

Nikolaos Tsitsoulis / Veselin Dimitrov / Tatiana Medvedeva / Orkhan Orujov

Analysis of Thematic Hotels and Cooperation: Focus Field Bike Hotels

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Analysis of thematic hotels and cooperation – focus field bike hotels

Veselin Dimitrov , Tatiana Medvedeva,
Nikolaos Tsitsoulis, Orkhan Orujov

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Abstract

It is considered that hotels with a generic offer suffer from reduced demand. One possible solution to improve the performance is a thematic specialization that provides added value for specific niches and target groups.

The focus of this paper is to analyse the bike tourism market of the greater Alpine region as well as other countries where bike tourism is considered to be developed, as USA, Canada, Australia and New Zealand.

Previous research in the field of bike tourism is relatively small, highly fragmented and out-dated. From the other side, research in the field of specialized bike hotels barely exists. In order to acquire more information two online surveys were developed directed to the supply and demand side respectively. The analysis is conducted by comparing the supply side and the demand side.

The findings of this paper are critical for hotels interested in generating profit in bike tourism. Bike tourism presents itself as a micro niche and can be assigned to further segmentation according to experiences, needs and values of bikers. The data obtained reveals that different biker groups have different values, needs and expectations towards bike hotels.

Keywords: Alpine region; bike tourism; bike hotel; bike association; bike cooperation

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List of Abbreviations

MTB	Mountain bike tourism
DM	Destination management
DMO	Destination marketing/management organization
TO	Tour Operator
TA	Travel Agency
PAX	Persons

Preface

We would like to express our deep gratitude to our head coach Prof. Wagenseill for his guidelines and valuable comments during the whole semester. We are also grateful to Dr. Lutzenberger for his helpful methodological inputs and comments to our surveys. Finally, we would like to thank Mr. Kasal who helped us not only with the technical part and the publication of our survey but also with valuable comments about the analysis of the results.