

The Long Distance Cyclist and the Requirement of Accommodation

Teera Intararuang

Abstract— The purpose of this research is to study on the long distance cyclist requirement on Accommodation facilities and service.

To accomplish the goals and objectives, qualitative research will be applied. The research instruments used are observation, basic interviews, in-depth interviews, and focus group. The study also uses both primary data and secondary data.

From research result, it is revealed that most respondents had similar requirement on accommodation facilities and service.

In term of hotel expense, all respondents willing to paid not more than 500 Thai Baht per person per night.

Regarding facilities, all respondents require at least one set of Bicycle repair kit and blower bike in case that their bicycle had problem. Moreover, some cyclist require washing machine to wash their cloth after finished their trip.

In addition, women cyclist need hotel that have swimming pool for relax their mussel after ride the bicycle.

Considered service, the important for them which all long distance cyclists requires can divided in 2 issues as follows:

1. They need early breakfast at around 5.30 a.m. as they have to enter a competition in early morning which some hotel it start their breakfast at 6.30 a.m. Therefore, they could not have breakfast in the morning
2. They require late check-out as they come back from their trip in the evening this cause them sometime come back to hotel and see the staff out of their room.

This information is useful for the hotel that looking for long distance cyclist as target group. If the hotel can full fill their requirement then they might become a regular customer.

Keywords— Cyclist, Long Distance Cyclist, Accommodation, Audax Randonneurs Thailand

I. INTRODUCTION

In the beginning of year 2013, Thailand Audax founder contact to Audax Club Parisien (ACP) to ask for permission of copyright for Bicycling competition Audax or randonneur Types in Thailand. Through the year 2013, the founder try to develop Bicycling competition routes, cyclist and organizer networks, observe activities project, study concept and rule of competition. In year 2013, Audax Thailand start the first Bicycling competition 200 kilometr Bicycling competition trip

followed by 300 kilometr trip in year 2014 which was start competition at the same time with Audax all around the world.

Thai Audax founder try to give easy definition to explain “Audax Randmpeonneur” as “long distance cyclist rally” which start at 200 Kilometr which have to finished trip within 13.30 hours to 600 kilometr which have to finished trip within 40 hours [1].



Fig. 1 Audax Randonneure Logo

Source: <http://www.allthaievent.com/event/8315/>

At present Audax Thailand had a large number of members [2] both male and female as trend of cycling in Thailand is more popular than before. There are plenty of bicycle clubs established in Thailand. Moreover, there are many cycling competition routes such at Sam Roi Yod Route (222.3 kilometre) organized by Thai Cycling for Health Association – TCHA or Hat Yai – Kiriwong (600.4 kilometr) organized by Hat Yai Cycling Group : HDYCG [3]

However, due to the fact when cyclist want to participate in the cycling competition, they have to travel to the places which the trip was organizes which they have to stay in the accommodation near that places. Sometime some accommodation often could not response to their need and do not know what the long distance cycle require.

Therefore the study of the long distance requirement on accommodation then useful for both cyclist and hotel and other accommodation, cyclist receive there requirement and hotel get long distance cyclist as a regular customer.

Teera Intararuang is Lecturer at Tourism Industry Program, Faculty of Humanities and Social Science, Suan Sunandha Rajabhat University, Bangkok, Thailand. (phone: +66896699298; e-mail: Teera.in@ssru.ac.th, Teerain72@gmail.com).



Fig. 2 Audax long distance cyclist (male) Thailand

Source: Dr. Pornnapat, August 26, 2016



Fig. 3 Audax long distance cyclist (female) Thailand

Source: Dr. Pornnapat, August 26, 2016

II. RESEARCH METHODOLOGY

This research focuses only long distance cyclist group. To accomplish the objectives, qualitative research will be applied. The research instruments used are observation, questionnaire and content analysis, focus group and in-depth interviews of long distance cyclist group, divided in 2 group; male and female, 7 persons each group. The study also uses both primary and secondary data.

III. RESULTS

From research result, it is revealed that most respondents had similar requirement on accommodation facilities and service. However, there are a few differences requirement between male

and female such as the security service of their bicycle and an elevator service.

The average ages of most male and female cyclists were average between 34 -44 years old.

According to bicycling experience, male cyclist had experience 20-30 times followed by 1-10 times, 11-20 times and more than 30 times respectively.

Distance of cycling experience, it is reveal that more than half of cyclist use to cycling around 200-30 kilometers. Follow by 100-200 kilometers. A few cyclists cycling bicycle more than 400 kilometers.

Regarding companion, most of cyclist both male and female had companion around 1-10 persons per trip. Follow by 11-20 persons. The last, they had companion around 20-30 persons per trip.

Refer to duration of stay in accommodation, most of cyclist stayed average about 1-2 days per trip. A few cyclists stayed 3-4 days per trip.

In term of decision making selected accommodation, most of cyclist (85.71%) selected by them self. Only few cyclists (14.29%) selected accommodation by their work team. Most of cyclists prefer to stay in twin room type.

Most of cyclists prefer to pay for accommodation not more than 500 per person per night as they used the room in short time, just wait to join the competition in the morning.



Fig. 3 The focus group of male Audax long distance cyclist

Source: Ms.Siripa Kengkla, August 26, 2016

Considered accommodation facilities, the important for them which all long distance cyclists requires can divided in 2 issues as follows:

1. They need early breakfast at around 5.30-6.00 a.m. as they have to enter a competition in early morning which some hotel it start their breakfast at 6.30 a.m. Therefore, they could not have breakfast in the morning. They require hotel to do a favor, only easy breakfast to service them, they will be happy.

2. They require late check-out as they come back from their trip in the evening this cause them sometime come back to hotel and see the staff out of their room.
3. They prefer accommodation which have washing area for washing bicycle before they go back home.



Fig. 3 The focus group of female Audax long distance cyclist

Source: Ms.Siripa Kengkla, August 26, 2016

Moreover, there are some difference requirements on facilities between male and female cyclist on security service. All of male cyclist take their bicycle with them and keep it in their room as their bicycles are highly cost. (Average 80000 – 100,000 Thai Baht per 1 item).



Fig. 4 Audax long distance cyclist and their expensive bicycles

Source: Mr. Wannapong Moalex, August 26, 2016

On the other hand, it inconvenient for female cyclist to take their bicycle with them to their room as the bicycle is quite too heavy for them. Female cyclists are willing to pay more money for security service to look after their bicycles.

According to factors that most cyclists had decision making to selected accommodation to stay during join the long distance cycling competition, there are as follow respectively:

1. Location of accommodation is most important to that cyclist considered. Most of them selected accommodation which closes to the competition location.
2. Follow by price.
3. Next, they considered condition of accommodation: clean and good condition.
4. Then, the accommodation with friendly environment and atmosphere to cyclist group.
5. At last, Reputation and public relation of hotel are the last factors that they considered.

Beside, all cyclists had the same ideas and suggested accommodation that looking for long distance cyclist as a target group to prepare facilities for cyclist as following:

1. At least 1 set of Bicycle repair kit and blower bike in case that their bicycle had problem.
2. Some cyclist require washing machine to wash their cloth after finished their trip included hanger.
3. They prefer accommodation which have washing area for washing bicycle before they go back home.
4. Long distance cyclist need hotel that have swimming pool for relax their mussel after ride the bicycle



Fig. 4 Bicycle repair kit

Source: <https://www.google.co.th>, August 26, 2016

Lastly, For long distance cyclist opinion, most of long distance cyclist strongly agree that it lack of an accommodation that had perfect service and facilities for their group. It had precious few of accommodation which could response to their requirement.

A. Discussion

The reasons for the successful and smooth research; it causes from the kindness of all Audax long distance cyclist. This information is useful for the hotel that looking for long distance cyclist as target group. If the hotel can full fill their requirement then they might become a regular customer.

IV. SUGGESTION

At present it rapidly popularity in cycling sport in Thailand. Nowadays, there are rarely accommodations that can full fill long distance cyclist requirement. Government Sector should advertise to accommodation sectors. Moreover, support this sport seriously in security issue. It often to had accident to cyclist Government should have measure of security for them. .

ACKNOWLEDGMENT

First of all, researcher would like to thank you for all Audax long distance cyclist for your kindness to give information. Especially Mr. Niyom Limpasuntisilp and Mr.Panchai for their kindness. Moreover, researcher would like to thank you Ms. Siripa Kengkla and Mr. Wannapong Morlex for beautiful photo. In addition, Thank you for research budget from Suan Sunandha Rajabhat University for support everything.



Fig. 4 Audax long distance cyclist and their expensive bicycles

Source: Mr. Wannapong Moalex, August 26, 2016

REFERENCES

- [1] <http://www.thaimtb.com/forum/viewtopic.php?f=57&t=836099>
- [2] Mr. Niyom Limpasuntisilp, (Interviewed August 26, 2016)
- [3] <http://www.audaxthailand.com/>
- [4] Audax long distance cyclist Male (Interviewed August 26, 2015)
- [5] Audax long distance cyclist Female (Interviewed August 26, 2015)