

Factors Affecting Decisions on Bicycle Use for non-Bike Users in Thailand*

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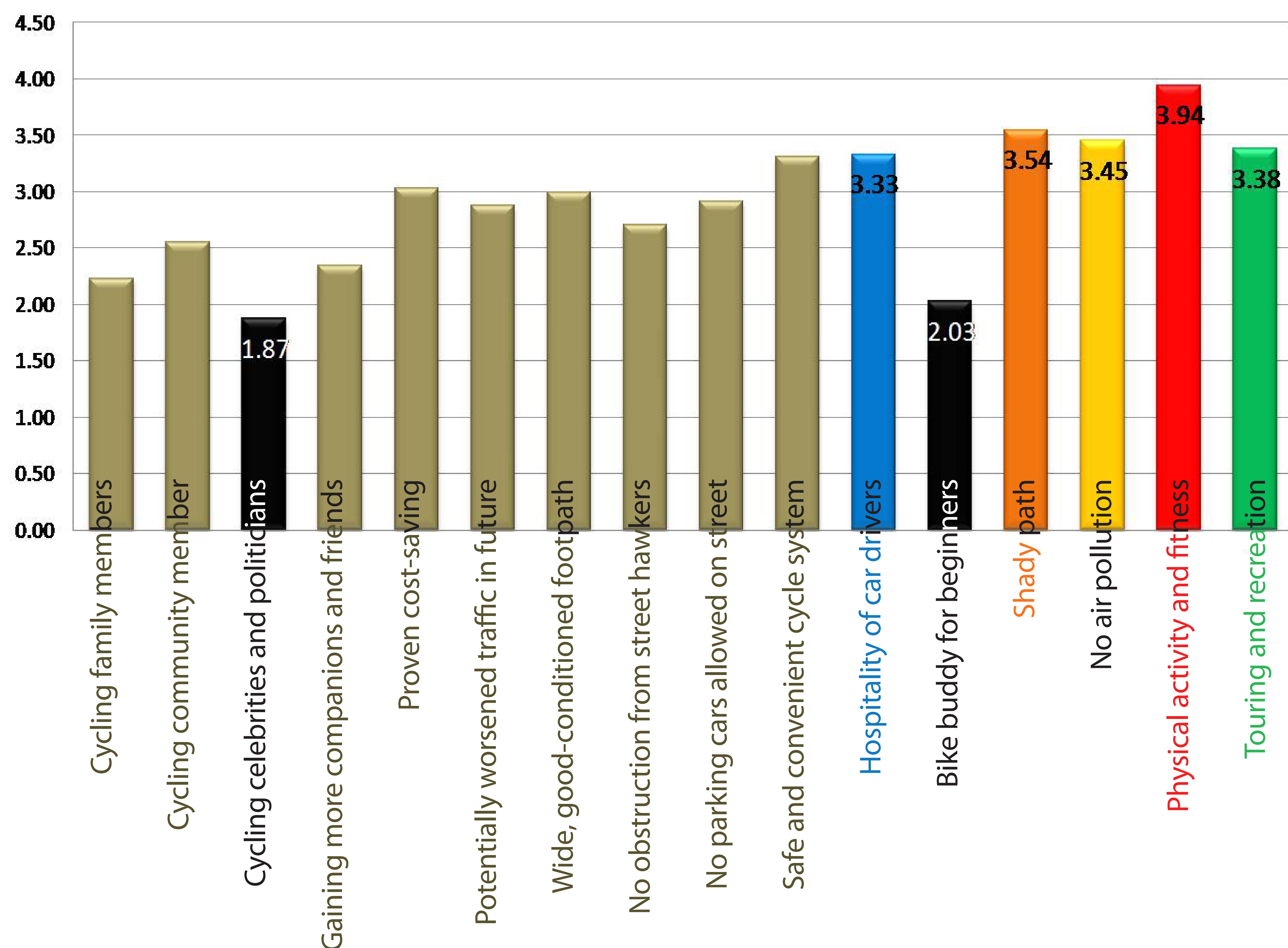
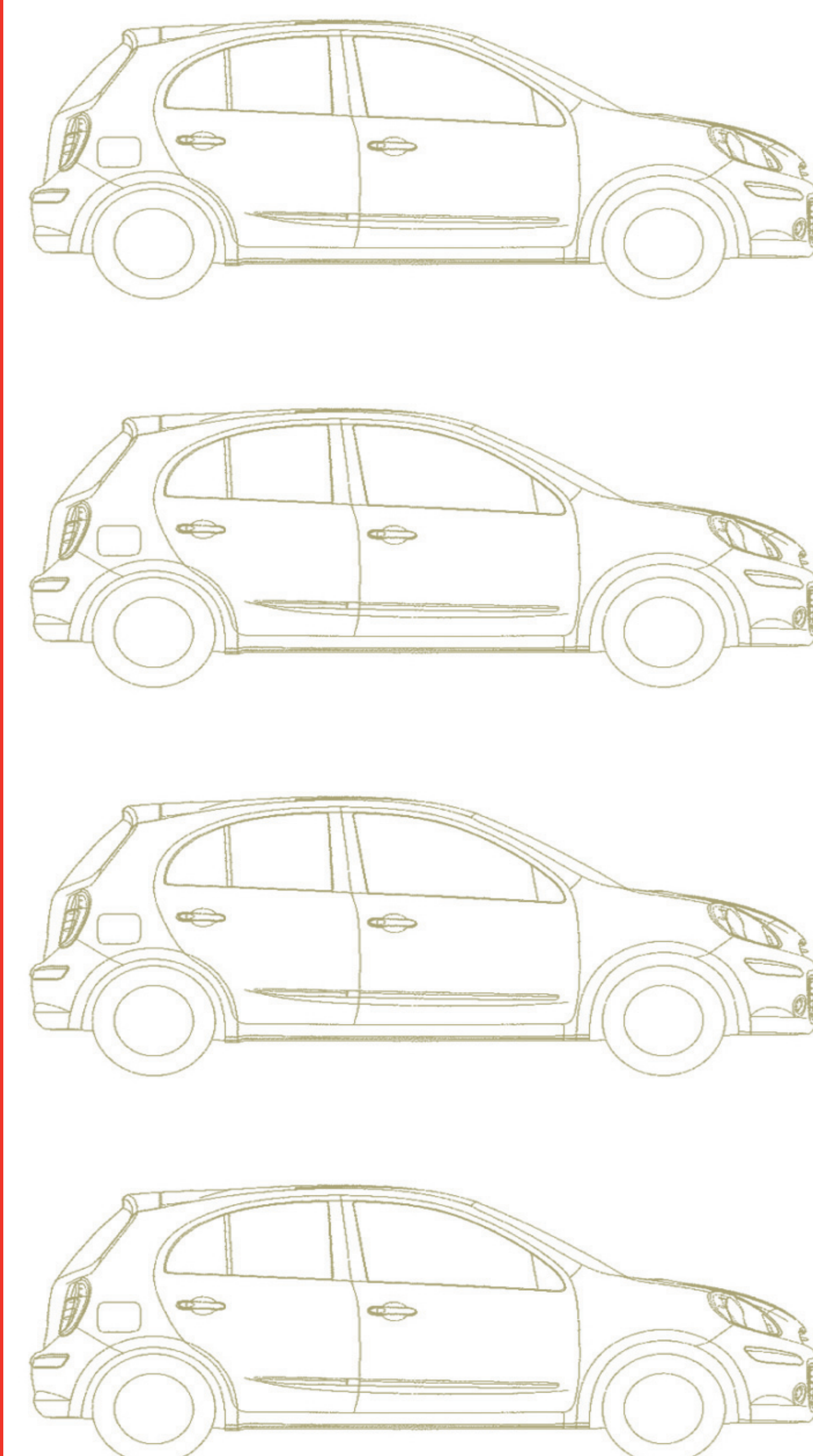


Background

Though cycling has gained more public interest in Thailand for the past 5-10 years, the emphasis was unfortunately mainly on serious physical exercise or sport and long distance touring as a recreation, which the majority of the people could neither do nor join. To promote cycling in daily life, making it a social culture, Thailand Cycling Club (TCC) came up with a 'Walking and Cycling in Daily Life Public Policy Advocacy Project' to make such promotion work effective and continuous. This study recommends key factors that aim to convert people who have not yet used bicycle in their daily life to regularly use bicycle as their key mode of transport.

Findings

In this study, 16 factors that may positively influence such transformation were investigated. It was apparent that the most influencing factor was the physical activity and fitness with the score of 3.94 out of maximum 5. Following priorities were shady path (3.54), no air pollution (3.45), touring and recreation (3.38) and hospitality of car drivers (3.33). The lowest score is surprisingly the influence from cycling celebrities and politicians, which denotes that general public or laypersons who are not keen on serious cycling but potential future bicycle users, are not to be convinced by this kind of public relations nor campaign approach and the local authority should take note of this unconventional perception.



Recommendations

1. Campaign on benefits of cycling, focusing on health both physically and mentally, and environmental protection
2. Providing infrastructure and facilities for bicycle users, especially networks of bicycle lanes/paths that connect residential areas with workplaces and other places in people's daily activities.
3. Good design of streets and bicycle lanes/paths of various widths, including installment of street furniture to provide shade, lighting and protection from motorized vehicles, and parking facilities in public spaces and buildings that prioritise bicycle users.

* In this study, a questionnaire was used to inquire a total sample of 1,671 persons in both urban and rural areas in 9 provinces, including Bangkok, Chon Buri, Chumphon, Khon Kaen, Loei, Nakhon Si Thammarat, Phitsanulok, Trang and Ubon Ratchathani.