

CYCLING RECREATION EXPERIENCES AND FACILITIES: A CASE STUDY OF THE DANSHUI
RIVERSIDE BIKE PATH, TAIWAN

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Abstract

In recent years, rising interest in reducing lifestyle-related energy consumption and carbon emissions has helped transform cycling from a mode of transportation into a symbol of health, recreation, and energy savings. Many cities have established bike routes adapted to local characteristics, but the provision of more diverse services may be required to meet the demands of different types of recreational users. For example, some areas now

offer high-quality guided tours to provide an enriched sightseeing experience. The question, thus becomes how to best use create a market identity around a unique bicycling travel and recreation experience. We present a case study on cycling paths along Taipei's Danshui River to create a profile of the cycling experience between Guandu and Bali Right River-Bank Park. Surveys results collected from 387 bicyclists were subjected to SPSS reliability analysis and efficiency analysis to create an Importance-Performance Analysis (IPA). These analyses provide an insight into the bicyclists' subjective experience of the design of the bike paths, visual landscapes, and other facility, along with an understanding of what bicyclists' deem as important in their biking experience. The results of this study show bicyclists demand improvements in road width, night lighting, toilets, and signage. These findings can aid local government and related agencies, both in Taipei and other cities, on how to better plan, manage, promote and maintain bike paths.

Keyword : Bike tour, ecotourism, IPA, Taipei