

# CHAPTER I

## INTRODUCTION

This research of bicycle tourism development in Bangkok provides useful information and guidelines for the appropriate development of cycling infrastructure in order to develop the bicycle tourism successfully. Initially, this chapter presents the topics to introduce the purpose and essential aspects of the research such as:

1. Rationale for the Study
2. Statement of Problem
3. Purpose of study
4. Significance of the Study
5. Scope of the Study
6. Definition of Terms
7. Conclusion

### **Introduction**

Bicycle tourism is now a significant growing market and provides potential economic benefits to tourism industries. Cycling tourism plays a significant part in many countries such as Denmark, United Kingdom, New Zealand, France and it is clearly seen that cycling is very popular and booms in European countries (Ritchie, 1998). Several cities have already well-established bicycling and it has become a popular form of transport. Bicycling plays a significant role throughout the world today, “peddle power” being considered similarly, in Asia such as Vietnam, China, Hong Kong likewise part of Europe such Netherlands, Sweden, Germany and more really enjoy making cycling activities actively.

Bicycle tourists can be split up into different market segments that can be described in different ways such as occasional, short distance riders, long distance riders and competitive riders. It is recognizing that cycling can be the part of activities during a visit to any destination while, generating the flow of a community’s economy. Cycling tourism is relevant to all itinerant tourism in Quebec Canada and it

is undeniable that cycling are most popular activities as 90 % spend their holiday biking while, about 20 tour operators offer bicycle tourism package including the cycling tour agencies in United States and British going to enlarge from small to large scale (RouteVerte, 2006). Research supports that the bicycletourism market has significance to tourism trends as an increasing bicycle tour operators' awareness of the cycling tourism as an opportunity.

Over the past decade, cycling has been a popular choice for traveling nevertheless the rapid growth of manufacturing industries considers the car is a more manipulated option for the country's industry therefore cycling is undergoing a boom. However, when the green tourism trend emerged, the cycling tourism resumed. Bicycle tourism is now on target for tourism trends as Tourism London supports that the current cycling tourism get involve to ecotourism, tourists are searching to escape from mass and willing to feel the sense of unique vacation (Bike on Tour, 2011).

Cycling tourism in Thailand seems to be returning and is being applied to various areas in town as concern to environmental and health condition. This development is also supported with the growth of international tourist experiences of cycling activities from over the world, particular the special interest on cycling tours are current travel to explore new environments and feel this experiences far from their home. However, Thailand research relating to bicycle tourism is infrequent, despite the cycling activities having a potential market as the number of cycling activities significant increasing meanwhile, the government and tourism related sector absent of realizing the essential of bicycle tourism and ignore to continue the development plan (Green World Foundation, 2011).It recognizes that the research in bicycle tourism facilities availabilities especially infrastructures within the destination is one significant factor to the development of bicycle tourism. The bicycle tourism study feasibility can be applies and seriously development with big city as Bangkok Metropolis where attracted cycling tourist with various charming attraction.



distances. The Green Bangkok Bike project launched particular activities to explore the city of history by provides 300 free bicycles with eight parking spots through glorious attraction for both domestic and international tourists who interests cycling activities. With the potential capabilities of tourism resources in Rattanakosin Island, Bangkok has abilities influence various tourism activities and provide of availabilities of bicycle tourism opportunities to attract more tourists and people who interests cycling by implement and pay attention to the development of significance factors through theycyclists' requirement. The bicycling tourism is also the ideal toward the economic success of Bangkok in the future development.

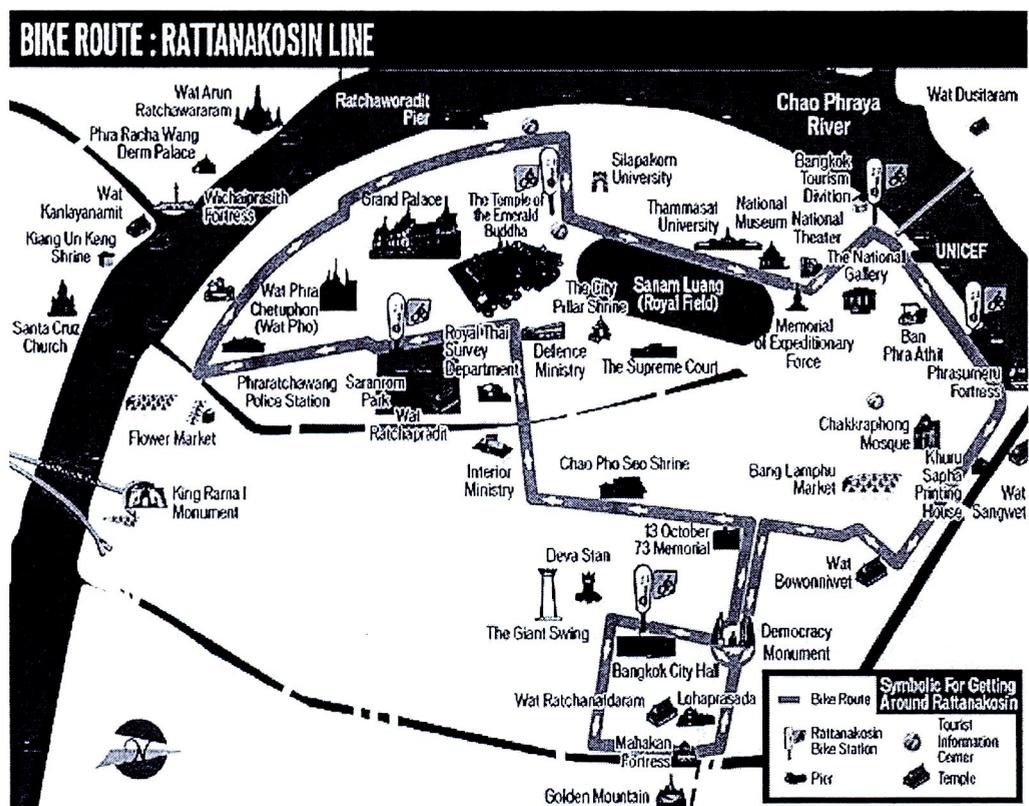


Figure 2 Bicycling Map in Rattanakosin Island

Source:<http://www.bangkokpost.com>

## **Rationale of the study**

It appears that some of key product developments serve to encourage the demand for holiday cycling activities (Ritchie, 1998). The appropriate bicycle infrastructures such as network routes, lanes, connecting routes, bike racks, parking and safety are playing an important role for cycling.

The issue of world climate change underpins the investigation into cycling infrastructure development as it affects bicycle tourism development for example, The global climate change debate has become an enormous issue and of serious concern in the parts of tourism industries nowadays. Bicycle tourism is an alternative tourism that highlight under green tourism concept bring up the great ideal of eco-tourism in order to cure and preserve environmental and help to reduce carbon dioxide emission. To promote and motivate people to use more cycling under green tourism concept it is needs to improve the infrastructure that play important role to promote bicycle tourism and admire cycling to be popular selected in the near future. However, to the sustain development plan through future therefore, the efforts of the sector involved must be done from the cyclists' viewpoint including their requirements for the cycling capable that being support.

The study of bicycle tourism in Bangkok is all about looking at what are the cycling infrastructures that are suitable for cycling in Bangkok. This study attempts to identify the area of cyclists' experience and their requirements on the bicycle infrastructure that will drive significant bicycle tourism development. This study was based on the fact that cyclists require for cycling infrastructure provide, in order to provide the guideline of the future bicycle tourism plan and development.

The importance of the study is to discover what cyclists currently cycling think of existing infrastructure that probably provides a new interpretation of bicycle tourism in Bangkok. All stakeholders such as cyclists, central government, tour organization, and private cycling association can use the acquired data as guidelines and adapt it within organization. The information gathered from cyclists' experience on infrastructure used will lead to a better understanding of appropriate cycling infrastructure to bicycle tourism development within Bangkok. Apart from that the appropriate development for bicycle tourism will also encourage the economic

sustainable that generates to tourism industries include assist green environment and return fresh air to Bangkok.

### **Statement of problem**

Bicycle tourism is being promoted while cyclists, both domestic and from overseas are interested in cycling in Bangkok. Nevertheless, it appears that the current cycling infrastructures provided have yet to be placed adequately in concentrated (Boonyaprawit, 2012). According to Smart Growth, rose up the current situation for pedestrian-friendly roads and streets in Rattanakhosin area. There are many reasons found that low preference to use non-motorize as walking or biking in the island arise from inconvenient space, the poor surface condition provided unsafe cycling included unpleasant spaces for pedestrians.

Currently, the project of bicycle tourism is still being promoted at its early stage. The essential factors such as special cycling interested on holiday is much motivate cycling tourists visit to destination (push factors) while, attractions and scenery around Rattanakhosin Island including what destination attribute cycling infrastructure and its meet their requirement (pull factors) could effectively attract more cyclists tourist consider the area as cycling destination.

The research is focused on cyclists within Bangkok. Three areas are studied from the cyclists' experiences regarding the cycling tourism infrastructure provided in Rattanakhosin Island, Bangkok. To achieve the goals, the research will be looking at area as following:

1. The current infrastructure for cycling within Rattanakhosin Island.
2. Cyclists' requirements for cycling infrastructure that drives the bicycle tourism in Rattanakhosin Island.
3. Bicycling infrastructure that is suitable for cycling and what needs to improve within Rattanakhosin Island.

### **Purpose of study**

The research aims to explore the significant cycling infrastructure that is appropriately used as a strategy to improve the basic infrastructure of cycling tourism and try to assess cycling tourism much more comprehensively.

The main objectives of this research to

1. Investigate current infrastructure provided for cycling in Rattanakhosin Island, Bangkok.
2. Explore and investigate what are cyclists' experiences with existing cycling infrastructure provided in the study area and what are the infrastructures that cyclists require for the future of bicycle tourism in Rattanakhosin Island, Bangkok.
3. Identify and evaluate appropriate infrastructure for the future of bicycle tourism development in Rattanakhosin Island, Bangkok.

### **Significance of the study**

The researcher intends to provide useful practical guidelines of tourism planning for cycling to entire stakeholders adapt and improve within organization. This research also benefit to tourism sectors related as the better understanding of tourism development plan and all cooperate to approach the target's needs as:

1. Government sectors can apply the reflect of cyclists' experiences and their require to current cycling infrastructure and implement development plan in order to attract more tourists who have interest cycling and opportunities to promote bicycle tourism internationally. The local government sectors also implement the right policy to reach of the cycling tourism market.
2. Private sectors such as tour operators can apply the guideline to implement the cycling tour in order to approach the cycling tourist who interest cycling in Bangkok.

### **Scopes of the study**

The scope of this study is focuses on the significant factors of cycling infrastructure that suitable to cycling, as well as cyclist's experiences to the bicycling infrastructure and what are the appropriate infrastructure requirements for cycling which may apply to Rattanakhosin Island, Bangkok. The idea is also to explore what significant factors of cycling infrastructure related to motivation to the decision making of cycling in Bangkok.

## 1. Scope of contents

To investigate current cycling infrastructure around Rattanakhosin Island since government has been promoted cycling tourism under project “Bangkok Green Bike” of first project on August 12, 2009. The studies of cycling infrastructure provided whether it is in favor of cyclist to cycling in Rattanakhosin Island or not. These also provide the data base on cyclist’s experiences to infrastructure used which will provide the future improvement.

## 2. Scope of Population

**Populations** of research are following;

- 2.1 Cycling Association members
- 2.2 Recreational cyclist
- 2.3 Professional cyclist
- 2.4 Cycling tourist
- 2.5 Occasionally cyclist
- 2.6 Cycling agent

The studies consider key Informants to present significant information that exposure cycling infrastructure capability in Rattanakhosin Island.

**Sampling** of research was selected as following;

1. Cycling association members
2. Recreational and Professional cyclist

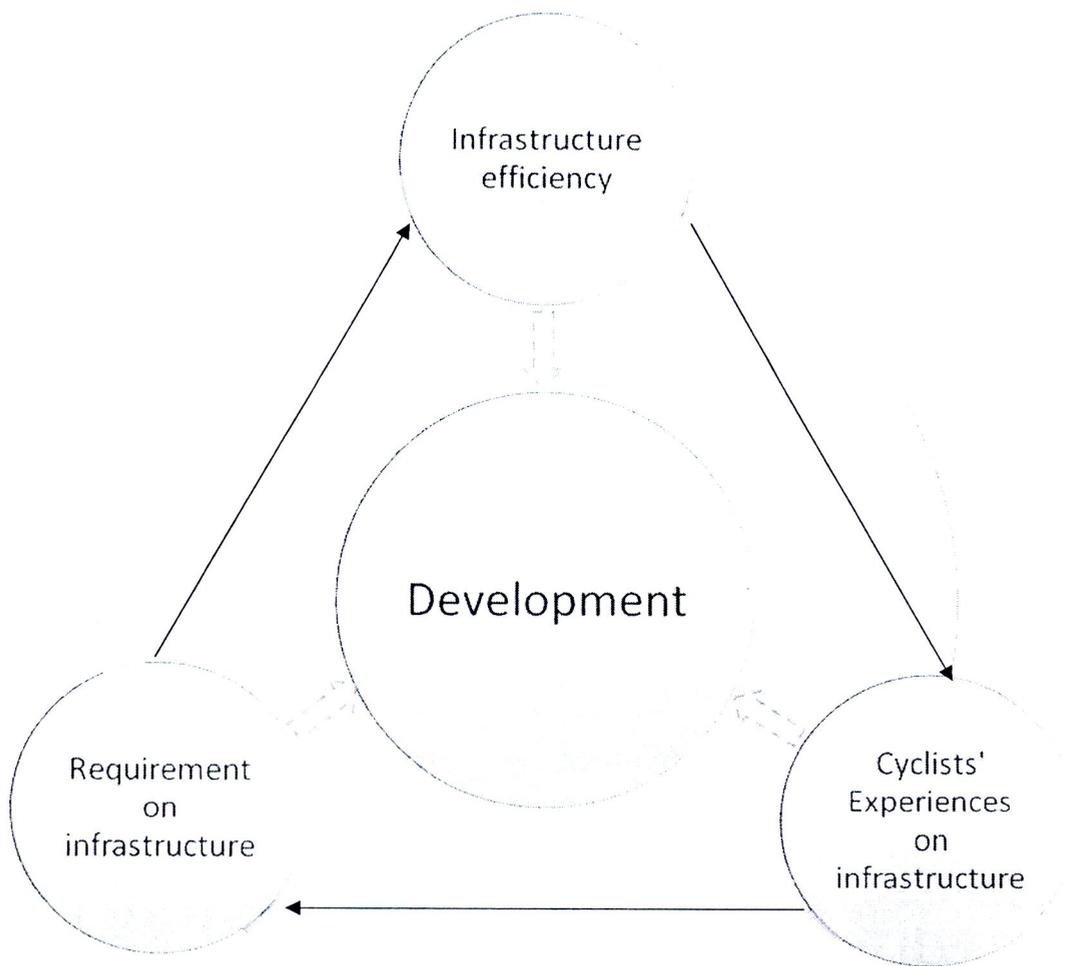
## 3. Scope of Area

Most of these works will studies on cycling infrastructure within Rattanakhosin areas in order to provide picture of cycling infrastructure capability.

## The Conceptual Framework

From the research studies based on literature review and practical concepts, the researcher suggests that to better understand bicycle tourism development in Bangkok it should be based on the infrastructure availability within area. The cycling infrastructure for bicycle tourism is composed of bike lane, pathway, route, connecting route also bike rack and parking included security. Therefore, the tourists’ experiences of cycling infrastructure use are important and provide data to inform appropriate development of bicycle tourism.

The framework will provide a discussion of an idea for future development or the needs improvement of bicycling infrastructure gather from point of cyclists' experiences and their requirement. It is important to remark how they are interrelated, for this reason that infrastructure explain the physical form such as bike lanes, cycling pave, connecting route, network routes, bike racks, parking spot that cyclist interact with while, experiences on the infrastructure used and their requirement are sensational to the appropriate improvement of bicycle infrastructure that facilitate to cycling. Apart from that arise issue whereat part of research objective is to find cycling inspiration that motivate people to cycling throughout the cities. Therefore the experienced on infrastructure, requirement for appropriate infrastructure either provide feedback on one another to guide the improvement or future development. The issue related to all factors is present as the conceptual framework in the **Figure 3**.



**Figure 3 Bicycle Tourism Development in Bangkok Conceptual Framework**

### **Basic Assumption**

The purpose of the study is to describe a naturalistic outcome on cycling infrastructure experiences used by cyclists to identify the relationship between the current cycling infrastructures provided toward their requirements for the future development of bicycle tourism in Bangkok.

Based on the literature reviewed, the study provides an opportunity to analyze the relationship between the appropriate cycling infrastructure and the future development of bicycle tourism to provide to Bangkok as;

1. The appropriate cycling tourism development will emerge from cyclists' experiences of cycling infrastructure used. Also reflection of what are the cyclists' requirements.
2. The appropriate bicycle tourism development will emerge from different significant factors of cycling infrastructure.
3. The cyclists' experiences and requirement will provide the guideline for the appropriate cycling infrastructure development in Bangkok.
4. The appropriate cycling tourism development motivates people to cycling throughout Bangkok.

## **Definition of terms**

### **1. Type of bicycle tourism**

Types of bicycle tourism can be classified to three main types (Sustrans 1999, p.1) as follow;

1.1 Cycling Holidays, the definition base on the main purpose of cycling holiday visit both domestic and overseas. Cyclist may organized trip using tour operator or self-organized with short and long period.

1.2 Holiday Cycling, the definition differ from above, the Holiday cycling mean of travelers selected cycling as one of travel activities on holiday.

1.3 Cycling Day Visits defined as making short trip ride from one place to another as leisure and residences were most commonly.

### **2. Type of cyclists**

There is various types of cyclists depend on the purpose of cycling (Sustrans, 1999) as follow;

2.1 Cyclist enthusiast categories as professional cyclist and cyclist who are members of Association. They are practicable cycling as common and participate in sport events.

2.2 Occasional categories as domestic and international cyclists who cycling on holiday for any purpose and take cycling as part of tour activities.

### **3. Cycling tourist**

Many researchers have been defined bicycle tourist in different ways however, they have been introduced the definition by Richie (1998, pp. 568-569) as;

A person who is away from their hometown or country for a period not less than 24 hours or on night, for the purpose of a vacation or holiday, and for whom using a bicycle as a mode of transport during this time away is an integral part of their holiday or vacation. This vacation may be independently organized or part of a commercial tour and may include the use of transport support services and any type of formal and/or informal accommodation.

In this research, the cycling tourist is defined as, the cycling tourist is a person of any nationalities and use bicycle as a part of activities or who cycling as important part of their holiday. This definition is very similar to South Australian Tourism Commission(2005, p.3) defined“Cycle tourism visit are considered to be for the purpose of holidays, recreations, pleasure or sport and to include either overnight stay or day trips to other tourism region during which the visitor either engage in active cycling or is a spectator at a cycling event”. It is found some limited definition of cycling tourist also mention a cycling tourist as a person who uses bicycle as his/her main mode of transportation (Lamont, 2009).

It is estimated that the chosen, rather wider definition best includes the variations that make up current holidays and activities, whereas narrower definitions such as that mentioned above, exclude a large part of the cycling tourists. As an example can be mentioned cycling tourists who stay in a holiday house but who, due to the weather, only use their bicycle as a mode of transportation during a limited number of days. Bikers to whom bike-racing is the main feature of their visit, but who otherwise meet the definition, are not considered cycling tourists but sports tourists as the main purpose of the holiday is racing. Professional cycling for above definition is not included.

The above mentioned definition could also be expanded to include the previous that a cycling tourist should be defined according to the number of days he/she plans to use the bicycle in relation to the length of the planned stay. This would give a more precise picture of tourists' involvement in the bike tourism concept. The larger the part of the holiday that is to be spent on a bicycle the more the tourist can be called a hard core cycling tourist.

It illustrates that everyone included in the drawing is a cycling tourist according to the above definition. The drawing also shows that the cycling tourists can

be graded according to the level of their commitment to the cycling tourism concept and according to the purposes of the cycling holiday. At one end of the scale 2(2.1) will find the hard core cycling tourists to whom the bicycle is the only true mode of transportation and the only way to spend the holiday. For these tourists, the purpose of the holiday is cycling. At the other end of the scale 2(2.2) will find the tourists who occasionally ride a bicycle during the holiday for only one or a few days, and who consider the bicycle an alternative and enjoyable mode of transportation when exploring the destination but who only use the bicycle when weather permits. Between the two will find the main part of the cycling tourists.

### 3.1 Domestic cyclists define as:

The person who is Thai nationalities and other nationalities who become Thai residents and take cycling of any purposes such as sport cycling, cycling association member, cycling to work, holiday cycling.

### 3.2 International cyclists define as:

Tourists travel from overseas visit to Thailand and holding other passport than Thai. They spend more than 24 hours in Thailand and take cycling as a part of holiday activities.

## Conclusion

This study of building Bicycle Tourism Development in Bangkok evaluate and indicate the current cycling infrastructure and cyclist's experience to infrastructure uses including their requirement. This research explores the appropriate bicycle infrastructure to cycling that essential to all cyclists in Rattanakosin Island to provide guideline cycling organization sectors involved in future development.

