

ห้องสมุดงานวิจัย สำนักงานคณะกรรมการวิจัยแห่งชาติ



E42173

**BICYCLE TOURISM DEVELOPMENT IN BANGKOK: A CASE STUDY OF  
RATTANAKHOSINISLAND**

**PAWARNLUCK PRISAJANAN**

**A Thesis Submitted to the Graduate School of Naresuan University  
in Partial Fulfillment of the Requirements  
for the Master of Arts Degree  
in International Hotel and Tourism Management  
(International Program)**

**May 2012**

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This thesis entitled “Bicycle Tourism Development in Bangkok : A Case Study of Rattanakhosin Island” submitted by Pawarnluck Prisajanan in partial fulfillment of the requirements for the Master of Arts Degree in International Hotel and Tourism Management is hereby approved.

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### ABSTRACT

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Bicycle tourism is now a significant growing market and provides potential economic benefits to tourism industries. Cycling tourism plays a significant in a global economy. 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. It is 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 research aims to explore the significant factors of infrastructure that motivate cycling as 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 RattankhosinIsland, 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 Rattankhosin Island, Bangkok and 3) Identify and evaluate appropriate infrastructure for the future of bicycle tourism development in Bangkok.

The research used holistic approach, the direct observation with checked lists and photographs were key technique for visible condition of infrastructure data collected in five locations along Rattankhosin bike route and in-depth interview with

eight key informants from each cyclist categories. The documentation analysis is also supplemented to data analysis.

The research found that significant of appropriate infrastructure play important role to bicycle tourism development moreover, other factors also encouraged for cycling motivation particular safety. The research recommendation to the development guideline compare to international achievement as integrated of law and regulation, promotion and campaign, appropriate plan and other elements such as educated of bicycling activities to reached the success of bicycle tourism development in Bangkok.

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