BICYCLE TOURISM PLAN FOR ECONOMIC DEVELOPMENT: A TEMPLATE FOR RURAL AGRICULTURAL TOWNS AND A CASE STUDY FOR THE CITY OF WINTERS, CALIFORNIA

Marisa Rene Lee, California Polytechnic State University - San Luis Obispo

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Michael Boswell

Abstract
Bicycling is a method of tourism transportation that is healthy, non-invasive, environmentally responsible, and economically sustainable. It allows freedom, mobility, and sightseeing potential that is not made possible by other modes of transit. Thousands of bicycle tourists travel from all over the globe annually to explore California on touring bikes via established cycling routes and robust determination. Thousands of additional domestic and international visitors take weekend trips, plan family vacations, travel for business, or tour California from abroad, many of whom are excellent candidates for local and regional bicycle touring at a more gentle intensity level.

The increasing popularity and prominence of bicycle tourism, among both domestic and international travelers, carries great potential for economic benefit to local communities. Rural and agricultural communities can particularly benefit from bicycle tourism, as these communities do not normally experience the benefits of tourism as significantly as their urban, coastal or mountainous neighbors. Tourism that is developed in accordance with the size, scale, constraints and character of a particular community can have a beneficial effect on the economics and industry of the area. Infrastructure projects to this effect, such as development of a town or regional trail system, wayfinding features, or other resources come with benefits for visitors and locals in the form of recreation, public health, mobility, and access to food, drink, amenities, scenic areas, jobs and commerce. Trails may further improve the economy of the local housing market, as proximity to trails has a positive effect on housing values. Incorporation of agricultural destinations into local tourism planning creates a draw for visitors and can become a mutually beneficial relationship – contributing to the economic stability of the agriculture industry, preserving local farm lands, increasing tourism revenue and educating the public on the importance of local farming. Through careful planning of the touristic components of the destination, rural communities can achieve multifaceted economic benefits of diverse and versatile tourism amenities.
Tourism strategies and rural development. 013927. ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT Paris 1994. Copyright OECD, 1994 2. Table of Contents. 1. The Case for Rural Tourism. Rural tourism is not totally new. Interest in countryside recreation grew in the nineteenth century as a reaction to the stress and squalor of the expanding industrial cities. All types. It has also broken free of large and specialised resorts into small towns and villages to become truly rural. Growth in rural tourism is difficult to quantify, because few countries collect statistics in a way which separates purely rural from other forms of tourism. Most national tourism administrations agree, however, that it is a growth sector. Study of Cohesive Rural Tourism Planning in Ireland a a Jillian Robinson & Noëlle O'Connor a School of Business and Humanities, Limerick Institute of Technology, Ireland Version of record first published: 08 Jan 2013. The Organisation for Economic Co-operation and Development (OECD, 2011) suggests that income levels have dropped per capita below national averages; there has been an increase in unemployment, an increase in migration levels and a loss of public services which has endangered the structure of rural regions. Developing tourism is popular among rural areas Correspondence Address: Jillian Robinson, Department of Humanities, School of Business and Humanities, Limerick Institute of Technology, Limerick, Ireland. KEY WORDS Rural tourism, Local Economic Development, Rural Space, Sustainable Rural Development, Alternative tourism. JEL CODES Q56, R11. 1. Introduction. Rural search for peace, rest and recreation is a general trend in current tourism practice at regional, national, European and international, so that most EU countries, rural tourism gives primary attention by local development policies. Using these criteria, alternative tourism exceeds purely a concern for the physical environment that typifies green tourism, to include economic, social and cultural considerations. "Thus alternative tourism can be viewed as being synonymous with the concept of sustainable tourism development" (Holden, 2000, p.137).