

BICYCLE TOURISM IN TAIWAN—A NEW MODEL OF MICRO BUSINESS

張馨文, 解鴻年

Leisure and Recreation Management

Tourism

hwchang@chu.edu.tw

Abstract

Taiwan has been recognized as the kingdom of bicycle manufacturing and many cyclists are proud of having a bicycle that is made in Taiwan because of its high quality, durability and innovative design. It also houses two of the worldwide and brand recognized leading bicycle companies: Giant and Merida. Taiwan is experiencing an increasing investment in, and popularity of, bicycle tourism and recreational cycling with most bicycles used for these two purposes by its citizens. Both central and local governments have been trying to stimulate the development of bicycle tourism and recreational cycling since year 2002 the National Sports Council launched a policy of Planning and Establishment of Bikeway System in Taiwan. The program itself was aimed at encouraging the development of a local green industry by elevating tourism and transportation development. More than 130 million USD will be invested in the future 4 years. By year 2010, 2600 km bike routes will be reached. As cycling activities are booming there are also new business possibilities arising for risk-takers on the basis of creating bicycle group's tours. These tours are run by micro business with five or fewer employees based on a seed capital of no more than \$35,000.

During the tour, the company provides professional guide, bicycles and communication facilities. Chung-Hua University is the first university to provide training courses for graduated students based on this new business model.

Keyword : BICYCLE GROUP TOUR , MICRO BUSINESS