical Tour 2: Chinatown crossing Chao Phraya River	X		950 THB
	Bangkok Day Tour 5		X	1950 THB
	Bangkok By Night	X		950 THB
	Bicycle Tour 10: Khao San Classical	X		950 THB
Follow Me Bike Tours	Siam Boran – Siam Historical	X		1000 THB
	Siam Sawan – Siam Heaven	X		1100 THB
	Siam Aharn Boran – Historical, Food & Bike Tour		X	1800 THB
	Siam Pandan – Peddle and Paddle Tour		X	2100 THB
Grasshopper Adventures	Bike Historic Bangkok	X		1000 THB
	Ride Round Chinatown	X		1000 THB
	Bangkok Night Bike	X		1000 THB
	Bangkok Countryside		X	1600 THB
	Floating Market Plus		X	3000 THB
	City to Shore: Gulf of Thailand		X	2500 THB
Recreational Bangkok Biking	Colors of Bangkok	X		1000 THB
	Colors of Bangkok: Weekend Edition	X		1500 THB
	Boat & Bike – Bangkok Paradise		X	2250 THB

Spice Roads Bangkok Bike Rides	Bangkok Jungle	X		1000/1650 THB
	Chinatown	X		1650 THB
	Bangkok Sunset Ride	X		1650 THB
	Koh Kret		X	2650 THB
	Bangkok of Old		X	2650 THB
	Bangkok Countryside		X	2650 THB
	Floating Market		X	2650 THB

APPENDIX B

PUSH FACTORS OF INDEPENDENT BICYCLE TOURISTS

The following table summarizes results of findings of Ritchie (1998):

Significant differences found between:		Motivation:
Cycling Experience	Inexperienced	Competency mastery
	Experienced	Solitude
Origin of respondents	International	Solitude and exploration
	Domestic	Physical challenge, stimulus seeking/avoidance, and social escapism
Gender	Female	Exploration and social escapism
	Male	Stimulus seeking/avoidance

Study findings of Simonsen and Jorgensen (1998) are:

The most important factors:	The least important factors:
<ul style="list-style-type: none"> • To be outdoor • To exercise • To have fun 	<ul style="list-style-type: none"> • To get to know local inhabitants • To get away from tourist crowds • To have an environmentally friendly holiday • To experience culture

The following table summarizes major characteristics of cluster segments found by Faulks et al. (2008):

Cluster segments:	Share:	Characteristics:	Motivations:
Emerging Confidence Seekers	26.2%	Intermediate cycling skill level, cycling frequency of 1 and 3 times per week, no significant difference in gender distribution, least likely to be between 45-59 years, personal identity with cycling	To gain confidence in myself, to show myself I can do it
Active Socialisers	25.9%	Comprise of male and female experienced and keen cyclists, mainly 30-59 years, regular cyclists, commitment to cycling	To gain confidence, to show myself I can do it, stimulation and excitement, for adventure, socializing with likeminded people important
Independent Confident Doers	20.7%	Mostly male advanced cyclists, 45-59 years, cycle 1 and 3 times per week, identifies strongly with the activity of cycling	Challenge, yet the interest lies more in participating rather than in competing
Beginners	16%	Mostly female, novel and occasional cyclists, either less than 30 years or over 60 years, show low level of identification with cycling	Personal challenge: to show myself I can do it
Uninterested	1.9%	Mostly female, likely to be less than 30 years, beginner and cyclists, lowest identity with the cycling	

The following table summarizes characteristics of cluster segments identified by Ritchie et al. (2010):

	Share:	Characteristics:	Enduring Involvement Factors	Push Motivation Factors
Cluster 1	28.5%	Mostly male, 35-54 years, advanced cyclists, cycle regularly (4-6 times per week), obtain high commitment towards cycling	Self-expression	Personal challenge
Cluster 2	22.8%	Greater proportion of male cyclists than cluster 1, 35-54 years, advanced cyclists, cycle 1 and 3 times per week	Less involved than cluster 1	Personal challenge
Cluster 3	28.8%	Intermediate male cyclists, high level of cycling experience, cycle between 1 and 3 times per week, highest proportion within 25 to 34 years age group	Self-expression, centrality	Adventure experience, social encounter
Cluster 4	17.9%	High percentage of female cyclists, cycle 1 to 3 times per week, are 35-54 years, consider themselves beginner cyclists, yet state to have intermediate cycling skills, low level of identity with cycling	Enjoyment, centrality	Adventure experience, personal challenge
Cluster 5	1.9%	No significant results found regarding enduring involvement and intrinsic motivations		

Study findings of Chang and Chang (2005) are:

	Recreational cyclists using national scenic bikeways	Recreational cyclists using local bike lanes
Accessibility	Come from all over the island	Come from local areas
Activity Purpose	Motivated by sightseeing	Motivated by leisure and exercise
Attraction	Seeking tourist attraction	Seeking high quality bicycle facilities

APPENDIX C

QUESTIONS FOR IN-DEPTH INTERVIEWS

Checklist for TAT

1. Since when has guided bicycle tours as tourist activity raised your attention?
2. What are your thoughts on this tourist activity in the current situation?
3. Why do you think tourists want to explore Bangkok via bicycle?
4. What are the major limitations of bicycle tours in Bangkok?
5. Does the TAT stimulate the development of bicycle tourism Thailand?
6. Do you promote guided bicycle tours in Bangkok? If yes, how?
7. Do you support environmentally friendly attractions? If yes, how?
8. How do you think will guided bicycle tours in Bangkok develop in the future?

Checklist for BMA

1. What are your thoughts on cycling in Bangkok in the current situation?
2. What are your thoughts on guided bicycle tours in Bangkok in the current situation?
3. Why do you think tourists want to explore Bangkok via bicycle?
4. Is the development of bicycle lanes in Bangkok being enforced?
5. Does the BMA stimulate the development of cycling in Bangkok?
6. What do you think are the major threats towards cycling in Bangkok?
7. Regarding cycling in Bangkok, what are your estimations for the future?

Checklist for Bicycle Tour Companies' Managers

1. Since when does your company operate guided bicycle tours in Bangkok?
2. Where did the idea come from, to open a bicycle tour operator in Bangkok?
3. From what you see, how has cycling in Bangkok developed in the past 10 years?
How do you think will the future look like?

4. How did guided bicycle tours in Bangkok develop over the past 10 years? Do you observe a rising demand? If yes, how do you explain this?
5. What makes bicycle tours more popular compared to other types of tours?
6. Why do you think tourists want to participate in guided bicycle tours in Bangkok?
7. What types of tourists join your tours and what are their demographics (country of origin, gender, age, cycling skill, first time or repeat visitors to Thailand, source of information, new or repeat customers)?
8. What are the difficulties to conduct a guided bicycle tour?
9. What problems have you encountered on the spot?
10. Do you conduct feedback surveys from your customers?
11. What is the general feedback?
12. What are the areas of positive feedback?
13. Which areas need improvement in the perspective of your customers?
14. What are the major threats (external factors) regarding this attraction?
15. Which safety measures do you undertake for your customers?
16. Have accidents with car/motorcycle occurred in the past? What other accidents have occurred?

APPENDIX D

QUESTIONS FOR FOCUS GROUP INTERVIEWS

Checklist for Domestic and Inbound Tourists Who Participate in Bicycle Tours

(Questions 1-4 will be asked prior to the bicycle tour, and questions 5-10 can be asked partially during and after the tour has finished; questions 2, 5, 9, and 12 are considered key questions for the focus group)

1. What were your first thoughts when you first heard about cycling in Bangkok?
2. Why do you want to participate in this activity?
3. What does this activity provide that caught your attention?
4. What do you expect to see?
5. Did you enjoy the tour?
6. Did the tour meet or even exceed your expectation?
7. What impressed you most about this excursion?
8. What was the worst part of the tour?
9. Have you encountered any problems during the tour?
10. Would you recommend this tour to your friends and colleagues?
11. Do you consider participating again the next time you visit?
12. Do you have any suggestions for the company to improve?

APPENDIX E
QUESTIONNAIRE SURVEY FOR BICYCLE TOUR
PARTICIPANTS

This questionnaire consists of 4 parts.
 It will take you 5-10 minutes to complete this questionnaire.
Thank you for your cooperation!!!
 If you wish to receive a copy of the final thesis, please provide your email below:



Part 1.1: Push factors of participants of guided bicycle tours in Bangkok

„Why do you want to participate in bicycle tours in Bangkok?“

Please mark X in the field which best describes the level of agreement/disagreement of each item.

	Strong ly agree	Moder ately agree	Undeci ded	Moder ately disagre e	Strong ly disagr ee
	5	4	3	2	1
Rest and relaxation					
To me the activity of cycling is important					
To relax during cycling					
To get away from tourist crowds					
Independent mode of transportation					
To explore Bangkok by driving on my own, not depending on cars/taxis for a change					
Novelty seeking					
To do something I have not done before					
To do something different from the standard tourist experience					
To see the other side of Bangkok					
To see things I don't normally see					
Knowledge seeking					
To enhance my knowledge about Bangkok					
To actually experience Thai culture					
To see locals' way of life					
Fun, excitement and social encounters					
To have fun					
To experience something exciting					
To do sightseeing with a group of people					
To meet new and different people					
Health					
To exercise/do fitness					
To be out in the open					
Environmental concern					
To participate in an environmentally friendly activity					

Part 1.2: Pull factors of guided bicycle tours in Bangkok

“Which components are essential for bicycle tours in Bangkok?”

Please mark **X** in the field which best describes the degree of importance of each item.

	Very import tant	Quite import ant	Some what import ant	A little import ant	Not import tant
	5	4	3	2	1
Sightseeing					
Variety of cultural attractions					
Historical sites					
Local way of life					
Local markets					
Long tail boat ride					
Natural scenery					
Unseen side of Bangkok					
Unexpected side of Bangkok					
Tour arrangements and facilities					
Professional tour guide					
Tours support local businesses (in communities)					
Independent mode of transportation					
Usage of environmentally friendly modes of transport					
Small group size					
Cycling environment					
Safety					
Air quality					
Climate					
Flat terrain					

Part 2: Expectations of participants of guided bicycle tours in Bangkok

Please mark **X** in the field which best describes your level of agreement/disagreement of each item.

	Strong ly agree 5	Moder ately agree 4	Undeci ded 3	Moder ately disagre e 2	Strong ly disagr ee 1
Tour guide's conduct:					
Guide should be enthusiastic					
Guide should be friendly					
Guide should be patient					
Guide should be attentive and monitor condition of participants					
Guide should provide sufficient stops for breaks					
Guide should provide sufficient drinks and snacks during the cycling tour					
Guide should provide interesting spots to take pictures					
Tours should include areas where restrooms can be used					
Tour guide's expertise:					
Guide should give safety orientation prior to the tour					
Guide should explain cycling itinerary prior to the tour					
Guide should be competent and explain during the tour					
Guide should be able to speak good English					
Tangible elements of the tour:					
Tour should always start and return on stated time					
Tour should be at casual pace					
Tour company should have safety as priority					
Tour company should have cycling equipment in good working condition					
Tour company should organize Thai food for lunch/dinner (if not included please ignore)					
Tour company should select quiet back roads/lane ways for cycling					

Part 3: Satisfaction of participants of guided bicycle tours

Please mark **X** in the field, which best describes your level of satisfaction/dissatisfaction of each item.

	Very satisfi ed 5	Satisfi ed 4	Neutral 3	Dissati sfied 2	Very dissati sfied 1
Tour guide's conduct:					
Guide's enthusiasm					
Guide's friendliness					
Guide's patience					
Guide's helpfulness and concern					
Frequency of stops to rest					
Provision of drinks and snacks					
Provision of opportunity to take pictures					
Provision of access to use restrooms					
Tour guide's expertise:					
Guide's safety and signaling instructions prior to tour					
Guide's provision of information about cycling route prior to tour					
Guide's explanations during the tour					
Guide's English language skills					
Tangible elements of the tour:					
Compliance of time					
Pace of cycling tour					
Safety of cycling environment					
Quality of cycling equipment					
Quality of lunch/dinner (if not included please ignore)					
Cycling path					

	Strong ly agree 5	Moder ately agree 4	Undeci ded 3	Moder ately disagre e 2	Strong ly disagr ee 1
Overall concluding evaluation:					
The cycle tour was an important part of my trip to BKK					
Things I saw on the bicycle tour, I would never have experienced by myself					
The tour was well organized					
I enjoyed cycling and sightseeing today					
I learned to appreciate Bangkok (more)					
I saw and experienced as much as I expected					
I received good value for money					
I would recommend this tour to friends and colleagues					

Do you have any suggestions for bicycle tours in Bangkok? (Please specify)

Part 4: Demographic Characteristics

Please mark **X** where applicable.

1. Country of origin

2. Gender

() Male () Female

3. Marital Status

() Single
() In a relationship
() Married
() Divorced
() Widowed
() Other

4. Age

() 15-24
() 25-34
() 35-44
() 45-54
() 55-64
() 65 and above

5. Education

() High school or lower
() Vocational school
() Bachelor's Degree
() Above Bachelor Degree
() Other

6. Occupation

() Student
() Company employee
() Business owner/self-employed
() Government sector
() Retired
() Not working
() Other

7. Income per year

() < \$20,000 USD
() \$20,000 USD - \$39,999 USD
() \$40,000 USD - \$59,999 USD
() \$60,000 USD - \$79,999 USD
() \$80,000 USD - \$99,999 USD
() > \$100,000 USD

8. Cycling skill level

() Beginner
() Intermediate
() Advanced

9. Frequency of cycling in your home country

() Everyday
() 4-6 times a week
() 1-3 times a week
() Once a week
() Less than once a week
() Other

10. Number of visits to Thailand

() First time
() Two-three times
() Four times or more

11. Length of stay

In Bangkok: _____ days

12. How did you get to know about bicycle tours in Bangkok?

() Travel guide
() Travel agent
() Hotel
() Tour company's website
() Newspaper
() Magazine
() From own observation
() Recommendation from friends / relatives / colleagues / travellers
() Other (please specify)

13. How many times have you participated in bicycle tours in Bangkok?

() This is my first time
() Two-three times
() Four times or more

If you marked 'Two-three times' or 'Four times or more' in Question 13, please answer the following question (otherwise just ignore this question):

Do you always cycle with the same tour company?

() Yes
() No

APPENDIX F

SWOT-ANALYSIS

<p><i>Strengths</i></p> <ul style="list-style-type: none"> • Able to experience Thai culture in real • Effect of surprise (nearly always guaranteed) greatly contributes to a memorable experience, and surprise occurrences are difficult to copy • No advanced cycling skills required; flat terrain, ease of cycling • Fun activity for the whole family, different generations can participate (can even put baby in back seat of bicycle) • Fun activity for young and old, if travelling with many friends (many can participate; wide target market) • Accessibility of bicycles: Cyclists are treated as pedestrians, can use bicycles to explore parks, temple complexes, markets, and the more quiet residential areas of Bangkok • Outdoor activity: make use of tropical climate, tourists enjoy being outside in warm weather • Value for money: price includes beverages and snacks, insurance, equipment rental, fee for tour guide, entrance fee for park/temple, boat fee, unique experience with a variety of cultural attractions • Relatively expensive price ensures that only quality tourists who really appreciate culture will participate in this activity • Bicycle routes are developed to avoid traffic streets; cycling tours are safe • Suitable length of activity (easily to combine into a short visit) • Diversity: See and experience many different things in a relatively short 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> • Relatively expensive compared to other tourist activities in Bangkok • Crossings on traffic roads are dangerous • Inattentiveness can easily lead to accidents, especially on elevated pathways • Tour largely relies on the quality of the tour guide; good tour guides are difficult to find, (tour guides are essential to the bicycle tour) need to be enthusiastic about cycling, have guide qualities, and speak good English (is also considered a strength to each tour company, their guides are their strength through which they distinguish each other) • Development of new bicycle routes very time consuming: Takes very long (3-5 month) to develop a new bicycle route (is also considered a strength to each tour company, their uniquely selected bicycle routes are their strength through which they differentiate each other) • Diverse customer base makes it difficult to fulfill needs of all participants, e.g. dynamics and needs are different between kids, teenagers, adults, and elderly, beginner and advanced cyclists
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<p>period of time; due to Bangkok's diversity allows bicycle tours to meet different requirements of diverse tourists</p> <ul style="list-style-type: none"> Local guides (= local expertise) allow tourists to get in touch with Thai people 	
<p>Opportunities</p> <ul style="list-style-type: none"> Improvements in cycling infrastructure add bicycle lanes throughout Bangkok People who want to explore Bangkok via bicycle rely on tour companies due to absence of secure bicycle lanes and traffic in Bangkok Growing demand for novel experience amongst tourists (want to see and experience something different, something they have not done before) Climate: Suitable weather for cycling, tourists long for warm weather and tropical climate Lack of family activities in Bangkok: not many activities exist in Bangkok that are suitable for the whole family and which provide physical healthy activity Lack of fun, sportive, outdoor group activities in Bangkok which provide cultural enhancement and proximity to locals Development opportunity for bicycle routes immense: Bangkok's area is huge, and many back streets exist, development of new/old bicycle tours possible Bangkok as popular tourist destination attracts tourists worldwide Bangkok as transfer hub to other destinations in Asia: inbound tourists make stopover in Bangkok, stay only few days to acclimate possibly after long-haul flight Demand for local experience: difficult to get in touch with local people due to cultural difference and/ communication difficulties 	<p>Threats</p> <ul style="list-style-type: none"> Increased competition: Tours can be easily copied by other, many tour companies cycling on similar route >> if cycling tours become mass activity, it will lose its charm and authenticity, will push 'quality tourists' away Bicycle lane network and improved GPS systems could allow tourists to rent a bike and explore Bangkok by themselves in the future Natural disaster, e.g. flooding Political disturbances in Bangkok and travel warning scare tourists (potential cyclists) to travel to Bangkok Inconsiderate driving behavior of motorcyclist could indicate a threat (also use narrow back streets)

APPENDIX G

TOWS-MATRIX

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<ul style="list-style-type: none"> Develop more different bicycle tours which are able to respond to the needs of diverse travellers and which are able to target different customer groups 	<ul style="list-style-type: none"> Tour companies can develop tours which fulfill the needs of diverse customers in more accurate manner by considering their preferences; e.g. develop family tours
THREATS	<ul style="list-style-type: none"> Although motorbikes are able to access backstreets and narrow side ways, they are more likely not to be allowed to enter temple areas or parks. This allows bicycle tours to be partially conducted in areas where no motorized vehicles of any kind can be found hence indicating a traffic-free zone. Even if bicycle lane networks are increasingly implemented by the BMA in the area of Bangkok, nevertheless, tourists who rent a bike to independently explore Bangkok will never see the variety of things, which are provided through tours offered by tour companies, who invest an immense amount of time and effort to develop unique cycling routes, which allow cyclists to see a variety of unseen areas to tourists and experience unexpected and surprising occurrences. Furthermore, the local tour guide with his or her expertise constitutes an essential component of guided bicycle tours, hence this would likewise lack when tourists would cycle and explore Bangkok on their own. Considering that the price of bicycle tours in Bangkok is relatively expensive if compared with other tourist activities, one could assume that lowering the price could put respective tour 	<ul style="list-style-type: none"> Prepare bicycle routes that avoid high-risk flooding zone in the case of future occurrences, to have a alternative route ready Use traffic free zones as much as possible, if traffic roads needs to be crossed, it would be useful to advise everyone to step off their bicycles and push them; this could be especially helpful to decrease the anxiety of 'weaker' cyclists who would otherwise not raise this issue to the tour guides this is likewise applicable in places with high density of pedestrians such as markets; the tour guide could instruct all cyclists to push their bikes; this would ensure that cyclists do not bump into pedestrians, nor would they have to constantly concentrate and be attentive that they loose track of the man in front. This would likewise allow tourists to enjoy and see more of the market they are passing without having to rush through. Significant that tour companies distinguish themselves by provided value for money instead of entering a price war; the price must be justified by provided services

	<p>company in a competitive and an advantageous position. yet to spark a price war between tour companies would force the tour company to implement cost-cutting measures probably entailing lowering salary of employees or poor maintenance of bicycle equipment or similar, which would neither benefit the tour company nor the customer, in a matter of fact would have a negative impact on bicycle tours. Tour companies should focus on facilitating their services that justify the price and make the customer happy.</p> <ul style="list-style-type: none">• Moreover, considering that it is imaginable that if tour companies continuously cycle on similar routes and the quantity of tours should increase, bicycle tours might easily lose their charm and uniqueness. However, what bicycle tourists seek is to get away from tourist crowds and explore the other side of Bangkok, unseen by most visitors to this city. if bicycle tours should become a mass activity in the future, it will very likely decrease its popularity in instant manner.• hence, in order to avoid that specific routes are high in cycling density by bicycle tours, tour companies should consider coordinating their bicycle tours, not in terms of route, but possibly in terms of time. This would ensure that	
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APPENDIX H

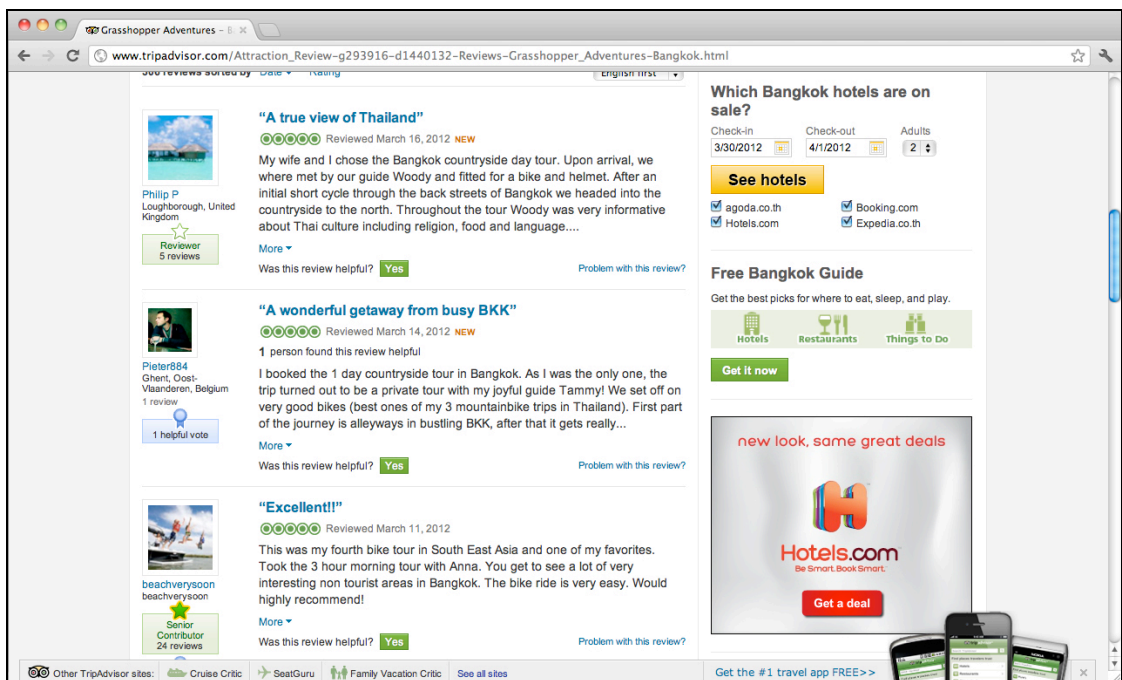
PICTURES DURING RESEARCH





APPENDIX I

EXAMPLE OF TRAVELLERS' REVIEWS ON TRIPADVISOR®



BIOGRAPHY

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