

**BICYCLE TOURISM MANAGEMENT MODEL IN CHIANG SEAN MUNICIPALITY,
CHIANG RAI PROVINCE**

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ABSTRACT

The research title is "Bicycle Tourism Management Model in Chiang Sean Municipality. Chiang Rai". This research is aimed to study about tourism by bicycle. What are the needs for tourists who are travelling by bicycles in Chiang Saen Municipality? To lead to the proposed of bicycle tourism management in Chiang Saen Municipality. The research instruments consisted of quantitative data, using quality assurance methods, questionnaires and in-depth interviews. 1. Semi-structured Interview by discussion with key performance interview on the topic of bicycle tourism management in Chiang Saen Municipality. 2. Questionnaire about tourist behavior in Chiang Saen District Chiang Rai Province. The result of study was 1) There are still needs for public relations and promote for a new tourist. According to Chiang Saen is a popular tourist destination but tourist center staff cannot provide information in English. The interview from the private sector had a comment about safety being the first priority factor and should clearly be about bike lane and traffic system. 2) The study of the tourist's needs found that the majority of respondents were male and when classified by the problems and obstacles found that the weather is quiet hot for cycling and should develop the appropriate area for bike including bicycle lanes, bicycle parking, bicycle traffic and including travel signs to get access to tourist destination. 3) The appropriate way to manage bicycle tourism in Chiang Saen Municipality found that the key elements of behavioral science management can manage by planning, directing, coordinating and controlling the process with all levels staff be involved. For the tourist's impression stimulate and recognition should provide a tourist symbol as creating a large photo orange fame. This strategy is a combination between tourism management concepts and modern ideas, leading to a competitive advantage.