

Development of a Bike Trail as a Tourist Attraction in the Area of the Community Forest of Ban Nonhinphueng

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Abstract

A study of ways to develop a of bike trail as a tourist attraction in the area of the community forest of Ban Nonhingphueng, Tambon Dongbang, Amphoe Prachantakam, Prachinburi province was conducted. The study was to investigate tourists' opinions about a bike trail as a tourist attraction in the community. It was found that the tourists having no experience participating in this kind of activity tend to be more satisfied than the experienced ones. With the recommendation provided, ways of development based on a service marketing strategy, such as product varieties, uniqueness, pattern and need conformation, clear signs of tourist attraction and activity trail, increasing garbage dump spot and public relation channel, sale promotion inducing more buying, notifying activity sequence throughout the activity based on the tourists participating in life styles and learning experience with the community in more environmental friendly way, were proposed.

Keywords: development, prototype tourist, service market, creative tourism

Introduction

Based on an evaluation of, Tumbon Dongbang, Amphoe Prachantakam, Prachinburi province conducted by Faculty of Technology and Industrial Management joint with Raks Thai Foundation, a bike trail is proposed as an attraction in the area of the community forest in order to support an ecosystem tourist attraction which beneficially consumes the community's natural resources, develops sustainable careers and provides income for the community. In order to realize whether the trail is appropriate, the prototype activity should be held. Therefore, the researcher joined with Raks Thai Foundation and provided the prototype activity "Ride to the forest, Pick vegetables, and Visit community enterprise" to be aware of the tourists' opinions toward the bike trail in the area of community tourist attraction and to further improve and develop ways of sustainability.

Experimental

1. Tools and population

Questionnaires with a check list form based on Likert's scale and content analysis were mainly used to collect data whereas an interview was used to store data. The population was from the 50 prototype tourists participating in activity provided on 28th February 2015

2. Statistics used in this research

2.1 Significance level at 0.05

2.2 Descriptive statistics such as demographic data in check list form, frequency, percentage, rating scale with data exposing the satisfaction level of prototype activity participation, means, standard deviation, content analysis related to opinions and recommendation showing from highest to lowest.

2.3 Analytical statistics based on t-test (t) is to find the relation between variables of participating in

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riding bike activity for tourism and satisfaction of participating in prototype activity

2.4 Analysis of the average. Evaluating the level of satisfaction.

Average	Interpretation
4.51-5.00	Highest
3.51-4.50	High
2.50-3.50	Moderate
1.51-2.49	Low
1.00-1.50	Least

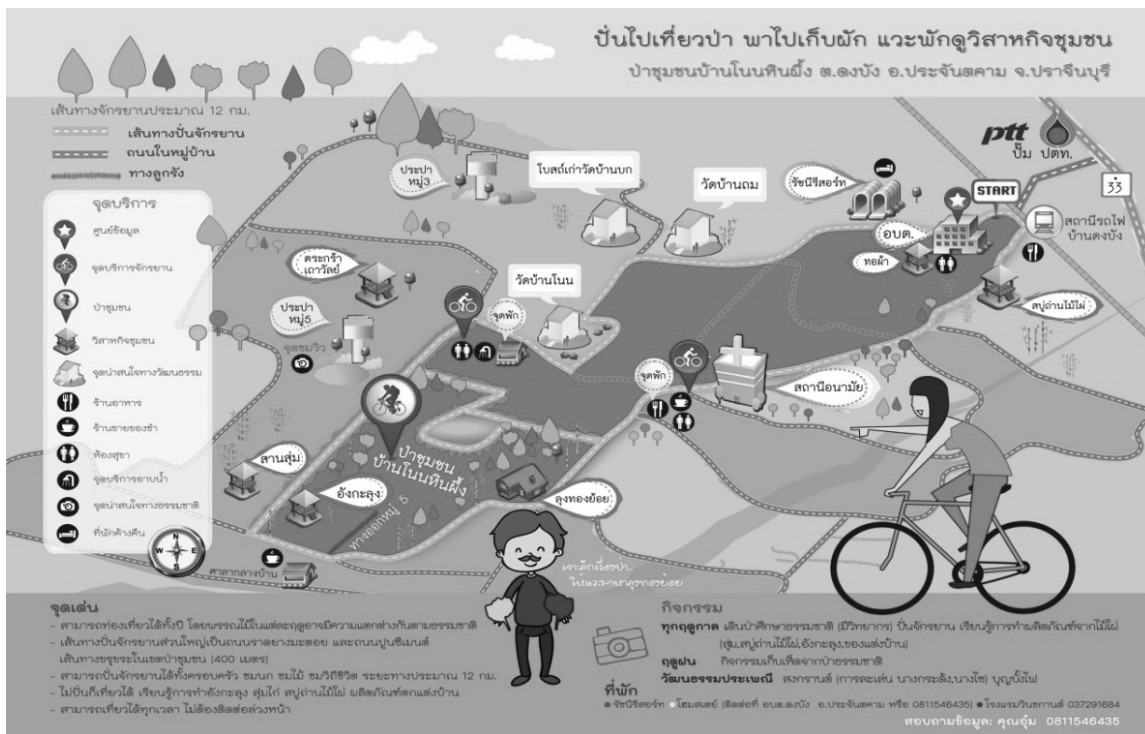


Figure 1 description of bike trail for tourism in the community [1]

Results and Discussions

1. Analysis of general status of the respondents

Table 1 Analysis of general status of the respondents

	Male	More than 45 years	Income/month lower than 15,000 baht	state enterprise officers	Experiencing of similar activity	Experiencing of riding a bike for tourism of mere 5 years
Number	37	31	24	16	35	29
Percentage	74.00	32.00	48.00	32.00	70.00	58.00

According to table 1, the prototype tourists have the following general status as male, age more than 45 years old, income less than 15,000 baht a month, having a career of state enterprise officers, experience of riding a bike for tourism, and experience of riding a bike for tourism of more 5 years.

2. Data analysis of satisfaction of participating in prototype activity and variable relation related to

participating in bike activity for tourism and satisfaction of participating in a prototype activity

According to satisfaction of participating in prototype activity in every aspect, mean is 3.52 indicating high level of satisfaction of participating in prototype activity; data of each aspect can be analyzed and categorized as the (table 2-8) shown.

Table 2 Data analysis showing satisfaction level and relation between product variables

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of activity	3.76	0.72	High	-1.483	3.53	3.86	0.15
Difference of activity type	3.64	0.75	High	0.573	3.73	3.60	0.57
Various kinds of activity	3.72	0.73	High	0.054	3.80	3.69	0.62
Total aspects of product	3.71	0.61	High	-0.134	3.69	3.71	0.89

According to (Table 2), the prototype tourists have high level of satisfaction to products of prototype activity in every aspect; however, if it is categorized by experience of participating in riding a bike activity for tourism, the satisfaction level is significantly indifferent at 0.05.

Table 3 Data analysis of satisfaction and relation between price variables

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of activity fee	3.26	1.45	Moderate	0.654	3.47	3.17	0.52
Appropriateness of distributed product	3.48	0.95	Moderate	-1.271	3.13	3.63	0.22
Value acquired by activity participation	4.08	0.72	High	-0.508	4.00	4.11	0.61
Total aspects of price	3.61	0.79	High	-0.428	3.53	3.64	0.67

According to (Table 3), the prototype tourists have high level of satisfaction to the cost of prototype activity; however, the appropriateness of activity fee and price of product distributed has a moderate level of satisfaction. Nevertheless, if it is categorized by the experience of participating in riding a bike activity for tourism, the satisfaction level is significantly indifferent at 0.05.

Table 4 Data analysis of satisfaction and relation between place variables

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Convenient access to activity	3.86	1.03	High	0.030	3.87	3.86	0.98
Safety of trail and activity participation	3.96	0.73	High	-0.513	3.87	4.00	0.61
Clarity of directional signs and tourist attraction spots	3.48	1.11	Moderate	-1.248	3.13	3.63	0.23
Total aspects of place	3.77	0.77	High	-0.871	3.62	3.83	0.39

According to (Table 4), the prototype tourists have overall high level of satisfaction to place of prototype activity; however, the clear signs and tourist attraction spots have moderate satisfaction. Nevertheless, if it is categorized by the experience of participating in riding a bike activity for tourism, the satisfaction level is significantly indifferent at 0.05.

Table 5 Data analysis of satisfaction and relation between promotion variables

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of advertising and public relation	3.24	1.33	Moderate	-2.877	2.47	3.57	0.01*
Frequency of activity notification	2.86	1.36	Moderate	-3.203	2.00	3.23	0.00*
Appropriateness of sale promotion such as discount, exchange, give-out, and give in addition	3.14	1.36	Moderate	-1.165	2.80	3.29	0.25
Total aspects of promotion	3.08	1.25	Moderate	-2.576	2.42	3.36	0.01*

According to (Table 5), the prototype tourists have an overall high level of satisfaction to promotion of prototype activity; however, if it is categorized by the experience of participating in riding a bike activity for tourism, the satisfaction level of only one aspect of appropriateness of a sale promotion such as a discount,

exchange, give-out, and give in addition, is significantly indifferent. Nevertheless, there is significant difference between the inexperienced tourists in riding a bike activity for tourism having tendency to have more satisfaction than the experienced tourists in riding a bike activity for tourism at 0.05.

Table 6 Data analysis of satisfaction and relation between personnel variable

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of manners and courtesy by the service provider.	3.70	1.49	High	-1.450	3.13	3.94	0.16
Full of Knowledge, skill and experience throughout the activity.	3.60	1.38	High	-1.142	3.20	3.77	0.27
Assistance in fixing all kinds of problem throughout the activity session.	3.54	1.47	High	-1.805	2.87	3.83	0.09
Total aspects of personnel	3.61	1.39	High	-1.548	3.07	3.85	0.14

According to (Table 6), the prototype tourists have a overall high level of satisfaction of personnel toward prototype activity; however, if it is categorized by

the experience of participating in riding a bike activity for tourism, the satisfaction level of prototype activity participation is significantly indifferent at 0.05 level.

Table 7 Data analysis of satisfaction and relation between creation and presentation of physical evidence variable

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of activity duration	3.40	1.41	Moderate	-1.688	2.80	3.66	0.11
Quickness of service provided throughout activity	3.36	1.45	Moderate	-1.596	2.87	3.57	0.12
Appropriateness of tourist attraction and activity pattern	3.50	1.46	High	-1.901	2.80	3.80	0.07
Creation and physical evidence presentation	3.42	1.36	Moderate	-1.769	2.82	3.68	0.09

According to (Table 7), the prototype tourists have a overall moderate level of satisfaction of creation and presentation of physical evidence to the prototype activity; however, the appropriateness of tourist attraction and activity pattern has high level of satisfaction. Nevertheless, if it is categorized by the experience of participating in riding a bike activity for tourism, the satisfaction level of prototype activity is significantly indifferent at 0.05

Table 8 Data analysis of satisfaction and relation between process variable

Prototype activities	Data related to satisfaction level			Relation of riding a bike experience and satisfaction			
	Mean	S.D.	Satisfaction	t	Mean Exp.	Mean Inexp.	Sig
Appropriateness of step of activity participation	3.42	1.30	Moderate	-2.041	2.87	3.66	0.05*
Appropriateness of practical procedure throughout activity	3.32	1.41	Moderate	-1.646	2.73	3.57	0.12
Appropriateness of link between community tourism and nature	3.60	1.40	High	-1.804	3.07	3.83	0.08
Total aspects of process	3.45	1.30	Moderate	-1.755	2.89	3.69	0.10

According to (Table 8), the prototype tourists have overall a moderate level of satisfaction of process toward prototype activity; however, the appropriateness causing the link between community tourist attraction and nature have high level of satisfaction. Nevertheless, if it is categorized by the experience of participating in riding a bike activity for tourism, the satisfaction level of prototype activity of all three aspects is significantly indifferent. However, the significantly different aspect found that the inexperienced tourists riding a bike activity for tourism have more satisfaction level than the experienced ones at 0.05.

Table 9 Data analysis related to opinions and recommendations

Recommendations	Amount
Product	
Distributed clothes should be more colorful or occasional.	6
Various products should be more; samples are not enough.	4
Price	
It is proper.	8
Place	
Directional signs should be added throughout the bike trail.	10
There are not enough garbage bins.	8
Shady construction should be added in every spot and construction maintenance should be regularly done for the tourists' convenience and pleasure.	4
Community forests should be conserved and expanded to the surrounding community.	3
Promotion	
Public relation should be more.	6
Personnel	
They are friendly, helpful, and impressive.	3
Creation and presentation of physical evidence	
There is continuous presentation of public relation of activity through social network and TOT webpage or provincial webpage and activity provision.	4
Process	
Suitable.	3

4. Discussion

The marketing principle of the service market was applied to cover all aspects: product, price, place, promotion, personnel, creation and presentation of physical evidence. The process and creative tourism principle, a tourism pattern, enables the tourists or visitors to develop or use their own potential or others creative skills by participating in with determination and purposefulness of ways and learning experience which the people in the community always do; the tourists only volunteer or take part in.

Except for the study of the provision of prototype trail activity there are other studies with similar results. Panya and his colleges⁴ conducted a research revealing adventurous tourism management by using mountain bikes within the community, and it was found that not only more kinds of activities at the tourist attraction induced more tourists to take community tours but also the community is entitled to participate in their own career promotion and arrange their own community story. These similar results also appeared in the research conducted by the Office of Economic and Social Development Board of North-East⁵ A way of ecosystem tourism promotion by bike at Buddhism Forest of Khoa Eto Waterfall Park, Prachinburi⁶ shows that the environment is not influenced by the pattern of activity provision.

5. Recommendation

The community should develop products with more variety and unique design. However, the activity fee of 300 baht with one free t-shirt would be more appropriate if the pattern and need conformation is met. Moreover, clear directional signs and activity trails, garbage dumping spots, more public relation channels and sale promotion to induce more product buying, and sequence notification of activity process to enhance clear understanding throughout the program should be added.

Conclusion

The community should develop an activity pattern, product, and tourists' needs and community conformation to enhance the tourists' impression and

specify the niche of new tourists who have never experienced this kind of activity since the description shows that the inexperienced tourists tend to have greater satisfaction than others.

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