

Bicycle Tourism Management Model in Chiang Saen Municipality, Chiang Rai Province

Phuwanat Srithong^{a*}, Monsicha SaoKham^a

^aSchool of Tourism, Chiang Rai Rajhaphat University,
Phaholyotin, Chiang Rai, Thailand

*Corresponding Author:phuwanatsri7@gmail.com

Abstract

The research title is "Bicycle tourism management model in Chiang Saen Municipality, Chiang Rai". This research is aimed to study about tourism by bicycle. What are the needs for tourists who travelling by bicycles in Chiang Saen Municipality? To lead to the proposed of bicycle tourism management in Chiang Saen Municipality. The research instruments consisted of quantitative data, using quality assurance methods, questionnaires and in-depth interviews. 1. Semi-structured Interview by discussion with key performance interview on the topic of bicycle tourism management in Chiang Saen Municipality . 2. Questionnaire about tourist behavior in Chiang Saen District Chiang Rai Province. The result of study were 1) There are still need public relations and promote for a new tourist. According to Chiang Saen is a popular tourist destination but tourist center staff cannot provide information in English. The interview from private sector had comment about safety is the first priority factor and should clearly about bike lane and traffic system. 2) The study of the tourist's need found that the majority of respondents were male and when classified by the problems and obstacles found that the weather is quiet hot for cycling and should develop the appropriate area for bike including bicycle lanes, bicycle parking, bicycle traffic and including travel signs to get access to tourist destination. 3) The appropriate way to manage bicycle tourism in Chiang Saen Municipality found that the key elements of behavioral science management can manage by planning, directing, coordinating and controlling the process with all levels staff be involved. For the tourist's impression stimulate and recognition should provide a tourist symbol as creating a large photo orange fame. This strategic is a combination between tourism management concepts and modern ideas, leading to a competitive advantage.

Keyword: Tourism Management, Bicycle Route Management, Bicycle Tourists, Wiang Chiang Saen

1. Introduction

Thailand tourism industry is of high strategic importance compared to other countries in the region, considering the overall picture of Thailand's tourism industry in 2 areas: gross domestic product (GDP) from tourism and employment in the country and The tourism industry in Thailand accounted for 17% of GDP in 2005. Thailand tourism industry is considered to be of high importance in comparison to other countries in the Asia Pacific region. Over 4.2 million jobs accounted for 11% of the country's employment rate, which was close to that of other countries in the region. Thailand is also likely to increase the employment rate in the future expansion of world tourism. Economic expansion, structural change, marketing International cooperation under the framework of cooperation. The growth of the BRIC countries (Brazil, Russia, India and China), and the changes in the global population structure and the trend of tourists interested in tourism in the Special Interest Tourism. This is a great opportunity for Thailand to expand its market to such tourists. Thailand is well equipped with infrastructure that is ready to accommodate and serve tourists who are interested in specialized tourism such as health tourism, adventure tourism, spiritual tourism, MICE Tourism, Sports Tourism, elderly tourists, families and honeymooners. However, the tourism trend is higher. Thailand must be prepared to create new tourism innovations. In line with the needs of the tourism market. Promoting specific tourism groups, investing in image promotion and public relations.

From a demand perspective, Based on tourist data. The researcher found that. Chiang Saen is an area that has the potential to develop tourism industry in the Lanna culture. Ecological and health The seminar was jointly organized by School of Tourism, Chiang Rai Rajhaphat University and representatives from both the public and private sectors of Chiang Saen District are knowing the various scenarios related to tourism management in Chiang Saen. In particular, promotion of health and cultural tourism. From the meeting with the public and private sectors of Chiang Saen. By providing the information by Mayor of Wiang Chiang Saen municipality. Since established a tourist service center in 2015. The organization approach to organizes tourism activities and sse a bicycle for travel to tourist attractions. The center has been sponsored by the private sector for 76 cycles to support bicycle tourism. However, after a period of one year. The Chiang Sean Tourist Center founded the bike that has been not used continuously for tourists. It also lacked the promotion of systematic development as well as the management of promoting the use of bicycles for tourism. Researchers and faculty are interested in studying the situation of bicycle tourism in Chiang Saen Municipality. To lead to the proposed management of bicycle tourism in the Chiang Saen municipality.

2. Literature review

The majority of tourism research focuses only on the positive aspects of travel motivation, constraints, satisfaction and lifestyle. Recently, a study investigated the understanding a combination of tourism products, experiences, and other intangible resources. It is important that tourism is a place where tourists will come to visit or stay. Tourism should consist of six elements: the ability to organize travel programs Pool (Available package) the ability to access. Accessibility, Attraction, Amenities, Activities, Ancillary Service (Pike Steven, 2008). Healthcare is a new business that is currently popular with customers. Therefore, in order to promote the business growth of quality and the main source of income for the tourism sector of Thailand, the Tourism Authority of Thailand has set a target group. Product Line is a medical service, alternative health service and health products. The ups and herb Thailand (Herbal Product) in order to develop product standards, service standards, marketing and promotion of the tourism sector is a major source of income of another source. Tourism Authority of Thailand (2009) defines health tourism is a great way to visit beautiful places in natural and cultural attractions as well as to learn how to live and relax health rehabilitation.

The potential of tourism is the availability of tourist attractions that facilitate the development of tourism. Or make a change as well as the local interest is enough to attract tourists to decide whether to travel to it. A proposed criterion for consideration of the potential of the tourism destination as follows 1) The value of the tourist attraction is the beauty in itself. Old fashioned/history/Cultural and religions, atmosphere/natural landscapes and way of life 2) Accessibility is the condition of the route. Travel style, Time from downtown to tourist attractions 3) Facilities include accommodation, restaurants, beverages, services, electricity system, telephone and security 4) The environment includes physical, ecological, and other conditions landmark 5) Restrictions on tourists include restrictions on areas. Service restrictions Utilities, safety issues, tourists 6) Current reputation includes the well-known tourist destinations and the number of tourist attractions. (Wiwatchai Boonyapak,2007)

Human behavior is a complex organism that influences the success of the organization. In addition, human needs have a role for the executive to determine the organizational structure and workload that is conducive to meeting the needs. Management must realize that the person is the most important factor in the organization. The willingness of the staff to cooperate need for organizational success. Therefore, must try to convince individuals to join forces. Working orders are accepted

only when practical understanding of the operator is consistent with the purpose of the organization. Designing a job or designing a job is an important task in an organization. The relationship between the organization and the person is to know the nature of the organization's personnel needs in the design of the organization or the design of the work, it must consider the system is to study the composition of the organization, environment and behavior, the designer of the organization or design work. The final goal is to increase productivity and the satisfaction of the workforce and satisfaction in a reverse executives note that the effect of requiring it.

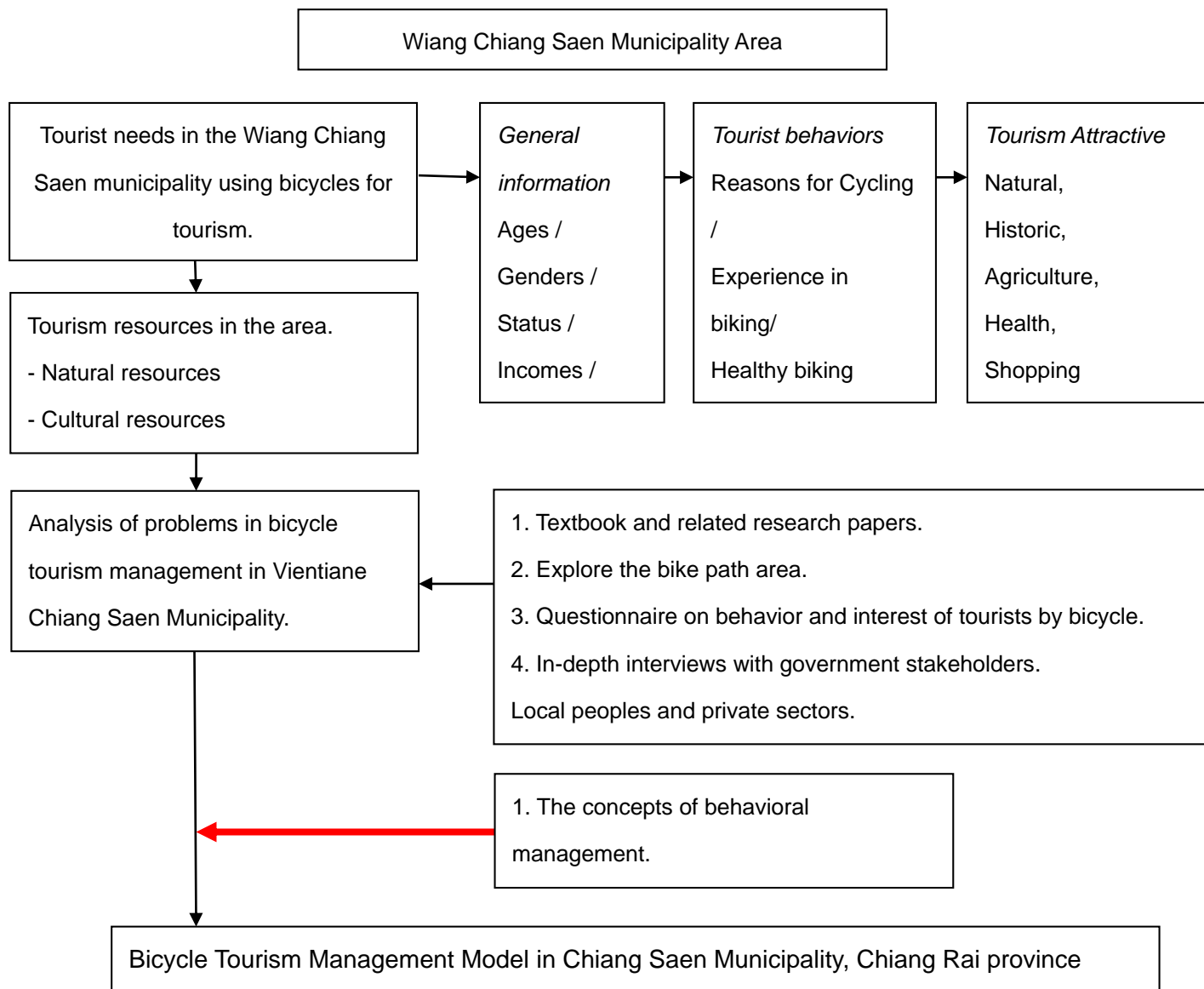
The study of the researcher reviews fined documents and research related to bicycle tourism in the context various areas in Thailand. The particular guidelines for Managing Bicycle Routes for Tourism. The main considerations are as follows 1) Routing Tourists should explore and observe the behavior of tourists. The trend should be in the route. It should start from the position of various tourist attractions. And priorities and interests. Then, consider the ability to connect tourist attractions together. 2) Routing Management in Converged Cycles do not have to return to the original route. The return to the original route will make tourists feel tired and waste time. It also makes it easy for suburban travelers to leave their vehicles or luggage at the beginning 3) Routing for Distinction within the City Routing may be made up of several routes. Many cafes are available as alternatives for tourists with very different time periods. Differences due to the interest of tourists, such as paths for art and culture, may lead tourists along the river to see the life. And state or it's a diversified and interesting route to many. 4) Control routing and routing not to confuse. Access and travel must be easy to control, not confused. 5) Providing information on routes regularly provide information to tourists along the way with signage systems or other means. To help guide Location and distance: Assist visitors with directions, landmark, route continuity with the use of similar pedestrian walkways, or the use of similar plant material along the way 6) Classification of vehicles according to terrain and climates. Traveling may take different travel modes because different interest and the appropriate characteristics of the area 7) Starting points throughout the journey should be easily accessible. There are surfing information. Traveling to tourists to consider and decide to travel. There should be facilities such as parking, accommodation, bathrooms, etc.8) There should be adequate facilities such as restaurants, shops Groceries, souvenir shops, etc. 9) Information should be provided by the information service staff at various points or in the preparation. The brochure should be labeled as a tourist destination. Tourist Information about accommodation, restaurants, roaming and security for tourists to help themselves. 10) Maintenance of facilities and services should be maintained have always been. (Polnakit Udomkitti, 2013)

As well as on the study of Bicycle Tourism Development in Songkla Municipality investigated the links between evaluation of service, satisfaction, and experiences to tourist.(Boonrit, BoonSwang and Jongrak,2015)

2.1 Objective of study

This study will contribute the bicycle tourism management model in Wiang Chiang Sean Municipality because it aim to 1) To study the situation of bicycle tourism in Chiang Saen Municipality 2) To study the needs of tourists using bicycles in Chiang Saen Municipality 3) To propose appropriate guidelines for the management of bicycle tourism in Chiang Saen Municipality. And link to propose a new segmentation approach to identifying market-segment profile in bicycle tourism.

2.1 Conceptual Framework



3. Methodology

3.1 The research method and data collection were mixed-methods research. The researcher aims to study and explain the phenomena that lead to the synthesis of bicycle management in the Chiang Sean municipal area. By synthesizing the data and collecting data from the Key informants by Purposive sampling in 2 parts following as 1) Governance stakeholders/ Private Sectors/ Local peoples because it is the role positions. Also, understand the situation of tourism management by bicycle in Chiang Saen municipality and understand the process of activities. Leading of community to participate in Local activities. The tools used to collect data are: In-depth interview By using semi-structured questions and qualified assessment by 3 academics experts 2)

The sampling method was used to collect samples of Accidental Sampling of tourists which in Chiang Saen municipal area. The samples were representative of the population by using the Taro Yamane formula. (Yamane, 1973). The data is based on the accession of tourists in the Kingdom of Thailand border crossing to Chiang Saen district in the year 2015 (272,091 people).

3.2 This study is a descriptive study of actual phenomena to interpret and create conclusions. Thus, The quantitative data obtained from the questionnaire was analyzed by SPSS program. The statistics used for data analysis were percentage, mean, standard deviation. Also, Content analysis is a qualitative research in the process of analyzing qualitative content obtained from group discussions and interviews. The information is presented in the appropriate format.

4. Research results and discussion

This research seeks to achieve the following objectives:

4.1 Situation of Bicycle Tourism Management in Chiang Saen Municipality.

Tourism in the area of Wiang Chiang Saen has a variety of tourism, both land and water, because of the geographic advantage. In association with the Upper Mekong countries. (The Republic of the Union of Myanmar, the Lao People's Democratic Republic and the People's Republic of China, Yunnan). Because there are natural attractions. Lanna civilization, the socialize and cultural diversity of the various ethnic groups. It has the potential to develop into a commercial and investment hub. Therefore, the development of transport links to support the tourism industry. It is considered as a route to support the ASEAN tourism market in line with the GMS economic development in the GMS. (GREATERMEKONG SUB-REGION)

Wiang Chiang Saen Municipality is the local authority that sees the importance of local tourism development. The Chiang Saen Tourist Service Center was established located on the Mekong River. The peacekeeping unit along the Mekong River, Chiang Rai. Provides tourist information as well as facilitates tourists. Bicycles are available for those who love cycling to see the city. There is a tram service to see the ancient city of Chiang Saen. By providing the information of the Prime Minister. After the establishment of a tourist center. Chiang Saen District The center organizes tourism activities. Use a bicycle for travel. This is in line with the sustainable tourism promotion. There are also 76 private bicycles in the center. But after a period of one year. Find the bike that has been. It is not used continuously for tourists. It also lacked the promotion of systematic development as well as the management of promoting the use of bicycles for tourism.



Picture 1 : Wiang Chiang Saen municipality

Source from: <https://www.google.co.th/maps/Wiang> Chiang Saen Area



Picture 2 : Interviewed with the Mayor of Wiang Chiang Saen municipality

According on 2015. There is a policy to promote cycling tourism in the management should be developed personnel who support cycling tourism. Infrastructure, bike lanes, signposts, and should have activities to create a good atmosphere for tourist attractions. TAT and TAT Chiang Rai brunch explore the bike route and night travel routes on June 13-14, 2015, which was attended by a large number. However, after the publicity of the TAT. It was at the end of the project. The use of bicycles for tourism is becoming more and more popular, but it is not continuing as the development of tourism. Since cycling requires the use of roads with other vehicles. Tourists must rely on the expertise to avoid the traffic in a dense traffic. In the private sector, about accommodation offered the opinion that. Promotion and promotion of accommodation should be promoted and promoted. The food and information about the spinning path to reach more Thai and foreign tourists.

The researcher conducted a survey of both natural and cultural tourism resources in the area of Wiang Chiang Saen municipality and used bicycles from tourist centers along the route. *Also, from the survey, the researcher found that there was support for the development of the bike for exercise. Government Policy designed the area of the highway is a special case for Bike lanes from the Golden Triangle to Wiang Chiang Saen area continue to Wat Phra That Pha Ngao. There are 4 lines included and total distance is about 30 kilometers.*



Picture 3 : Researcher conducts and survey tourism resources of Wiang Chiang Saen municipality and used bicycles from tourist centers along the route.

Picture 4 : Bicycle lanes on the Highway for exercise.

Wiang Chiang Saen municipality has provided a Cycling route follow the trail of 9 temples for tourists interested. Therefore, the information provided by the tourism service center manager found that the use of services from a small number of tourists. Due to the distance, and mostly of the Thai tourists do not like hot weather and tired for long distances. Then, the bike does not have to be used regularly. It is used when there is a festival or tourism public promoted.

4.2 To study the needs of tourists using bicycles in Chiang Saen Municipality.

The researcher collected data from 400 tourists in Chiang Saen area and analyzed data by percentage and by descriptive manner. The data analysis is divided into 2 parts.

Part 1: Information on the status and basic information of the respondents.

Table 1.1 Number and percentage of tourists by gender

Gender	Number	Percentile
Male	205	51.25
Female	195	48.75

Total	400	100.00
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From Table 1.1, it was found that the majority of respondents were male, of which (205 people) were male, or 51.25%, followed by female (195 people) or 48.75%.

Table 1.2. Number and percentage of tourists by ages

Ages	Number	Percentile
20 – 10years old	71	17.75
30 – 21years old	181	45.25
31 – 39 years old	89	22.25
49 – 40years old	38	9.50
59 – 50years old	16	4.00
Over 60years old	5	1.25
Total	400	100.00

From Table 1.2, it was found that most of the tourists were 21 -30 years old (181 people), or 45.25 %, followed by 31-39 years old (89 people) or 22.25%

Table 1.3 Number and Percentage of Travelers Classified by status

Status	Number	Percentile
Single	232	58.00
Married	153	38.25
Divorce	15	3.75
Total	400	100.00

From Table 1.3, it was found that 232 of the majority of single status were 58.00%, followed by 153 married, or 38.25%. The lowest group was 15 divorced, or 3.75%

Table 1.4 Number and Percentage of Tourist Classified by average monthly income

average monthly income	Number	Percentile
Less than 10,000 Baht	109	27.25
20,000 – 10,000Baht	216	54.00
Over 20,000 Baht	75	18.75
Total	400	100.00

From Table 1.4, it was found that most of the tourists had average income per month between 10,000 - 20,000 baht (216 people) or 54.00%, followed by less than 10,000 baht (109 people) or 27.25%. The minimum is more than 20,000 baht (75 people) or 18.75%.

Table 1.5 Number and Percentage of Travelers By education levels

Education levels	Number	Percentile
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lower level of bachelor's degree	123	30.75
Bachelor Degree	237	59.25
Master's degree or higher	40	10.00
Total	400	100.00

Table 1.5 shows that most of the tourists had a bachelor degree of 237 people, or 59.25%, followed by a lower level of bachelor's degree, of 123 persons, or 30.75%. Master's degree or higher, 40 people or 10.00%.

Part 2 Bicycle tourist Behaviors

Table 2.1 Number and Percentage of Bicycle Tourist Classified by reasons for cycling.

Reasons for cycling	Number	Percentile
Traveling within close range (less than 5 km)	85	21.25
Used for long distance travel (more than 5 km)	33	8.25
Used in Sporting events	46	11.50
Use for Exercise	236	59.00
Total	400	100.00

Table 2.1 shows that most is use for exercise (236 people), or 59.00%, followed by 85 people (less than 5 km) or 21.25%. The minimum number is used for long distance travel (more than 5 km) 33 people or 8.25%.

Table 2.2 Number and Percentage of Tourists Classified by cycling experiences.

cycling experiences	Number	Percentile
Less than 1 month	20	5.00
More than 1 month - 1 year	59	14.75
More than 1 year - 5 years	250	62.50
More than 5 years	71	17.75
Total	400	100.00

From table 2.2 shows that most tourists experienced cycling more than 1 year - 5 years is 250 people or 62.50%, followed by more than 5 years, 71 people or 17.75%. The minimum is less than 1 month, 20 people or 5.00%.

Table 2.3 Number and Percentage of Tourists Classified by number of cycles per week

cycles per week	Number	Percentile
1 - 2 times a week	76	19.00

3 - 4 times a week	171	42.75
5 - 6 times a week	107	26.75
everyday	46	11.50
Total	400	100.00

Table 2.3 shows that most tourists use 3 to 4 cycles a week, 171 people or 42.75%, followed by 5-6 times per week, 107 people or 26.75%. The minimum is Every day, 46 people use the bicycle or 11.50%.

Table 2.4 Number and Percentage of Tourists Classified by Period of cycling.

Period of cycling	Number	Percentile
9.00 – 6.00Hrs	127	31.75
12.00 – 9.01 Hrs.	13	3.25
15.00 – 12.01Hrs	29	7.25
18.00 – 15.01Hrs	231	57.75
Total	400	100.00

Form table 2.4 shows that most of the tourists cycled during the period of 15.01 - 18.00 hours, 231 people or 57.75%, followed by the time of 6.00 - 9.00 hours, 127 people or 31.75%. The lowest is 9.01 - 12.00 hours, 13 people or 3.25%.

Table 2.5 Number and Percentage of Tourists By health conditions

Health conditions	Number	Percentile
Exercise 1 - 4 times / month.	35	8.75
Exercise 5 - 10 times / month	47	11.75
More than 10 times a month.	179	44.75
Exercise regularly.	139	34.75
Total	400	100.00

Table 2.5 shows that most tourists exercised more than 10 times a month, 179 people (44.75%) followed by daily exercise, 139 people or 34.75%. The minimum is 1 - 4 times / month, 35 people or 8.75%

Table 2.6 Number and Percentage of Tourists Classified by tourist attraction.

Tourist attraction	Number	Percentile
Historical	152	38.00
Agriculture	22	5.50
Shopping	33	8.25
Natural	85	21.25
Healthy	108	27.00
Total	400	100.00

Table 2.6 shows that the majority of tourists are interested in the historical sites, of which 152 people are 38.00%, followed by 108 people on health tourism, or 27.00%. 22 people on agricultural tourism, or 5.50%.

Table 2.7. Number and percentage of Tourists Classified by reasons to travel by bicycle.

Reasons to travel by bicycle	Number	Percentile
Sightseeing	104	26.00
Photo shooting	30	7.50
Bicycle favorite	266	66.50
รวม	400	100.00

Table 2.7 shows that most tourists had a reason to travel by bicycle because of their preference for Bicycle favorite 266 people, or 66.50 %, followed by Sightseeing 104 people, or 26.00 %. The minimum is photo shooting 30 people or 7.50%

Table 2.8 Number and Percentage of Tourists Classified by the form of cycling.

The form of cycling	Number	Percentile
Group	22	5.50
Single	146	35.50
Friends	232	58.00
รวม	400	100.00

Table 2.8 shows that most tourist had the form of cycling with their friends, 232 people, 58.00%, followed by 146 single ones, or 35.50%. 22 people for a group were 5.50%.

Table 2.9 Number and Percentage of Tourists s Classified by reason for bicycle use as a travel vehicles.

Bicycle use as a travel vehicles	Number	Percentile
To help reduce air pollution.	56	14.00
Travel by social stream	12	3.00
Travel to various points smoothly.	40	10.00
Cycling is slower than any other vehicle, so you can appreciate more.	144	36.00
Save money on travel.	148	37.00
Total	400	100.00

From Table 2.9, it is found that most tourists have a reason to choose a bicycle as a travel vehicle, which is a saving of travel costs to 148 tourists, or 37%, followed by slower cycling. The results of this study show that 144 people or (36.00%) were more likely to appreciate. According to the social trend, 12 people were 3.00%.

Table 2.10 Number and Percentage of Tourists Classified by the problems and obstacles in using the bicycle in tourism.

Problems and obstacles in using the bicycle in tourism	Number	Percentile
Unfavorable weather	144	36.00
Excessive exhaustion.	11	2.75
Riding from the dress, such as a skirt.	45	11.25
The vehicle is damaged.	76	19.00
Feeling insecure driving	124	31.00
Total	400	100.00

Table 2.10 shows that most tourists have problems and obstacles in using bicycles in tourism. 144 people were in bad weather, 36.00% were followed by 124 people, 31% were insecure driving, while the lowest was 11 people in Exhaustion, or 2.75%

4.3 To propose appropriate guidelines for the management of bicycle tourism in Chiang Saen Municipality.

According to the study. It can be seen that the efficiency of the work will be much less depends on morale, satisfaction, readiness, mental state. This will affect the behavior of the workers. Include social stories of workers in the group as well. Behavioral sciences. It can be managed by the elements of human resources, budgets, materials, processes and tools. Used to manage the organization, command, coordinate and control. To achieve corporate goals. Then, The researcher studied. Research Creating Tourism Products for Competitive Advantage in Pattaya Tourism Chonburi, (Thaici Phangnga and others, Journal of Research and Development Vol. 12 No 39: January - March 2017) found that branding tourism is a process of gathering identities and elements of tourism offer through the symbol name. Then, under the purpose of making a difference to create recognition. It combines the concepts of tourism management and modern ideas, leading to a competitive advantage. Consistently, The study conducted on the development of bicycle routes for tourism promotion in Songkhla Municipality by the participation of Chotipong Boonrit and others. (Journal of Business Administration, Vol. 14, No. 1 January-June 2017) found that Songkhla was not the main destination for cycling tourism. There should be a promotion of activities and attractions that are consistent with cycling to reach tourists in different regions or countries.

5. Conclusion

According to studies, it has been found that when exploring cultural tourism resources in the area of Wiang Chiang Saen..Hence, the information from staffs of the tourist center found that Wiang Chiang Saen is a popular tourist destination for foreigners. It is the beginning of the Mekong River flowing into Thailand also bordered by three countries, namely Thailand, Laos, and Myanmar. However, tourism staffs are not ready for foreign languages and lack to provide information in English. Follow the bicycle route in the municipality of Wiang Chiang Saen. The key factors to consider is safety clear bike lanes with traffic system. And the appropriate traffic schedule for the safety of cyclists.

When classified by the problems and obstacles in using the bike in tourism. Most tourists have problems and obstacles in using the bike in tourism. Bicycling facilities should be developed as appropriate in each area, including bicycle lanes. Bicycle parking and bicycle traffic signs including travel signs to get access to cultural resources in the area thoroughly. There should be effective and thorough publicity. In addition, there are various activities and activities to attract tourists to use the bicycle service for tourism in the Chiang Saen Municipality, which is consistent with the research of a study on the bicycle system for tourism. Case study: Kham Muang District, Kalasin Province. For the management approach. The study found that Key elements in behavioral management. It can be managed by planning, directing, coordinating, and controlling the process. Employees at all levels are involved in the policy review. In addition, the data collected by tourists were used to evaluate and improve bicycle tourism services in Wiang Chiang Saen. The results are consistent with the research findings of Chotipong Boonrit, Amornrat Boonwang and Pongsakorn Jongrak (2558).) that study of The development of bicycle routes to promote tourism in Songkhla Municipality by participatory process is a study of problems and behavior of cycling routes. The study found that 1) the problem and the behavior of cycling routes in Songkhla Municipality was that most cyclists had the most unsafe bicycle route problems. The road surface is not suitable for cycling. For cycling and no attraction is a minor problem. 2) The study of cycling routes for community tourism needs to be conducted by in-depth interviews. Songkhla has a policy. "Happiness Songkhla" supports cyclists who have fun in the field of management. They should have staffs to supporting tourism with bicycle, infrastructure, bike lane, signposts and activities to create a good atmosphere to travel.

In the educational sector. Department of Tourism Chiang Rai Rajabhat University provides support to the development of Tourism Human Development for employees. Also, collaborate in developing a sustainable tourism policy. In addition, the publication