

# Cycling and ecotourism: Lessons Learned

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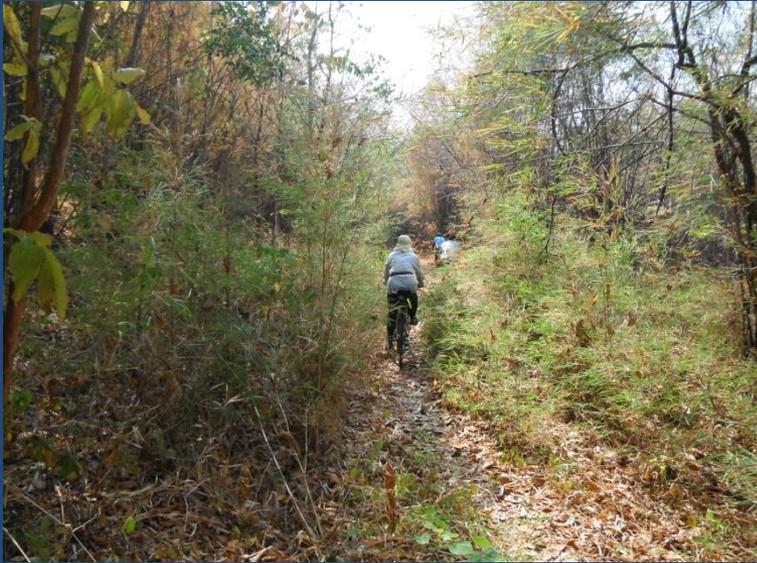
# What is ECOTOURISM?

- Related to **NATURE** and **CULTURE**
- No or least negative impacts on **environment**: garbage/waste, energy use, 'carrying capacity' of ecosystem
- Participation of, and benefits to, **local people/communities**; no or least negative impacts on their way of life
- **Learning/education**
- **Sustainable**

# ECOTOURISM Activities

- **BIRDWATCHING**, Butterflywatching, Dolphin & Whalewatching
- Scuba diving & snorkeling
- Walking, rambling and trekking
- Rock climbing
- **CYCLING**
- Stargazing and cloud/sky watching
- Agriculture and farm visits
- Sea and land tours, etc.

# CYCLING ECOTOURISM IN THAILAND



Cycling in the forest  
and countryside



# CYCLING ECOTOURISM IN THAILAND



Road cycling trip by TCC and TAT

# CYCLING ECOTOURISM IN THAILAND

Sukhothai World  
Cultural Heritage



Thai-Lao  
Community

# CYCLING ECOTOURISM IN THAILAND



Cyclists danced  
with local people



# CYCLING ECOTOURISM IN THAILAND



Enjoy traditional food

# CYCLING WITH BIRDING TOUR



Cycling and raptor watch trip at  
Khao Dinsor, Chumporn Province (2012)

# CYCLING ECOTOURISM IN THAILAND

is booming....

According to the Tourist Authority of Thailand, in 2014, number of tourists on some kind of cycling tours included

300,000 Thais

and

35,000 foreigners

and is still growing...

# LESSONS LEARNED: Success Factors

1) Making information available as much as possible for tourists, before, during and after going on tour through all channels possible:

- the internet, social media
- electronic media (TV & radio)
- printed media (leaflet, brochure, map, newspaper, magazine)
- smartphone application
- road signs
- etc.

# LESSONS LEARNED: Success Factors

## 2) Provision of supporting infrastructure / facilities:

- bike paths / bike lanes and their networks
- bike traffic system
- bike maintenance and repair
- bike sharing / bike rental system
- bike parking / storage system
- food shops / cafe
- resting stops, accommodations
- etc.

# LESSONS LEARNED: Success Factors

3) Involving local people, communities and government, and other stakeholders:

- Participation in planning, implementation, monitoring and evaluation

# LESSONS LEARNED: Success Factors

## 4) Proper management:

- supporting research / studies
- creating models, pilot projects
- creating mutual support networks and experiences sharing forum
- Integrating with other forms of ecotourism activities in national / local tourism development plan
- coordination and training of local people
- negative impacts control / mitigation
- public relations
- marketing

# CYCLING ECOTOURISM is good for the economy

- It involves and employs more people.
- It distributes incomes to more people.
- It generates more incomes for local and small/medium enterprises.
- It gives more return to each unit of investment; in Europe, every Euro invested yields six Euro, or 6:1 ratio.

Thank You for Your Attention

Come and enjoy

Cycling, birdwatching  
and other ecotourism  
activities

In Thailand