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**OD OZBILJNOG SLOBODNOG VREMENA DO CIKLOTURIZMA  
– SLUČAJ BRDSKOG BICIKLIZMA**

**FROM SERIOUS LEISURE TO CYCLING TOURISM  
– THE CASE OF MOUNTAIN BIKING**

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**SAŽETAK:** Tijekom posljednjih petnaest godina u Izraelu je došlo do znatnog porasta bavljenja brdskim biciklizmom, što je osobito vidljivo po značajnim ulaganjima u infrastrukturu na otvorenom i u šumama te po promjenama socioloških obilježja samih biciklista. Što se tiče trendova u različitim ruralnim područjima drugih zemalja postavlja se pitanje u kojoj mjeri biciklisti prihvaćaju obrasce „ozbiljnog slobodnog vremena“ i stupanj u kojem se sport, koji se obično poistovjećuje sa slobodnim aktivnostima, razvija kao cikloturizam ili biciklistički odmor. Ovaj rad temelji se na dva istraživanja biciklizma provedena u razmaku od osam godina što je omogućilo analizu karakteristika, percepcije i potreba biciklista, kao i usporedbu promjena u tim aspektima tijekom vremena. Rezultati pokazuju da, iako su mnoge pronađene karakteristike slične trendovima u drugim zemljama, postoje neke koje su specifične za malu zemlju i njenu društvenu strukturu.

**KLJUČNE RIJEČI:** ozbiljno slobodno vrijeme, sportski turizam, cikloturizam, biciklistički odmor, vožnja bicikla na odmoru

**ABSTRACT:** During the last fifteen years, there has been an impressive increase in the scope of mountain biking in Israel, particularly evident in the significant investments in open spaces and forest infrastructures, and the sociological changes of the cyclists themselves. Regarding trends in different rural areas in other countries, issues have been raised concerning the degree to which cyclists adopt ‘serious leisure’ patterns, and the degree to which the sport, which is usually identified with leisure activity, is developing as cycling tourism or cycling holidays. This study was based on two cycling surveys with a time gap of eight years, so that it enabled analysis of the cyclists’ characteristics, perceptions, and needs, as well as comparison of changes in these aspects over time. The results indicate that although many characteristics found are similar to trends in other countries, there are some which are specific to a small country and to its social structure.

**KEY WORDS:** serious leisure, sports tourism, cycling tourism, cycling holiday, holiday cycling

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## 1. UVOD

Impresivan porast razmjera aktivnog brdskog biciklizma u Izraelu u posljednjih petnaest godina, kao i značajna ulaganja u staze na otvorenom i u šumama, otvara niz društvenih, praktičnih i ekonomskih pitanja. Sa socijalnog aspekta, dogodile su se društvene promjene kod biciklista i biciklističkih skupina, poput procesa specijalizacije za poboljšanje vještina, što se ogleda u velikom ulaganju vremena i novca, te sve većem broju entuzijasta koji postaju ovisni o trendu biciklizma (Green i Jones, 2005; Stebbins, 2007; Moularde i Weaver, 2016). S praktičnog gledišta vidljiv je porast broja biciklista i potrebe za infrastrukturom, što zahtijeva znatna javna ulaganja – ne samo u gradnju staza – već i njihove uporabe i održavanja tijekom vremena. Čini se da je to ozbiljan problem, osobito u udaljenim ruralnim područjima, gdje se postavlja pitanje odnosa koristi za bicikliste prema koristima koje od toga ima neko područje (Morpeth, 2004). S gospodarskog aspekta, osim operativnog proračuna, otvara se i pitanje kako ta javna infrastruktura doprinosi razvoju regionalnog turističkog gospodarstva i potrošnji proizvoda koji stvaraju prihod lokalnom stanovništvu, odnosno domaćinima. Drugim riječima, pitanja su: kad biciklist amater postaje „ozbiljan“, i koja je veza između ovog procesa i cikloturizma?

U Izraelu, kao i u mnogim drugim zemljama, postoji stalan trend porasta novih poklonika brdskog biciklizma, a biciklisti amateri s vremenom postaju sve vještiji s boljim tehničkim sposobnostima. Usvajanje obrazaca „ozbiljnog slobodnog vremena“ u ovom procesu postaje gotovo prirodno i dovodi do novih zahtjeva za cikloturizam puno prije nego što se dogode bilo kakve intervencije vlasti. Kako bi se bolje razumjeli trendovi tijekom posljednjih godina, ovaj rad temelji se na istraživanjima provedenim među brdskim biciklistima u Izraelu u dva razdoblja: 2005.–2006. i 2013. godine. Op-

## 1. INTRODUCTION

The impressive increase in the scope of active mountain-biking in Israel during the last fifteen years, as well as the significant investments in open space and forest cycling trails, raises social, operational and economic issues.

From the social aspect, there is evidence of sociological changes at the level of the cyclist and cycling groups, including specialization processes to improve skills, reflected by a dominant investment of time and money, and the joining of additional enthusiasts who are becoming addicted to the cycling trend (Green and Jones, 2005; Stebbins, 2007; Moularde and Weaver, 2016).

The operational point of view reflects the increase in numbers of cyclists, and the need for infrastructures that require considerable public investments – not just in establishing trails but in their operation over time. This seems to be a severe problem, mainly in remote rural areas, where the dilemma is the benefit for cyclists versus contribution to the region (Morpeth, 2004).

The economic aspect, in addition to operational budgets, raises the question how these public infrastructures contribute to the development of regional tourism economy and consumerism of products that generate income for the local population that is hosting the tourists. In other words, when does the amateur cyclist become ‘serious’, and what is the link between this process and cycling tourism?

In Israel, as in many other countries, there is a continuous trend of joining mountain biking, while amateur cyclists become over time more skillful with better technical abilities. Adopting ‘serious leisure’ patterns becomes almost natural under this process, much before intervention of the authorities, leading the requirements for cycling tourism as well.

In order to understand the trends along the years, this study is based on surveys conducted

seg i vrijeme između istraživanja omogućili su analizu obilježja biciklista, njihove percepcije biciklizma i potrebe te usporedbu promjena tijekom vremena. Na primjeru Izraela istraživanje ističe specifična obilježja male zemlje s malim udaljenostima i utjecaj društvene strukture. Posljedično, cilj ovog istraživanja je pronaći odgovore na tri ključna pitanja:

1. Imaju li brdski biciklisti obilježja „ozbiljnog slobodnog vremena“? Prema teorijskim radovima, što više biciklisti razvijaju obilježja „ozbiljnog slobodnog vremena“ ili „specijaliziranja u rekreaciji“, to će više ulagati u sport, što uključuje traganje za novim doživljajima i dulja putovanja kako bi ostvarili svoje ambicije.
2. U kojoj mjeri su biciklisti ili „cikloturisti“ zastupljeni u Izraelu i u drugim zemljama? U stvari, ovo pitanje vezano je uz razinu ostvarivanja turističkog potencijala biciklističke infrastrukture u Izraelu, znajući da cikloturisti koji putuju daleko od svog doma u destinacijama konzumiraju različite usluge i tako pridonose lokalnom gospodarstvu.
3. Što izraelski biciklisti trebaju i što im je najdraže u biciklističkim destinacijama? Cilj je razumjeti treba li postojećoj infrastrukturi dodati novu i kako na to utječe činjenica da se radi o maloj zemlji?

## 2. TEORIJSKA OSNOVA

### 2.1 Ozbiljno slobodno vrijeme

Aktivnosti u slobodno vrijeme obično su kratkotrajne, povremene, dnevne aktivnosti koje pružaju trenutno i kratkotrajno zadovoljstvo, a bavljenje njima zahtijeva malo vježbanja (ili ga ne zahtijeva uopće). Nazivaju se i „neobavezne slobodne aktivnosti“ te uključuju igre, opuštanje, aktivnu i pasivnu zabavu, društvena okupljanja i stimulaciju osjetila (Elkington i Stebbins, 2014; Stebbins, 2007). Uslijed društvenih promjena u

among mountain bikers in Israel during two periods: 2005-2006 and in 2013. The scope of the surveys, as well as the time between the two, allowed us to analyze cyclists' characteristics, perceptions and needs, and to compare changes over time. Using the case of Israel, the research highlights the specific characteristics of a small country with short distances, and the influence of a social structure.

Consequently, this research aims to explore answers for three key questions:

1. Do mountain-bike cyclists have the characteristics of 'serious leisure'? With relation to the theoretical background (see hereinafter), the more a cyclist develops characteristics of 'serious leisure' or 'recreational specialization', the more he or she will invest in the sport, including the search for new experiences and longer trips to realize ambitions.
2. To what extent are cyclists 'cycling tourists' in Israel and abroad? In fact, this question addresses the degree of realization of the tourism potential of cycling infrastructures in Israel, understanding that cycling tourists that travel away from home consume various services at their destination, and contribute to the local economy.
3. What does the Israeli cyclist need and prefer from the cycling destination? The aim is to understand whether more infrastructures should be developed in addition to the existing ones, and how it is influenced by the small size of the country.

## 2. THEORETICAL BACKGROUND

### 2.1 Serious Leisure

Leisure activities are usually temporary, occasional, daily activities that provide instant and short-term satisfaction, and require little (or no) practice to participate. These activities are called 'casual leisure' and include games, relaxation, active and passive entertainment, social gatherings, and sen-

posljednjih nekoliko desetljeća koje utječu na rad, konumerizam, slobodne aktivnosti i turističke navike (Henley Center, 2007), stvoren je „novi turist“, sofisticirani turist koji traži visokokvalitetna, sadržajna, ugodna i uzbudljiva iskustva (Benckendorff, 2006; Moularde i Weaver, 2016; Stebbins, 2007).

Odgovor na više slobodnog vremena, želju za samoostvarenjem i visokokvalitetnim iskustvima je „ozbiljna slobodna aktivnost“ koja se definira kao stalno i usredotočeno amatersko (a ne profesionalno) kontinuirano bavljenje nekom zanimljivom slobodnom aktivnošću, hobbijem ili volonterskim radom koji sudionicima omogućuje usavršavanje učenjem i prakticiranjem potrebnih posebnih vještina i znanja te prikupljanjem iskustva (Elkington i Stebbins, 2014; Stebbins, 2007). Ozbiljno slobodno vrijeme uključuje intenzivne, dugoročne aktivnosti koje se uvelike temelje na vještinama, znanju i iskustvu (ili u kombinaciji) te zahtijevaju ustrajnost. Taj se proces može usporediti s procesom razvoja karijere, ali ne uključuje financijsku nagradu (Green i Jones, 2005; Stebbins, 2007). Ustvari, povremene slobodne aktivnosti integriraju se u život u vremenima između posla i drugih obaveza. Za razliku od toga, za ljude koji se bave ozbiljnim slobodnim aktivnostima one postaju najvažnijim dijelom njihovih dnevnih rasporeda i svoj život organiziraju oko njih (Elkington i Stebbins, 2014; Falcous, 2017; Worthington, 2005).

Osobama koje se bave ozbiljnim slobodnim aktivnostima ona pruža osjećaj osobnog ispunjenja, poput korištenja potencijala, korištenja vještina i znanja, vrijednih iskustava i razvoja svrhovitog osobnog identiteta. Druge koristi odnose se na društvo, poput pripadnosti skupini, događajima, društvenim mrežama, organizacijama i društvenim odnosima. Taj društveni svijet često uključuje i gledatelje ili obožavatelje, kao i pružatelje usluga i prodavače opreme (Elkington i Stebbins, 2014; Stebbins, 2007). Ustvari, članovi određenog društvenog kruga, osobe koje se bave ozbiljnom slobodnom aktivnošću postepeno

sory stimulation (Elkington and Stebbins, 2014; Stebbins, 2007). Social changes that have occurred in recent decades, which affect work, consumerism, leisure and tourism habits (Henley Center, 2007), have created the ‘new tourist’, the sophisticated tourist who seeks a high-quality, informative, enjoyable, and exciting experience (Benckendorff, 2006; Moularde and Weaver, 2016; Stebbins, 2007).

The response to the increase in free time, to the desire for self-realization and high-quality experiences is ‘serious leisure’, which is defined as permanent and focused involvement with amateur (as opposed to professional), ongoing and interesting leisure activity, hobby or voluntary work, in a way that allows the participant to develop expertise in learning and executing the required special skills, knowledge, and experience (Elkington & Stebbins, 2014; Stebbins, 2007). Serious leisure activities are intensive, long-term, and prominently based on skills, knowledge or experience (or a combination of all three), and require perseverance. This process can be compared to a career-building process, besides the fact that it does not entail financial compensation (Green and Jones, 2005; Stebbins, 2007). In fact, temporary leisure activities are integrated in one’s life around the time slots of work and other commitments. In contrast, serious leisure activities become a key factor in one’s schedule, around which participants organize their lives (Elkington and Stebbins, 2014; Falcous, 2017; Worthington, 2005).

Serious leisure provides participants with personal rewards, such as utilization of personal potential, utilization of skills and knowledge, valuable experiences, and development of a meaningful personal identity. Other rewards are social by nature, such as belonging to a group, events, social networks, organizations, and social relationships. This social world often includes spectators or fans, as well as service and equipment providers (Elkington and Stebbins, 2014; Stebbins, 2007). In fact, the members of a certain

se s njom poistovjećuju i usvajaju zajednički kodeks ponašanja. Newman *et al.* (2014) pojašnjavaju da se u tom procesu aktivira niz psiholoških mehanizama – kontrola (vještina, izazova, učenja), važnost (ta aktivnost postaje središnji čimbenik u životima sudionika) i pripadanje (skupini, poistovjećivanje). S obzirom na isprepletenost ciljeva, izazova, vrijednosti, iskustava, troškova i nagrada, kod pripadnika skupine okupljene oko ozbiljne slobodne aktivnosti, jasno je da za mnoge od njih ozbiljno slobodno vrijeme postaje njihov središnji životni interes (Elkington i Stebbins, 2014).

Relevantna istraživanja ustanovila su razne faze uključivanja kroz koje prolaze osobe tijekom razvojnog procesa ozbiljne slobodne aktivnosti (Benckendorff, 2006; Moularde i Weaver, 2016; Stebbins, 2007). Svima je zajedničko da, što dulje u njoj ustraju to više raste razina stručnosti, što se vidi po usvojenom znanju, učestalosti sudjelovanja, broju posjećenih biciklističkih lokacija, vrsti i količini opreme koju posjeduju, broju knjiga i časopisa koje imaju, financijskim ulaganjima i udaljenosti koju su spremni prijeći kako bi se bavili tom aktivnošću. Zadnji element, udaljenost koju su spremni prijeći, vrlo je važan za aspekt izazovnosti u definiciji cikloturista.

## 2.2 Cikloturizam

Cikloturizam je turistička niša koja ima značajan potencijal za rast i o kojoj su u posljednjih deset godina provedena brojna istraživanja, u nastojanju da se bolje razumiju obilježja ponude i potražnje, da se donositeljima odluka pomogne u planiranju biciklističke infrastrukture i odgovarajućih usluga, kako bi svoje napore uskladili s potražnjom i očekivanim koristima (Lee i Huang, 2012). Cikloturizam je ustvari vrlo raznovrsno tržište, od samostalnih dnevnih izleta na iznajmljenim biciklima do kraćih ili duljih odmora, bilo samostalnih ili organiziranih, privatnih ili u skupinama, vožnja bicikla cestama ili u planinama, s biciklističkim klubovima, organizi-

social circle of serious leisure develop identification and a behavior code. Newman *et al.* (2014) explain that a number of psychological mechanisms are active in this process – control (of skills, challenge, learning), meaning (the occupation becomes a central organizing factor of the participants' lives), and belonging (to a group, identification). Due to the partnership of goals, challenges, values, experiences, costs, and rewards among members of a serious leisure social group – it is not surprising that, for many people, serious leisure becomes a central life interest (Elkington & Stebbins, 2014).

Relevant studies have identified various stages of one's involvement during the development process of a serious leisure activity (Benckendorff, 2006; Moularde and Weaver, 2016; Stebbins, 2007). Common to all is that the longer one perseveres, the higher one's level of expertise ascends, expressed by accumulated knowledge, frequency of participation, number of sites, type of equipment, quantity of equipment one owns, quantity of books and magazines one owns, financial investment, and the distance one is willing to travel to participate. The last point, the distance one is willing to travel, is especially relevant to the issue of challenge in the definition of 'cycling tourist'.

## 2.2 Cycling Tourism

Cycling tourism is niche tourism, with a significant growth potential, which has been widely researched over the last decade, in an attempt to understand supply and demand characteristics, to help decision-makers plan cycling infrastructures and relevant services, and direct their efforts according to demand and expected benefit (Lee and Huang, 2012). Cycling tourism is actually a very diverse market, from independent day trips on rented bicycles, to short or long holidays, whether independent or organized, private or in groups, road and mountain cycling, cycling clubs, organized cycling, charity cycling,

ranih biciklističkih tura, biciklističkih tura u dobrotvorne svrhe, skupina mladih i školskih izleta, natjecanja itd. (Morpeth, 2004).

Kako definirati cikloturizam? Je li svaki turist koji vozi bicikl tijekom svog odmora, bez obzira na udaljenost i vrijeme, cikloturist? Smatra li se turistom onaj čiji su praznici u potpunosti vezani uz vožnju bicikla cikloturistom? Ova su pitanja vezana kako uz motivaciju turista za posjet određenom mjestu, tako i uz važnost koju pridaje aktivnosti vožnje bicikla.

Razna istraživanja ove problematike nude niz definicija i tipologija cikloturista. Bull (2006) je ustanovio da se cikloturizam odnosi na turistička putovanja, bilo jednodnevna ili dulja, kod kojih je vožnja bicikla značajan središnji dio posjeta. U svojem je istraživanju natjecatelja biciklističkih utrka Bull (2006) ustanovio i da su, premda je glavni cilj putovanja bilo natjecanje, primjetni i drugi čimbenici utjecaja poput turističkog okoliša u kojem se natjecanje odvijalo i želje za posjetom novim mjestima ili provođenjem vremena s obitelji i prijateljima. Drugi autori navode da je, uz glavne ciljeve poput sudjelovanja u natjecanju i druženja, važan motiv i ljepota prirode u destinaciji, koja se opisuje frazama poput „slikovite biciklističke staze“, „prekrasni vidici“, „jedinstveni krajolik“ itd. (Kennelly, 2017; Etminani *et al.*, 2018; Bell, 2018). Neki znanstvenici iz definicije cikloturista isključuju lokalne rekreativne bicikliste i profesionalne natjecatelje (npr. Richie, 1998), a njome obuhvaćaju samo one kod kojih vožnja bicikla čini pretežni dio njihovih odmora.

Za cikloturizam je karakteristično da ima niz tipologija. Bull (2006) razlikuje različite vrste odmora, prema tome u kojoj je mjeri vožnja bicikla njihov središnji cilj. Kod „biciklističkih odmora“, vožnja bicikla je primaran razlog odlaska na odmor. „Vožnja bicikla na odmoru“ znači da je vožnja bicikla jedna od mnogih aktivnosti kojima će se turist baviti. „Jednodnevni biciklistički posjet“ odnosi se na izlete izvan mjesta stanovanja koji traju tri sata ili više, bilo da

youth groups and school trips, races, etc. (Morpeth, 2004).

If so, how does one define cycling tourism? Is every tourist who rides a bicycle for any length of time during their holiday a cycling tourist? Is a tourist whose entire holiday is about cycling considered a cycling tourist? The questions deal, therefore, both with the tourist's motivation to visit the site and the importance attributed to the cycling activity.

The various studies on this topic offer a variety of definitions and typologies of cycling tourists. Bull (2006) found that cycling tourism includes leisure visits, whether one-day visits or longer, that consist of cycling as a significant central part of the visit. In his study of competitors in cycling races, Bull (2006) also found that although the main goal of the trip was the competition, there were other impact factors such as the tourism environment where the competition took place, and the desire to visit new places and spend time with family and friends. Other scholars mention that apart from main goals such as participating in a competition or a social gathering, an important motivation is the attractiveness of the nature at the destination, designated as “scenic bike paths”, “spectacular views”, “unique landscape” and more (Kennelly, 2017; Etminani *et al.*, 2018; Bell, 2018). Some scholars have excluded local leisure cyclists and professional competitors from the definition of cycling tourists (for example: Richie, 1998), and included only those for whom cycling was a major part of their holiday.

Cycling tourism is characterized by a number of typologies. Bull (2006) distinguished between various types of holidays according to the centrality of cycling as the holiday's objective. On a ‘cycling holiday’, cycling is the primary reason for taking the holiday. ‘Holiday cycling’ means that cycling is one of many other activities that the tourist experiences. ‘Cycling day visit’ includes trips of three hours or more outside one's res-



se putuje samo biciklom ili ga se prevozi do područja vožnje biciklom. Richie (1998) različito definira „cikloturista“ i „rekreacijskog biciklista“. Cikloturist je onaj tko zbog odmora provede najmanje 24 sata ili jednu noć izvan područja ili države u kojoj živi, a vožnja bicikla najvažniji je dio odmora, bilo da je privatna ili organizirana. S druge strane, biciklist rekreativac je svatko tko sudjeluje u rekreativnoj vožnji bicikla ili dnevnom izletu koji uključuje vožnju bicikla, a koji traje manje od 24 sata ili ne uključuje noćenje izvan domicila, a u vožnji bicikla vidi pozitivan način provođenja slobodnog vremena. Sljedeća zanimljiva tema, relevantna za ovo istraživanje, odnosi se na bicikliste kojima je cilj fizički trening ili rekreativna vožnja bicikla blizu doma. Oni mogu biti i cikloturisti ako odluče voziti bicikl za vrijeme odmora. Lamont i Buultjens (2011) predložili su podjelu cikloturista na samostalnog biciklista, rekreacijskog biciklista, aktivnog sudionika u događajima, pasivnog sudionika u događajima i cikloturista natjecatelja.

Keeling (1999) je bicikliste podijelio s obzirom na motivaciju i učestalost kako slijedi:

- Neredoviti biciklisti rekreativci: osobe koje bicikl voze rijetko (obično su ga vozili kao djeca), uglavnom ne posjeduju bicikl, a ako ga posjeduju, ne koriste ga.
- Povremeni biciklisti rekreativci: osobe koje bicikl voze nekoliko puta ljeti, za zabavu. Obično posjeduju bicikl, ali ne voze ga ako vrijeme nije dovoljno lijepo.
- Redoviti biciklisti rekreativci: osobe koje bicikl voze jednom tjedno ili jednom u dva tjedna ljeti i nekoliko puta zimi. Posjeduju bicikl.
- Biciklisti entuzijasti: osobe koje bicikl voze barem jednom tjedno, cijelu godinu, i posjeduju bicikl.

Keeling (1999) smatra da, što višem tipu biciklista osoba pripada, odnosno što češće rekreativno vozi bicikl, to će za vrijeme odmora voziti bicikl na većim udaljenostima

idence, whether it is only by cycling or by transporting the bicycle to the cycling area. Richie (1998) provided separate definitions for ‘cycle tourist’ and ‘recreational cyclist’. A cycle tourist is someone who spends at least 24 hours or a night outside their region or country for a holiday and cycling is an essential part of that holiday, whether private or organized. A recreational cyclist, on the other hand, is anyone involved in leisure or day-trip cycling that lasts less than 24 hours, or does not include overnighting away from home, and sees cycling as a positive way to spend free time. Another interesting point, relevant to this research, deals with cyclists whose purpose is physical training or leisure cycling near their home. These can also be cycling tourists if they choose to cycle during a holiday. Lamont and Buultjens (2011) suggested segmentation of cycling tourists into independent cyclist, recreational cyclist, active participant in events, passive participant in events, and competitive cycling tourist.

Keeling (1999) classified cyclists in relation to motivation and frequency:

- Infrequent leisure cyclists: People who cycle rarely (usually used to cycle as children), typically do not own a bicycle, and if they do – it is not in use.
- Occasional leisure cyclists: People who cycle a few times during the summer for fun. They usually own a bicycle, but do not cycle if the weather is not pleasant enough.
- Frequent leisure cyclists: People who cycle once every week or two during the summer, and several times during the winter. They own a bicycle.
- Cycling enthusiasts: People who cycle at least once a week all year long, and own a bicycle.

According to Keeling (1999), the higher up in the typology one is, namely the more frequently one leisure-cycles, one will cycle longer distances during holidays and will

i bit će samostalnija u organiziranju odmora. Učestalost vožnje bicikla je u pozitivnoj korelaciji s brojem godina koliko osoba vozi bicikl, njezinom dobi i приходima (Collins i Raveh, 2012; Lee, 2014). Vožnja bicikla u skupini bicikliste potiče na upuštanje u izazovnije vožnje, što može utjecati na razinu znanja, stručnosti i učestalosti (Falcous, 2017). Usljed toga, javit će se potreba za komplementarnim proizvodima i infrastrukturom, poput označenih staza, jasnih karata, vodiča i informacija o mogućim stazama, prikladnih staza, prikladnog smještaja (sa spremištima za bicikle i mogućnostima popravka bicikla), javnog prijevoza prilagođenog biciklima itd. (Arnolds *et al.*, 2012; Faulks *et al.*, 2007; Chen i Cheng, 2016; Kennelly, 2017; Bell, 2018).

Različite profile biciklista, kako ih opisuju razna istraživanja, trebalo bi također istražiti kako bi se o cikloturistima više saznalo i kako bi ih se razvrstalo. Autori se uvelike slažu oko njihove tri karakteristike: sredovječni su, imaju visoku naobrazbu i visoke prihode, a slažu se i da dominiraju muškarci. Definicije „sredovječnosti“ različito određuju njezine dobne granice, pri čemu donja granica nije ispod ranih tridesetih, a gornja granica ne postoji. Obično je prosječna dob između 50 i 55 (Gibson i Chang, 2012; Lamont i Buultjens, 2011; Raveh 2010; Falcous, 2017; Bell, 2018). Primjerice, Bell (2018) ističe da staza Otago na Novom Zelandu uglavnom privlači bicikliste u dobi od 55 godina i starije. To je u neskladu sa službenom marketinškom politikom i *Tourist New Zealand* koji pokušavaju razlikovati „rekreacijske bicikliste“ (u dobi 45+) i „brdske bicikliste“ (u dobi 25-40 godina).

Raveh (2010) cikloturiste u Izraelu opisuje kao muškarce u dobi od 31-50 godina, sekularne, visokoobrazovane, zaposlene, s prosječnim ili iznadprosječnim приходima, s do pet godina iskustva u biciklizmu, koji bicikle radije voze u skupinama nego sami i nisu nikad bili na biciklističkom odmoru. Relativno često voze bicikl: 84% ga vozi između jednog i tri puta tjedno. Lamont i Buultjens (2011) istraživali su bicikliste u Australiji i ustanovili

be more independent in organizing the holiday. Frequency is also positively correlated with years of cycling, age and income (Collins and Raveh, 2012; Lee, 2014). Riding in a group motivates taking higher challenges, which might influence level of expertise and frequency (Falcous, 2017). Additionally, complementary products and infrastructures will be needed, such as signposted trails, explicit maps, guidance and information about possible trails, suitable trails, friendly accommodation (with bicycle storage and repair facilities), public transportation suited to bicycles, etc. (Arnolds *et al.*, 2012; Faulks *et al.*, 2007; Chen and Cheng, 2016; Kennelly, 2017; Bell, 2018).

The profile of the cyclist, as described in various studies, should also be studied in order to learn about and classify cycling tourists. Researchers largely agree about three characteristics: middle age, high education and high income, and about the dominance of the male gender. The definition of “middle age” has a wide tolerance, in which the lower bound is not less than early thirties, and there is no upper bound. Usually the average age is between 50 and 55 (Gibson and Chang, 2012; Lamont and Buultjens, 2011; Raveh 2010; Falcous, 2017; Bell, 2018). For instance, Bell (2018) points out that Otago Trail in New Zealand attracts mainly ages of 55 and above. This is contradictory to the official marketing policy and of “Tourist New Zealand” which tries to distinguish between “recreational cyclists” (ages of 45+) and “mountain bikes” (ages 25-40).

Raveh (2010) described cycling tourists in Israel as 31-50-year-old men, secular, with an academic education, employed, with an average or above average income, with up to five years' experience cycling, who prefer to ride in groups rather than alone, and have not taken a cycling holiday. Their cycling frequency is relatively high; 84% cycle between once and three times a week. Lamont and Buultjens (2011) studied cyclists in Australia, and found that their average age was



da je njihova prosječna dob 53,2; preko polovice (53,5%) uzorka bilo je u dobi između 45 i 59 godina. Većina ispitanika bila je obrazovana; više od dvije trećine (70,1%) imalo je visoku naobrazbu. Njihov medijan prihoda bio je značajno veći od medijana prihoda stanovnika Australije. Većina tih podataka, uz male varijacije u svakoj zemlji, u skladu je s rezultatima drugih istraživanja (Gibson i Chang, 2012; Lee, 2014; Kruger i Saayman, 2014).

### 3. METODE

Podaci su temeljeni na dva istraživanja percepcija i stavova provedenih među biciklistima u Izraelu u dva različita razdoblja.

1. Istraživanje 2005.-2006.: Online istraživanje putem internetske stranice najvažnijeg biciklističkog kluba („Shimpshon“). Istraživanjem je prikupljeno 500 ispunjenih upitnika. Usto, kao nadopuna online upitnicima, provedeno je anketno istraživanje na lokacijama brdskog biciklizma na sjeveru Izraela putem upitnika i intervjua. (Upitnik je bio istovjetnom online upitniku). Na njega je odgovorilo još 100 biciklista.
2. Istraživanje 2013. godine: online istraživanje pomoću platforme Google Forms, aktivno je distribuirano biciklistima putem biciklističkih foruma i grupa, preko njihovih internetskih stranica, pri čemu se bicikliste zamolilo da upitnik prosljede drugim biciklistima („efekt grude“). Istraživanje je bilo otvoreno četiri mjeseca i dobiveno je 320 upotrebljivih upitnika.

Upitnik se sastojao od tri kategorije pitanja: (a) akumulirano iskustvo u biciklizmu; (b) percepcije (tvrdnje o ozbiljnoj slobodnoj aktivnosti, tvrdnje o preferencijama, stavovi o okolišu); (c) demografski podaci. Pouzdanost izjava uspješno je ispitana pomoću Cronbachov Alfa koeficijenta (vrijednosti 0,824, odnosno 0,750).

Za analizu podataka dobivenih od ispitanika, upotrijebljeni su testovi za analizu odnosa između varijabli. Odabrane su pro-

53.2; over half (53.5%) of the sample were between 45 and 59 years old. Most respondents were educated; over two-thirds (70.1%) had academic degrees. Their median income was considerably higher than the general population's median income in Australia. Most of these findings, with small variations in each country, are consistent with other studies (Gibson and Chang, 2012; Lee, 2014; Kruger and Saayman, 2014).

### 3. METHODOLOGY

The findings are based on two perceptions and attitudes surveys conducted among cyclists in Israel at two different periods.

1. 2005-2006 survey: Online survey via a main riders' club (“Shimshon”) website. The survey produced 500 full questionnaires. In addition, as backup to the online questionnaires, a sample survey was conducted at mountain cycling sites in the north of Israel by means of questionnaire + interview. (The questionnaire was identical to the online one). 100 additional cyclists responded.
2. 2013 survey: Online survey using the Google Forms platform, and actively distributed to cyclists via cycling forums and groups, through their websites, asking the members to pass the questionnaire on to other cyclists (“snowball effect”). The survey was open for four months, and produced 320 usable questionnaires.

The questionnaire comprised three categories of questions: (a) accumulated experience in cycling; (b) perceptions (serious leisure statements, preferences statements, environmental attitude); (c) demographic data. Reliability of statements was examined successfully by Cronbach's Alpha (0.824, 0.750 values, respectively).

In order to analyze the respondents' data, tests analyzing the relationship between variables (cross-tabulation) were employed. Procedures were chosen according to the

cedure prema mjernim skalama varijabli (nominalna, ordinalna) korištenjem hi-kvadrat testa za neovisnost, neparametarske statistike i Spearmanove korelacije. Finn *et al.* (2000) naglašavaju da u sociologiji i znanosti o provođenju slobodnog vremena, velika disperzija populacije rezultira ozbiljnim manjkom preciznih podataka. To utječe na pretpostavku normalne distribucije i upućuje na mjere poput Spearmanove koje imaju nižu vrijednost u usporedbi s Pearsonovim koeficijentima za interval skale podataka. Isti problem oko preciznosti podataka javlja se i kod korištenja hi-kvadrat testa. Kako je mjera izuzetno osjetljiva na veličinu uzorka, preporuča se korištenje većih uzoraka (~500), tako da će se svaka mala razlika u podacima javiti kao statistički značajna usprkos niske vrijednosti empirijske test veličine. Drugi znanstvenici zagovaraju analizu i napominju da je glavni problem kako subjektivne percepcije ispitanika pretvoriti u kategorije, zbog gubitka informacija. Metodološki problem je što je teško odlučiti kako pristupiti grupiranju podataka. Ne postoje stroga uputstva o tome kako valjano grupirati podatke, ali svaka kategorija treba sadržavati pet ili više slučajeva (Gingrich, 2004). Stoga, što je gradacija ljestvice finija, sačuvat će se više informacija, pod uvjetom da se može dokazati njihova pouzdanost i valjanost. U svakom slučaju, očigledno nominalna mjerna skala (hi-kvadrat koeficijenti) pruža manje informacija od intervalne mjerne skale (Morgan *et al.*, 2006).

Može se zaključiti da je, s obzirom na strukturu podataka u ovom istraživanju, moguće upotrijebiti nominalnu ili ordinalnu korelaciju s relativno malim vrijednostima koeficijenata, pod uvjetom da se provedu testovi pouzdanosti i da postoji prikladna razina značajnosti.

variables' scales of measurement (nominal, ordinal) by using Chi-Square tests for independence, non-parametric statistics and Spearman correlation analysis. Finn *et al.* (2000) stress that in sociology and leisure sciences, the high diversification of people results in substantial lack of precise data. It influences the assumption of normality and sets measures such as Spearman to have a lower value (compared to Pearson coefficients for interval scale data), although there is a correlation. With regard to the use of Chi-Square statistics, the same problems of precise data exist. As the measure is extremely sensitive to sample size, they recommend the use of large samples (~500), so any small difference in data will appear statistically significant, despite the small value of the measure. Other scholars underpin the analysis, and add that the main problem is how to convert subjective perceptions of respondents into categories, because of loss of information. The methodological problem is the difficulty of deciding the proper approach to the grouping of the data. There are no strict guidelines concerning how data is to be grouped properly, but the number of cases in each category is five or more (Gingrich, 2004). Thus, the finer the gradation on the scale, the more information is transmitted, as long as there is evidence for reliability and validity. Anyway, it is evident that nominal scale data (Chi-Square coefficients) provide less information than interval scale data (Morgan *et al.*, 2006).

To conclude, with regard to the structure of data in this research, a nominal or ordinal correlation can be considered with relative small values of coefficients, as long as reliability tests are performed, and there is an appropriate level of significance.

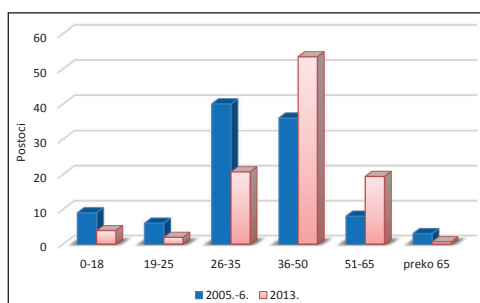
## 4. REZULTATI ISTRAŽIVANJA

### 4.1 Bave li se biciklisti u Izraelu „ozbiljnim slobodnim aktivnostima“?

#### *Dob i godine bavljenja biciklizmom*

Profil biciklista ukazuje na to da su dominantno muškog spola (oko 94%), više od polovice biciklista (55%) ima između 36 i 50 godina i gotovo 75% ih je starije od 36 godina. U usporedbi s drugim istraživanjima, riječ je o još uvijek sredovječnim osobama, ali u donjem dijelu skale (Lamont i Buultjens, 2011). Uočljivo je da je između ta dva razdoblja došlo do starenja biciklističke populacije (Slika 1). S obzirom na godine bavljenja biciklizmom, vidljivo je da starije bicikliste nisu zamijenile mlađe generacije, nego se biciklističkoj zajednici pridružilo još više starijih biciklista. Obzirom na prihode, ustanovljeno je da ih je oko 60% navelo iznadprosječne ili vrlo iznadprosječne prihode, a samo njih oko 18% ispodprosječne prihode. Slično kao i u drugim zemljama (Lee, 2014; Kruger i Saayman, 2014), 63% imalo je visoku naobrazbu.

*Slika 1: Distribucija dobi biciklista*



Oko 50% ispitanika bavi se biciklizmom između 4 i 10 godina. Nadalje, usporede li se ova dva istraživanja, vidljiv je značajan porast broja godina bavljenja biciklizmom, što znači da biciklizam naginje k „ozbiljnoj slobodnoj aktivnosti“ – hobbiju koji se temelji na dugoročnoj čvrstoj odluci (Tablica 1). Rela-

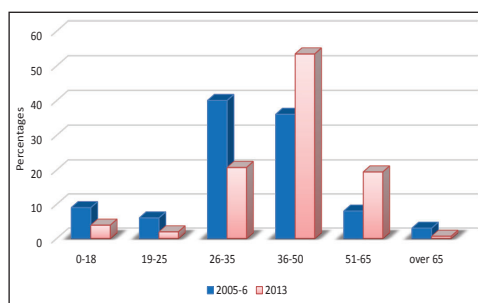
## 4. RESEARCH FINDINGS

### 4.1 Do cyclists in Israel have the characteristics of ‘serious leisure’?

#### *Age and years cycling*

The cyclists’ profile indicates dominance of males (about 94%), over half the cyclists (55%) are between 36 and 50 years old, and in fact nearly 75% are over 36. Compared to other studies, it is still middle age, but in its lower bound (Lamont and Buultjens, 2011). Aging of the cycling population is evident between both periods (Figure 1). In comparison to years of cycling, we can conclude that these are not cyclists who have aged and have been replaced by a younger generation, but that older cyclists have joined the cycling community. Regarding income, we found that about 60% specified an above average or greatly above average income, and only about 18% below average. 63% had an academic education, similar to the situation in other countries (Lee, 2014; Kruger and Saayman, 2014).

*Figure 1: Distribution of cyclists’ age*



About 50% had been cycling between 4 and 10 years. Furthermore, comparison between the surveys reveals a significant increase in the cyclists’ years of cycling, which means an inclination to view cycling as ‘serious leisure’ – a hobby based on long-term commitment (Table 1). The relatively high

tivno visoka učestalost vožnje bicikla također ukazuje na to da se biciklizam može smatrati „ozbiljnom slobodnom aktivnošću“: 67% ispitanika vozi bicikl nekoliko puta tjedno, a 91% barem jednom tjedno. Taj zaključak podupiru i promjene u učestalosti vožnje bicikla tijekom vremena – 36% je povećalo učestalost vožnje bicikla. Učestalost vožnje bicikla i godine bavljenja biciklizmom pokazuju jaku statistički značajnu povezanost (Spearmanov koeficijent korelacije  $R_s=0,389$ ,  $p<0,01$ ), što potvrđuje da učestalost vožnje bicikla raste s porastom godina bavljenja biciklizmom.

**Tablica 1: Postotak biciklista prema godinama bavljenja biciklizmom**

Razdoblje istraživanja	Godine vožnje bicikla			
	Do 1	1-3	4-10	+10
2013	6,4%	21,0%	51,0%	21,6%
2005–2006	11,0%	35,2%	35,5%	18,5%

*Kontrola, važnost i pripadanje – Psihološki aspekti koje percipiraju biciklisti*

Psihološka obilježja „ozbiljnog slobodnog vremena“, kako su ih definirali Newman *et al.* (2014), a koja obuhvaćaju kontrolu, važnost i pripadanje, ispitana su pomoću 12 tvrdnji na skali od 1 (uopće se ne slažem) do 5 (jako se slažem). Rezultati su prikazani u Tablici 2. Međusobni odnosi između glavnih tvrdnji prikazani su na Slici 2.

frequency of cycling also points to treating it as ‘serious leisure’: 67% cycle a few times a week, and 91% cycle at least once a week. This conclusion is supported by the changes in cycling frequency over time – 36% increased their cycling frequency. The relationship between cycling frequency and years spent on cycling revealed a strong, positive statistically significant relationship (Spearman Correlation,  $R_s=0.389$ ,  $p<0.01$ ), indicating an increase of cycling frequency with the increase in years cycling.

**Table 1: Percentage of cyclists according to years of cycling**

Period of survey	Years of cycling			
	Until 1	1-3	4-10	+10
2013	6.4%	21.0%	51.0%	21.6%
2005-2006	11.0%	35.2%	35.5%	18.5%

*Control, meaning and belonging – Psychological aspects perceived by cyclists*

The psychological features of ‘serious leisure’ that were defined by Newman *et al.* (2014), and include control, meaning, and belonging, were examined by means of 12 statements on a scale of 1 (do not agree at all) to 5 (agree very much). The results are presented in Table 2. The inner relationships between main statements are presented in Figure 2.

**Tablica 2: Prosječni rezultati psiholoških tvrdnji „ozbiljno slobodno vrijeme“ i korelacija s godinama bavljenja biciklizmom i učestalošću vožnje bicikla**

#	Tvrdnja	Prosjek	Korelacija s godinama bavljenja biciklizmom	Korelacija s učestalošću vožnje bicikla tijekom godina	Korelacija s učestalošću vožnje bicikla prošle godine
1.	Otkad vozim bicikl stekao/la sam nova znanja i vještine.	4,78	0,157**	--	0,143*
2.	S vremenom sam postao/la fizički spremniji/a i mogu voziti dulje i žešće staze.	4,59	--	0,234**	0,256**
3.	S vremenom su se moje tehničke sposobnosti poboljšale i mogu voziti tehnički izazovnije staze.	4,58	--	0,200**	0,212**
4.	Vožnja biciklom daje mi osjećaj postignuća.	4,12	--	0,181**	0,131*
5.	Preferiram biciklizam od svih ostalih slobodnih aktivnosti.	4,07	0,180**	0,247**	0,284*
6.	Biciklizam mi pomaže održavati društvene veze i osjećati pripadnost grupi.	3,75	--	--	--
7.	Pokušavam dijeliti svoje iskustvo bicikliranja sa svojom obitelji.	3,53	--	0,172**	--
8.	Moja percepcija o sebi je poboljšana otkad sam počeo/la voziti bicikl.	3,51	--	0,168**	--
9.	Pokušavam svoj raspored prilagoditi prilikama za vožnju bicikla kad mi se ukažu.	3,38	--	0,243**	0,246**
10.	Oduvijek sam se bavio/la sportovima: biciklizam je dio toga.	3,37	0,204**	0,112*	--
11.	Otkad sam počeo/la voziti bicikl moji bližnji su mi se pridružili.	3,14	0,114*	0,133*	--
12.	Odlučio/la sam se baviti biciklizmom zbog članova obitelji i prijatelja koji su se već bavili njime.	2,98	--	--	--

\* srednje vrijednosti  $p < 0,05$ , \*\*srednje vrijednosti  $p < 0,01$

*Bilješka: Tvrdnje su poredane prema padu prosjeka*

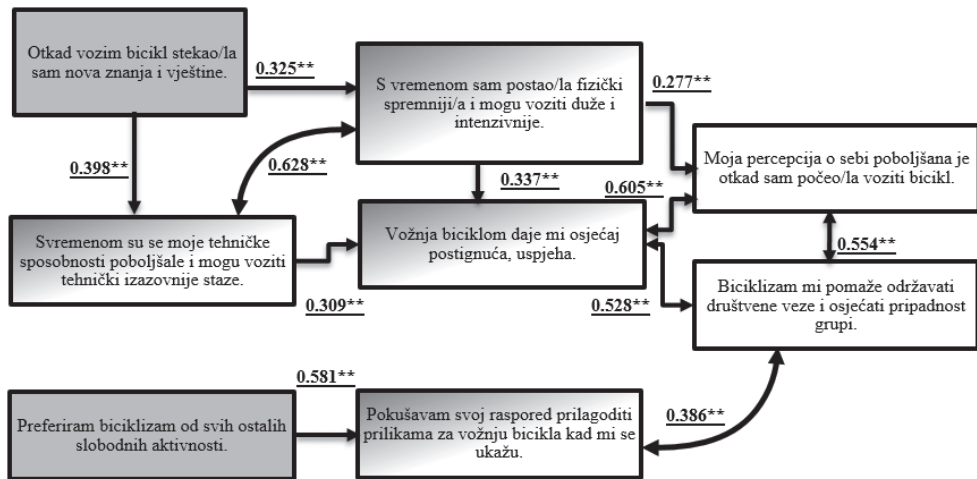
**Table 2: Average results of ‘serious leisure’ psychological statements and correlation to years spent cycling and cycling frequency**

#	Statement	Average result	Correlation to years of cycling	Correlation to frequency of cycling along the years	Correlation to frequency of cycling in the last year
1.	Since I started cycling, I have acquired cycling knowledge and skills	4.78	0.157**	--	0.143*
2.	With time, my physical fitness has improved, and I can ride longer and harder trails.	4.59	--	0.234**	0.256**
3.	With time, my technical abilities have improved and allow me to ride more technical trails.	4.58	--	0.200**	0.212**
4.	Cycling gives me a feeling of accomplishment, success.	4.12	--	0.181**	0.131*
5.	I prefer cycling over other leisure activities.	4.07	0.180**	0.247**	0.284*
6.	Cycling helps me to make social contacts and to feel I belong to a group.	3.75	--	--	--
7.	I try to share my cycling experiences with my family.	3.53	--	0.172**	--
8.	My self-image has improved since I started cycling.	3.51	--	0.168**	--
9.	I try to adjust my schedule to the cycling opportunities I have.	3.38	--	0.243**	0.246**
10.	I have always been involved in sports; cycling is part of that for me.	3.37	0.204**	0.112*	--
11.	Since I started cycling, the people close to me have joined the activity.	3.14	0.114*	0.133*	--
12.	I decided to cycle because of family members or friends who had already done so.	2.98	--	--	--
* means $p < 0.05$ , ** means $p < 0.01$					

*Note: Statements are in descending order of average result.*

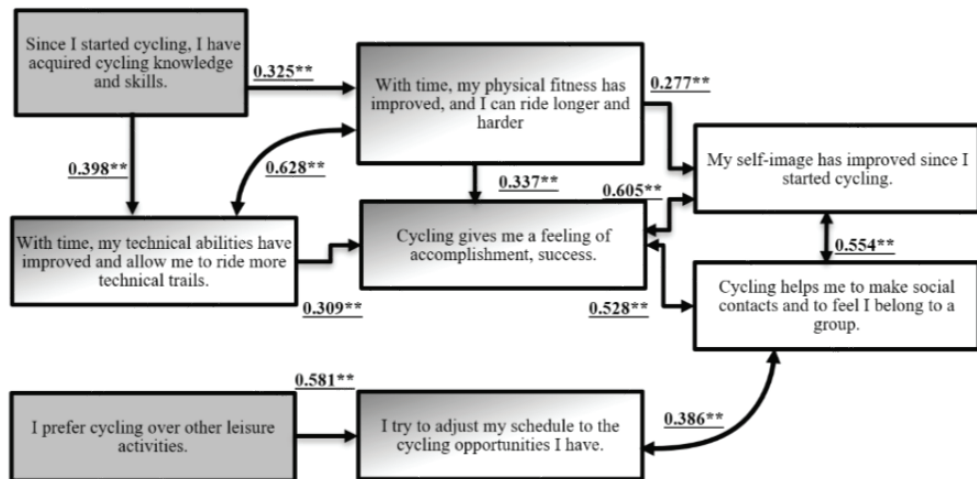


Slika 2: Međusobni odnosi psiholoških tvrdnji



Bilješka: Što je tamija boja, to je tvrdnja značajnija.

Figure 2: Inner relationship between psychological statements



Note: The darker the color, the more influencing the statement on other statements

Tvrdnje jasno pokazuju da je samopoznanje biciklista vezano prvenstveno uz znanje, vještine, fizičku spremnost i tehničke sposobnosti – što sve ukazuje na komponentu „kontrole“. Iz Slike 2 očito je da su te

The statements clearly show that the cyclists' self-image is related primarily to knowledge, skills, physical fitness, and technical ability – all of which indicate the 'control' component. Looking at the chart (Fig-

tri tvrdnje u snažnoj korelaciji, a znanje ima najveći utjecaj. Bavljenje biciklizmom kod biciklista stvara osjećaj ispunjenosti i uspjeha i percipiraju ga kao „ozbiljnu slobodnu aktivnost“ te izražavaju jasan stav da im je ono „važnije od drugih slobodnih aktivnosti“ (komponenta „važnost“). Dok je osjećaj ispunjenja u korelaciji s dvije kontrolne tvrdnje, „fizičkom spremnošću“ i „tehničkim sposobnostima“, „važnije od drugih rekreativnih aktivnosti“ korelirano je s „nastojim uskladiti svoj raspored“; oboje pripadaju komponenti „važnost“. To je potvrđeno i analizom odnosa između odgovora na tvrdnje i broja godina bavljenja biciklizmom: pokazalo se da četiri tvrdnje (# 1, 5, 10, 11) imaju niske, ali vrlo značajne korelacije, odnosno da, što se ispitanici duže bave biciklizmom to se više slažu s tvrdnjom. Na primjer, duljina bavljenja biciklizmom utječe na važnost biciklizma („Biciklizam mi je draži od drugih slobodnih aktivnosti“ ( $R_s=0,180$ ,  $p<0,01$ )), što je u skladu s ozbiljnom slobodnom aktivnošću kao središnjim fokusom životnih interesa (Elkington i Stebbins, 2014).

Usto, istražili smo odnos između odgovora na tvrdnje i promjena u učestalosti vožnje bicikla tijekom godina te ustanovili da je 9 od 12 tvrdnji u značajnoj niskoj do srednjoj korelaciji; tj. što je učestalost vožnje bicikla veća, to su se ispitanici više slagali s tvrdnjama. Tri tvrdnje, za koje nije nađen značajan odnos, vezane su uz usvajanje vještina i stručnosti (#1), početak bavljenja biciklizmom nakon što su se njime već bavili prijatelji i obitelj (#12) i povezanost s drugim članovima društva i pripadnost skupini (#6). Može se zaključiti da postoji pozitivna korelacija između učestalosti godina bavljenja biciklizmom. Ona proizlazi iz činjenice da su sve korelacije 9 tvrdnji u pozitivnoj korelaciji s učestalošću, a više ocjene koje su ispitanici dali svakoj tvrdnji („više se slažem“) vezane uz veće iskustvo biciklista. Kako bi se bolje razumjelo trenutno stanje, istraženi su odnosi između odgovora na tvrdnje i učestalosti bavljenja biciklizmom u zadnjih godinu dana

ure 2), it is clear that these three statements are highly correlated, while knowledge is the most influential one. Cycling creates a sense of accomplishment and success among the cyclists, and is perceived as ‘serious leisure’, expressing a clear attitude of ‘preference over other leisure activities’ (the ‘meaning’ component). While the feeling of accomplishment is correlated with two control statements, namely ‘physical fitness’ and ‘technical abilities’ (see the chart), ‘preference over other leisure activities’ is an influencing factor and correlated with ‘I try to adjust my schedule’; both belong to the ‘meaning’ component. This was also supported by examining the relationship between the replies to the statements and cycling years: four statements (# 1, 5, 10, 11) were found to have low but highly significant correlations, meaning that the longer the cyclist had been riding, the more he agreed with the statement. For instance, the number of cycling years affects the importance of cycling (“I prefer cycling over other leisure activities” ( $R_s=0,180$ ,  $p<0,01$ )), which is compatible with serious leisure as a central focus of interest in life (Elkington and Stebbins, 2014).

Additionally, we examined the relationship between the replies to the statements and the change in cycling frequency over the years, and found for 9 out of the 12 statements significant and very significant low to medium correlations; i.e. the higher the cycling frequency, the more agreement was found with the statements. Three statements, for which no significant relationship was found, relate to acquiring skills and expertise (#1), taking up cycling after friends and family did (#12), and social ties and belonging to a group (#6). It can be concluded that there is a positive correlation between frequency and years of cycling. It stems from the fact that all correlations of the 9 statements are positively correlated with the frequency, while the higher grade given to each statement (“more agree”) is reflected by more experience of the cyclist.

In order to understand the current state of art, relationships were examined between

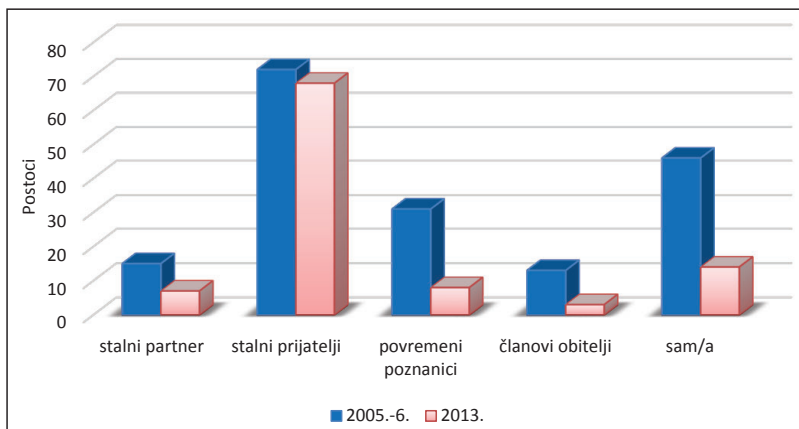
(Tablica 2). Rezultati pokazuju značajnu korelaciju između učestalosti i prvih pet tvrdnji te tvrdnje #9 što jasno pokazuje dominaciju komponenti „kontrola“ i „važnosti“ prema definiciji „ozbiljno slobodno vrijeme“.

Psiho-socijalni aspekt „ozbiljnih slobodnih aktivnosti“ izražen osjećajem pripadanja ispitivan je pitanjem: „S kim obično vozite bicikl?“ U istraživanju iz 2013. godine 68% ispitanika odgovorilo je da voze sa stalnom skupinom prijatelja, dok ih je 10% odgovorilo da bicikl voze s članom obitelji (Slika 3). Danas skupine prijatelja imaju veću ulogu u usporedbi s istraživanjem iz 2005.-2006. godine. U tom istraživanju 30% ispitanika navelo je da bicikl voze u povremenim skupinama poznanika, a više od 40% ih je navelo da bicikl voze sami. U kasnijem od dva istraživanja ta su se dva fenomena znatno smanjila. Napominjemo da zbroj postotaka može biti veći od 100% jer je upitnik dopuštao i višestruke odgovore. Potreba za „pripadanjem“ u skladu je s rezultatima drugih istraživanja, ali je skupina s kojom ispitanici voze bicikl drugačija jer su u drugim istraživanjima na prvom mjestu obitelj i poznanici (Newman *et al.*, 2014; Elkington i Stebbins, 2014). Ti rezultati također su u skladu s odgovorima na tvrdnje u Tablici 2, prema kojoj je važnost skupine na šestom, a utjecaj obitelji na zadnjem mjestu.

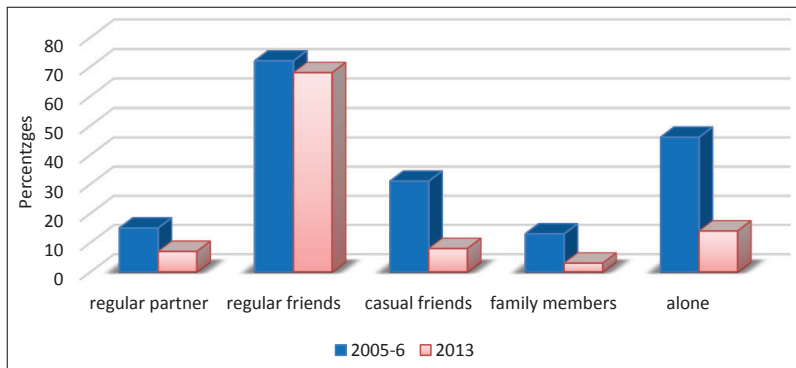
replies to the statements and the frequency of cycling in the last year (Table 2). Findings show significant correlations of frequency with the first five statements and statement #9, which clearly show the dominance of the ‘control’ and ‘meaning’ components as defined by ‘serious leisure’.

The psychological-social aspect of ‘serious leisure’ expressed by a sense of belonging was examined by the question: “Who do you usually ride with?” 68% of the respondents answered that they rode with a regular group, whereas 10% replied that they rode with a family member (Figure 3). Comparison to the 2005-2006 survey reveals that today the friends group plays a larger role. In 2005-2006 30% of the respondents said that they rode with casual friends and over 40% said that they rode alone. In the later survey, these two phenomena decreased significantly. Note that sum of percentage can exceed 100%, as multiple answers were allowed. The need for ‘belonging’ fits well with other research, while the group for riding is different, as other studies show a dominance of family and casual friends (Newman *et al.*, 2014; Elkington and Stebbins, 2014). These findings also correspond with the replies on statements in Table 2, where the importance of a group is in the 6<sup>th</sup> place, while influence of the family was ranked last.

**Slika 3: Distribucija osoba s kojima se odlazi u vožnju biciklom**



**Figure 3: Distribution of cycling companions**



Usto, većina biciklista (63%) pripada nekoj biciklističkoj organizaciji, sudjeluje u internetskim forumima (63%) i pretplaćena je na stručne online časopise (58%). Te platforme biciklistima pomažu održavati društvene veze i usavršavati se u svojem hobiju.

Kada je riječ o vremenu kad voze bicikl, većina ispitanika (58%) to čini preko tjedna i vikendom, a 40% samo vikendom. Gotovo ni jedan biciklist ne vozi bicikl samo preko tjedna, što ukazuje na to da slobodno vrijeme koje imaju posvećuju „ozbiljnoj slobodnoj aktivnosti“. Analiza odnosa između odgovora „Pokušavam svoj raspored prilagoditi prilikama za vožnju bicikla kad mi se ukažu“ i „Kad obično vozim bicikl (vikendom, usred tjedna)“ koja je provedena korištenjem hi-kvadrat testa, otkrila je nisku, ali statistički značajnu korelaciju ( $X(8)^2 = 17,2016$ ,  $Rc = 0,166$ ,  $p < 0,01$ ) onih koji se s tvrdnjom ne slažu (1, 2 na skali – oko 56% vozi bicikl samo vikendom) i onih koji se s tvrdnjom slažu (4, 5 na skali – oko 61% vozi bicikl i tijekom tjedna i vikendom). Zaključak je da oni koji nastoje prilagoditi svoj raspored voze bicikl i radnim danom.

Istraživanjem se također ispitala udaljenost koju su biciklisti spremni prijeći do biciklističke lokacije. Čini se da je to najčešće oko jednog sata (više od 90% ispitanika); jedna trećina ispitanika od kuće kreće svojim biciklom, jedna trećina spremna je do odredišta putovati

Additionally, most cyclists (63%) belong to a relevant organization, participate in internet forums (63%), and subscribe to professional online magazines (58%). These platforms help cyclists maintain social ties, as well as upgrading their hobby.

Concerning when cyclists ride, most respondents (58%) do so during the week and on weekends, and 40% - only on the weekend. Almost not cyclists ride only during the week, which indicates that when they have free time, they devote it to ‘serious leisure’. Analysis of the relationship between “I try to adjust my schedule to the cycling opportunities I have” and “When do I usually cycle (weekend, mid-week)” that was conducted using Chi-Square test, revealed a low, but statistically significant correlation ( $X(8)^2 = 17.2016$ ,  $Rc = 0.166$ ,  $p < 0.01$ ), namely, of those who disagreed with the statement (1, 2 on the scale), about 56% cycled only on weekends, and of those who agreed (4, 5 on the scale – about 61% cycled both during the week and on the weekend). The inference is that those who tend to adjust their schedule do so on weekdays too.

The survey also examined the length of time cyclists were willing to travel to the cycling site. It seems that the norm is about one hour (over 90% of respondents); one third leave their home on their bicycle, one third are willing to travel half an hour, and one

pola sata, a jedna trećina do jednog sata (ukupno 60% do pola sata). Naravno, ovi odgovori ovise o tome gdje ispitanici žive i koliko su udaljeni od prikladnih biciklističkih lokacija, što je puno kraće vrijeme od onoga koje se navodi u literaturi (Pucher i Buehler, 2008; Faulks *et al.*, 2007; Chang i Chang, 2003).

### *Spremnost za volontiranje i stav prema održivosti*

Stav ispitanika prema volontiranju pokazuje visoku razinu njihove spremnosti da svoje vrijeme posvete dobrovoljnom radu. Oko 74% ispitanika spremno je volontirati, prvenstveno na razvoju staza (44%), javnim aktivnostima koje promiču biciklizam (27%) i u vožnjama s osobama s invaliditetom (26%). Rezultati su slični onima iz istraživanja iz 2005.–2006., premda je 2013. godine više osoba navelo pripremu staza, vjerojatno uslijed toga što su već imali više iskustva i zbog želje za proširivanjem svojih aktivnosti na nova područja. Većina ispitanika koji su spremni volontirati uklapa se u teorijsku definiciju „ozbiljnih slobodnih aktivnosti“ koje uključuju volonterske aktivnosti (Elkington i Stebbins, 2014; Stebbins, 2007). Kada je riječ o razvoju staza, biciklistima je postavljeno pitanje o održivom razvoju (kako bi se šteta koju nanose okolišu smanjila na najmanju moguću mjeru), čak i ako bi to donijelo određena ograničenja za bicikliste. Mogući odgovori bili su na skali od 1 (sasvim nevažno) do 5 (vrlo važno). Prosječan rezultat (4,17) ukazuje na činjenicu koliko je taj problem važan biciklistima i podudara se s istraživanjem iz 2005.–2006. godine u kojemu je „sklonost održivom razvoju po cijenu ograničenja za bicikliste“ ocijenjena s „vrlo važno“. To se može objasniti kako diskursom koji o toj temi postoji u društvu, tako i zanimanjem za očuvanje prirode, koje se u jednom drugom pitanju pokazalo onim što ih najviše privlači u biciklizmu („krajolici i prirodni okoliš“). Testiranje odnosa između tih stavova i obrazovanja provedeno je Spearmanovim testom

third up to one hour (a total of 60% up to half an hour). These answers naturally depend on where they live and their proximity to decent cycling sites, which show much shorter times than described in the literature (Pucher and Buehler, 2008; Faulks *et al.*, 2007; Chang and Chang, 2003).

### *Willingness to volunteer and attitude toward sustainability*

The respondents' attitude toward volunteering reflects a high level of willingness to devote time to voluntary work. About 74% are willing to volunteer, primarily trail development (44%), public activity to promote cycling (27%), and riding with disabled people (26%). The findings are similar to those of 2005-2006, although in 2013 more people stated the issue of preparing trails, probably due to accumulated experience and the desire to expand to new areas. The majority that is willing to volunteer fits the theoretical definition of 'serious leisure', which includes voluntary activity (Elkington and Stebbins, 2014; Stebbins, 2007). Regarding trail development, the cyclists were asked about sustainable development (to minimize damage to the environment), even if the price would involve certain restrictions to cyclists. Possible replies were on a scale of 1 (not important at all) to 5 (very important). The average result (4.17) indicates how important this issue is to cyclists, in congruence with the 2005-2006 survey in which "inclination to sustainable development at the expense of cycling limitations" was graded "very important". This can be explained, in addition to the ongoing social discourse about this topic, by the interest in nature preservation, which in another question was found to be the central attraction for cycling ("landscape and natural environment"). In order to test the relationship between these attitudes and education, Spearman Correlation test was conducted. It was found that these attitudes are all-embracing irrespective of education

korelacije. Ustanovljeno je da se ti stavovi javljaju kod svih, bez obzira na razinu obrazovanja. S druge strane, ustanovljena je određena vrlo značajna veza između ta dva stava i dobi biciklista, tako da, što je biciklist stariji to važnijim smatra održivi razvoj ( $R_s=0,125$ ,  $p<0,01$ ). Takav pozitivan stav prema održivosti u skladu je s drugim istraživanjima (Weston *et al.*, 2012; Meschik, 2012).

#### 4.2 Biciklisti u Izraelu kao cikloturisti

##### *Motivacija za vožnju bicikla i natjecanja*

Jedna od važnih varijabli u istraživanju turističkog potencijala je motivacija za odlazak na turističko putovanje. Biciklistima je postavljeno pitanje o razlozima bavljenja biciklizmom i ustanovljeno je da se oni tijekom godina gotovo uopće nisu promijenili. Postoje četiri glavne dominantne kategorije koje obuhvaćaju između 60% i 80% ispitanika (bili su dopušteni višestruki odgovori): fizička spremnost tjelesna kondicija (spremnost), putovanja (izlet), druženje i tehnički biciklistički izazov biciklizma. Treba napomenuti da je vrlo malo ispitanika (manje od 10%) navelo da je razlog bavljenja biciklizmom treniranje za natjecanja (Slika 4). Taj rezultat u skladu je s drugim pitanjem, sudjeluju li biciklisti u natjecanjima i, ako da, sudjeluju li u natjecanjima u Izraelu ili u inozemstvu. Ustanovili smo da se 82% ispitanika uopće nije natjecalo, u Izraelu ih se natjecalo 16%, a u inozemstvu samo oko 2%. Ovi podaci razlikuju se od onih dobivenih istraživanjima u drugim zemljama gdje je udio natjecatelja puno veći, a natjecanje je često glavni razlog putovanja (Bull, 2006; Ritchie, 1998). U tom kontekstu istražen je odnos između sudjelovanja u natjecanjima i duljine vremena bavljenja biciklizmom. Na temelju rezultata dobivenih hi-kvadrat testom ustanovljen je statistički značajan odnos ( $X(6)^2=28,203$ ,  $R_c=0,173$ ,  $p<0,05$ ), što ukazuje na to da broj natjecatelja raste s brojem godina bavljenja biciklizmom; postotak natjecatelja bio je naj-

level. Conversely, a certain strongly-significant relationship was found between these attitudes and the cyclist's age, so that the older the cyclist was, the more he valued sustainable development ( $R_s=0,125$ ,  $p<0,01$ ). Such a positive attitude to sustainability corresponds with other studies (Weston *et al.*, 2012; Meschik, 2012).

#### 4.2 Cyclists in Israel as Cycling Tourists

##### *Cycling motivation and competitions*

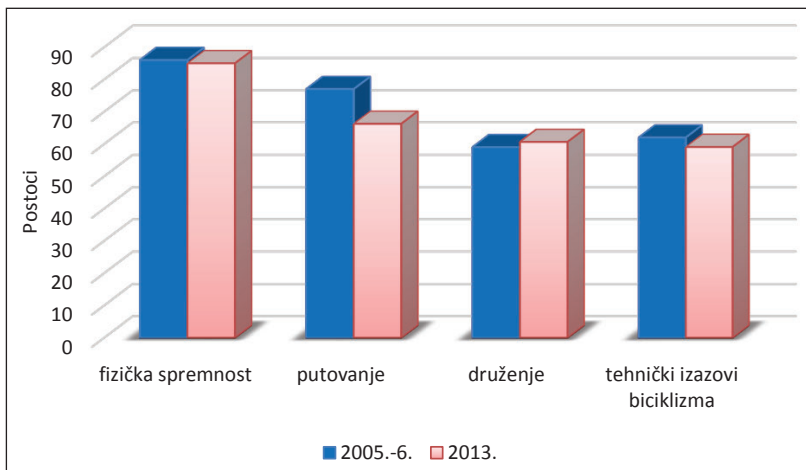
One of the important variables to examine tourism potential is the motivation to embark on a tourism trip. The cyclists were asked about the purpose of cycling, and it was found that the purpose has almost not changed over the years. There are four dominant categories that were covered by 60%-80% of respondents (multiple answers were allowed): physical fitness, trip, social gathering, and technical cycling challenge. It should be noted that very few (less than 10%) mentioned that their purpose was training for a competition (Figure 4). This finding is congruent with another question, whether the cyclists competed, and if they did – whether in Israel or abroad. We found that 82% did not compete at all. Of those that did compete, 16% competed in Israel, and only about 2% competed abroad. These findings are different from research in other countries, as the portion of competitors there is much higher, and often the main goal of the trip was the competition (Bull, 2006; Ritchie, 1998). In this context, the relationship between participation in competitions and years of cycling was examined. A statistically significant relationship was provided by Chi-Square test results ( $X(6)^2=28.203$ ,  $R_c=0.173$ ,  $p<0.05$ ), indicating that the number of competitors increases with the years of cycling; the percentage of competitors was the highest among the most senior group of cyclists



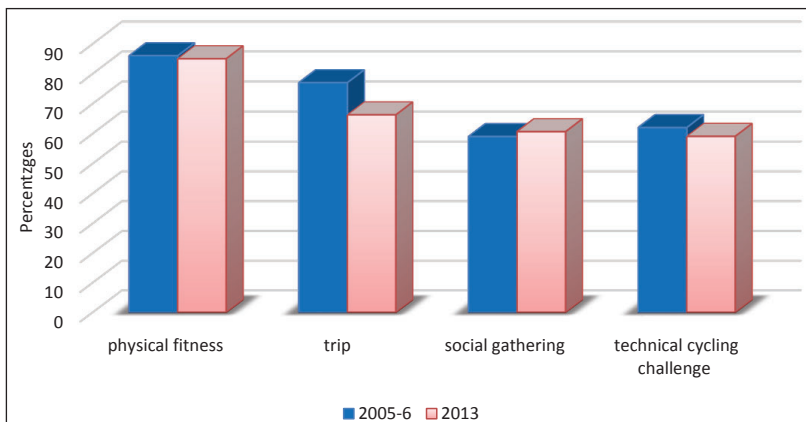
veći među skupinama biciklista koji se najduže bave biciklizmom (više od 10 godina), usprkos njihovom malom apsolutnom broju (Tablica 3). Sudjelovanje na natjecanjima ukazuje i na specijalizaciju („ozbiljno slobodno vrijeme“ ili „rekreacijska specijalizacija“) i na turistički potencijal. Kako smo već naveli u pregledu teorijskih radova, turizam i događanja čvrsto su povezani. Rezultati koji pokazuju da udio natjecatelja raste s brojem godina bavljenja biciklizmom, ukazuje na turistički potencijal sportskih natjecanja u Izraelu koji će vjerojatno rasti.

(over 10 years) despite its small size (Table 3). Participation in competitions points to both specialization (‘serious leisure’ or ‘recreational specialization’) and tourism potential. As mentioned in the theoretical review there is a tight relationship between tourism and events. The finding that the percentage of competitors increases with cycling years points to a tourism potential that is expected to grow in the field of sports competitions in Israel.

*Slika 4: Distribucija razloga bavljenja biciklizmom*



*Figure 4: Distribution of cycling purpose*



**Tablica 3: Broj godina bavljenja biciklizmom u odnosu na sudjelovanje na natjecanjima (N=306)**

Godine bicikliranja	Veličina grupe	Broj natjecatelja	Postotak dobne skupine
Prva godina	18	0	0,0%
1-3	66	11	16,7%
4-10	158	17	10,8%
Preko 10	64	16	25,0%
Ukupno	306	44	14,4%

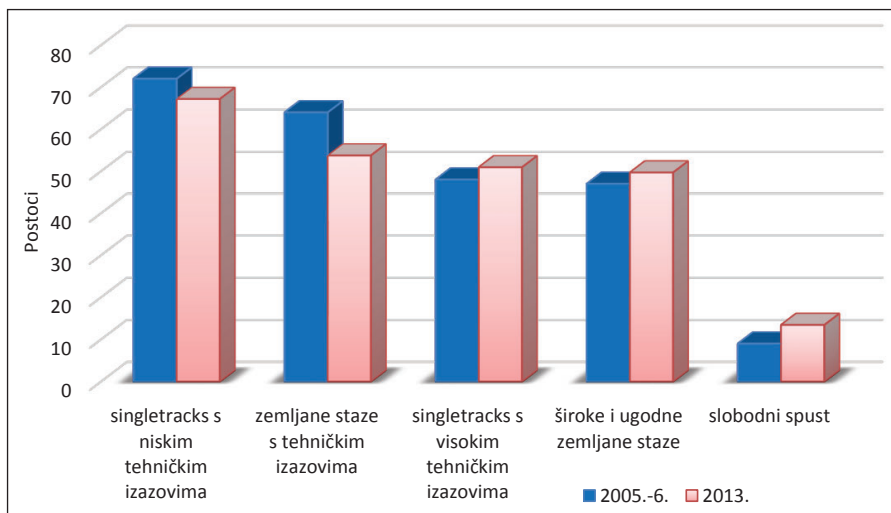
Sljedeći čimbenik kojeg smo istražili su karakteristike staza koje su biciklistima zanimljive. Rezultati istraživanja iz 2013. godine bili su u skladu s prethodnim istraživanjem, što ukazuje na to da se ukusi nisu promijenili (Slika 5). Nalazi pokazuju da postoji sklonost prema određenom stupnju izazova (u skladu s definicijama „ozbiljnog slobodnog vremena“), što je očito u vodećim kategorijama kao što su *singletracks* (tj. *singles* – uske MTB staze širine jednog bicikla) s niskim tehničkim izazovima i zemljane staze s tehničkim izazovima. Treba napomenuti da je vrlo mali broj ispitanika odgovorio da im je draži slobodni spust.

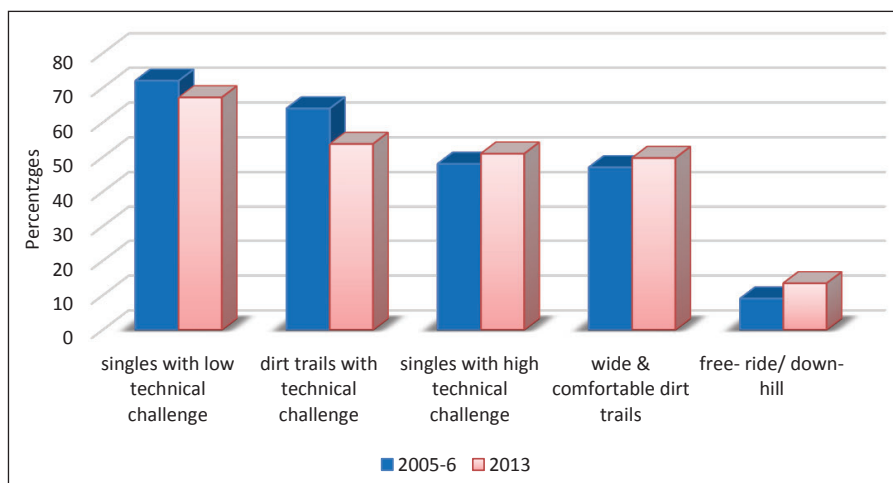
**Table 3: Years of cycling vs. participation in competitions (N=306)**

Years of cycling	Group size	Number of competitors	Percentage of age group
First year	18	0	0.0%
1-3	66	11	16.7%
4-10	158	17	10.8%
Over 10	64	16	25.0%
Total	306	44	14.4%

Another factor that was examined is the features of the trails that cyclists are interested in. The findings of the 2013 survey were congruent with the previous survey, which indicates that tastes have not changed (Figure 5). The findings show that there is preference for a certain degree of challenge (consistent with the definitions of ‘serious leisure’), evident in the leading categories of singles with low technical challenge and dirt trails with technical challenge. It should be noted that very few respondents answered that they preferred free-ride/downhill.

**Slika 5: Distribucija preferencija staza**



*Figure 5: Distribution of trails preferences**Biciklisti kao cikloturisti*

Kolika je među ispitanicima potražnja za biciklističkim odmorima? Biciklistima je postavljeno pitanje o biciklističkom odmoru u Izraelu i u inozemstvu koji uključuju vožnje biciklom i odmor čija je svrha bavljenje biciklizmom. Postotak biciklista koji su bili na biciklističkim odmorima povećao se s 44% 2005.–2006. godine na 54% 2013. godine. Biciklistički odmori u Izraelu porasli su s 30% na 55%, a u inozemstvu s 11% na 33%. (Bili su dopušteni višestruki odgovori). U oba slučaja, i u Izraelu i u inozemstvu, odlasci na odmor čija je svrha bavljenje biciklizmom bili su brojniji od odlazaka na odmor koji je uključivao i biciklizam; drugim riječima, glavna svrha putovanja bio je biciklizam. Usporede li se ti rezultati s istraživanjima u drugim zemljama, vidljivo je da, premda je glavna svrha odlaska na odmor ista (biciklizam), postotak izraelskih cikloturista je još uvijek znatno manji (Pucher i Buheler, 2008; Chen i Cheng, 2016; Federal Ministry of Economics and Technology & Federal Association of the German Tourism Industry, 2012). Međutim, možemo zaključiti da postoji trend rasta cikloturizma, što vjerojatno proizlazi iz rastućeg trenda biciklizma kao „ozbiljne slobodne aktivnosti“ (Newman

*Cyclists as cycling tourists*

What is the demand for cycling holidays among the respondents? The cyclists were asked about cycling holidays in Israel or abroad, both holidays included cycling and holidays whose purpose was cycling. The percentage of cyclists who went on cycling holidays increased from 44% in 2005–2006 to 54% in 2013. Cycling holidays in Israel increased from 30% to 55% and abroad from 11% to 33% respectively. (Multiple replies were allowed.) In both cases, in Israel and abroad, holidays whose purpose was cycling were more dominant than holidays that included cycling, i.e. the main purpose of the trip was cycling. Comparing these findings with studies in other countries shows that while the main purpose of going on holiday is the same (cycling), the percentage of Israeli cycling tourists is still much smaller (Pucher and Buheler, 2008; Chen and Cheng, 2016; Federal Ministry of Economics and Technology & Federal Association of the German Tourism Industry, 2012). Nevertheless, we can infer a rising trend of cycling tourism, which probably stems from the increasing trend of cycling as ‘serious leisure’ (Newman et.al, 2014; Buning et.al, 2016; Scott and Safer, 2001). The significance for tourism services is extremely important, because we found that, with the develop-

*et al.*, 2014; Buning *et al.*, 2016; Scott i Safer, 2001). To je izuzetno značajno za turističke usluge jer smo ustanovili da, s razvojem tog oblika turizma zajednica iskusnih biciklista u Izraelu konzumira sve više biciklističke odmora. Ljudi koji odmor provode u inozemstvu također su postali svjesniji tog segmenta turizma, a oni su potencijalni klijenti za biciklistički odmor u Izraelu. S druge strane, to je iskusan tržišni segment koji lokalne standarde može usporediti s onima u drugim zemljama pa će stoga i u Izraelu očekivati slične standarde i bolje popratne objekte, što sugerira niz znanstvenika koji se bave specijaliziranim tržištima (Chang i Chang, 2003; Faulks *et al.*, 2007; Meschik, 2012; Raveh, 2010, Collins- Kreiner i Raveh, 2012).

#### *Stavovi, preferencije i potrebe koje biciklisti imaju od biciklističkih destinacija*

U ovoj fazi istraživanja ispitanicima je postavljeno pitanje o važnosti raznih čimbenika i infrastrukture za uspješnost biciklističke lokacije. Trebali su ocijeniti trinaest čimbenika na skali od 1 (sasvim nevažno) do 5 (vrlo važno). Rezultati (Tablica 4) ukazuju na to da su „krajolici i prirodni okoliš“ najvažniji čimbenik, nakon čega slijedi „raznovrsnost staza na biciklističkoj lokaciji“. Ispitanicima su draže staze blizu mjesta stanovanja koje imaju bazu biciklističke navigacije. U kontekstu turizma, biciklisti ne smatraju vrlo važnim razvoj infrastrukture za slobodne aktivnosti i rekreaciju. Neki rezultati mogu se objasniti relativno malim udaljenostima u Izraelu (vidi gore, važnost lokacija koje su blizu mjesta stanovanja i spremnost za putovanje do jednog sata) pa je stoga potreba za raznim dodatnim uslugama mala. Međutim, čini se da je to u suprotnosti s brojem biciklista koji odlaze na biciklistički odmor, a koji očekuju da uz staze postoji odgovarajuća turistička infrastruktura. Možda je tomu razlog činjenica da se u Izraelu tek nedavno javio fenomen biciklističkog odmora i zanimanje za njega je tek u povojima. Rezultati su također u suprotnosti s rezultatima iz drugih zemalja koji pokazuju važnost poprat-

ment of the industry, the experienced cycling community in Israel consumes more cycling holidays. People holidaying abroad have also become more aware of this tourism segment. The meaning is that this is a potential clientele for cycling holidays in Israel. On the other hand, this is an experienced market segment with the ability to compare local standards with those elsewhere, and will consequently expect similar standards and better facilities in Israel, as suggested by various scholars for the specialized market (Chang and Chang, 2003; Faulks *et al.*, 2007; Meschik, 2012; Raveh, 2010, Collins- Kreiner and Raveh, 2012).

#### *Cyclists' attitudes, preferences and needs from cycling destinations*

At this stage of the survey, the respondents were asked about the importance of various factors and infrastructures to the success of a cycling site. They were requested to grade thirteen factors on a scale of 1 (not important at all) to 5 (very important). The findings (Table 4) indicate that 'landscape and natural environment' was the most dominant factor, followed by 'variety of trails at the site'. The respondents preferred trails close to home that had a navigating information base. In the tourism context, the cyclists did not consider development of leisure and recreation infrastructures or various bicycle services as very important. Some of the findings can be explained by the relatively short distances in Israel (see above, the importance of sites close to home and willingness to travel up to one hour), and therefore the need for various services is small. However, this seems to contradict the numbers of cyclists who go on cycling holidays, as found above, who, one would assume, expect appropriate tourism infrastructures near the trails. It may be that the contradiction is due to the recentness of the cycling holiday phenomenon in Israel, which is still growing. The results also contradict findings from other countries, which showed the importance of facilities along the trail (such as accommodation, restaurants, bicycle storage, maintenance

nih objekata uz staze (poput smještaja, restorana, spremišta za bicikle, usluga popravaka, javnoga prijevoza itd.), dok su Izraelci, zbog malih udaljenosti, manje usredotočeni na popratne sustave, a više na samu bit proizvoda, tj. vožnju bicikla (Arnolds *et al.*, 2012; Chen i Cheng, 2016; Chang i Chang, 2003; Faulks *et al.*, 2007).

Uloga događanja i natjecanja pokazuje nisku prosječnu ocjenu, što je sukladno s rezultatima koje smo naveli. Analizom rezultata ustanovljeno je da starije bicikliste manje privlače biciklistička područja na kojima se zbivaju natjecanja i razna događanja ( $R_s = -0,313$ ,  $p < 0,01$ ) i na njih manje utječe reputacija lokacije ( $R_s = -0,120$ ,  $p < 0,05$ ). Čini se da su ti rezultati povezani jer na reputaciju lokacije može utjecati činjenica da se na njoj zbivaju događanja. To potvrđuje pozitivna srednje jaka i statistički značajna korelacija između tih karakteristika ( $R_s = 0,253$ ,  $p < 0,01$ ), što je u skladu s relativno niskim prosječnim ocjenama. To znači da stariji biciklisti više vole mirnija mjesta poput prirodnih okoliša gdje mogu trenirati, kako je navedeno u Tablici 4.

**Tablica 4: Ocjenjivanje karakteristika uspješnosti biciklističke lokacije**

#	Čimbenici	Srednja ocjena
1	Krajolik i prirodni okoliš	4,51
2	Raznovrsnost staza na lokaciji	4,19
3	Blizina lokacije domu	3,44
4	Karta biciklističkih staza područja	3,38
5	Reputacija lokacije	3,13
6	Prisustvo ostalih biciklista	3,07
7	Natjecanja i ostali događaji	2,56
8	Dostupnost najma, dodatne opreme i popravka bicikala	2,49
9	Obližnji restorani i kafei	2,46
10	Mogućnosti smještaja	2,43
11	Javni toaleti	2,39
12	Javne kabine za tuširanje	2,14
13	Različite aktivnosti za cijelu obitelj	2,12

*Bilješka: Tvrdnje su poredane prema padu prosjeka*

services, public transportation, etc.), whereas Israelis, due to the short distances, are less focused on supporting systems, but more on the core of the product, i.e. the riding experience (Arnolds *et al.*, 2012; Chen and Cheng, 2016; Chang and Chang, 2003; Faulks *et al.*, 2007).

The role of events and competition shows a low average grade, which is congruent with findings mentioned above. Analyzing it shows that older cyclists are less attracted to cycling areas where competitions and various events occur ( $R_s = -0.313$ ,  $p < 0.01$ ) and less influenced by the site's reputation ( $R_s = -0.120$ ,  $p < 0.05$ ). These results seem to be associated, as the reputation of the destination might be influenced by the existence of events. This was supported by a positive medium and statistically significant correlation result between these characteristics ( $R_s = 0.253$ ,  $p < 0.01$ ), and it corresponds with the relative low average grades. That means that older cyclists prefer more quiet places such as natural environment where they can train themselves, as indicated in Table 4.

**Table 4. Grading of characteristics for the success of a cycling site**

#	Characteristic	Average grade
1	Landscape and natural environment	4.51
2	Variety of trails at the site	4.19
3	Site's proximity to my home	3.44
4	Cycling trails map of the region	3.38
5	Site's reputation	3.13
6	Presence of other cyclists	3.07
7	Competitions and other events	2.56
8	Bicycle rental shop, accessories and repairs	2.49
9	Restaurants and cafés nearby	2.46
10	Accommodation options	2.43
11	Public lavatories	2.39
12	Public showers	2.14
13	Various activities for the entire family	2.12

*Note: Characteristics are in descending order of average result.*

## 5. RASPRAVA I ZAKLJUČCI

### 5.1 Rasprava

Posljednjih godina biciklizam se u Izraelu neprestano razvija, paralelno s razvojem tog sporta u cijelom svijetu, a znatan broj njegovih karakteristika, kako je ustanovljeno u ovom istraživanju, slično je trendovima u drugim zemljama. Međutim, nekoliko karakteristika ipak se razlikuje. Jedna od značajnih karakteristika biciklizma je da se on percipira kao „ozbiljna slobodna aktivnost“, što je preduvjet za razvoj cikloturizma. Istražili smo ga na dva načina: (a) analizirana su ponašanja i iskustva biciklista; i (b) pomoću skupa od 12 tvrdnji istraženo je samopoimanje biciklista. Iskristalizirala su se tri aspekta: vrlo česta vožnja bicikla te porast učestalosti vožnje bicikla tijekom vremena, puno godina bavljenja biciklizmom i dugotrajna posvećenost te neprestano usavršavanje vještina koja su statistički visoko korelirana. U pogledu vremena koje se posvećuje vožnji bicikla, svi ispitanici voze bicikl barem vikendom, pri čemu im je to „draže od drugih slobodnih aktivnosti“ i „svoj raspored prilagođavaju prilikama za vožnju bicikla“, kako se navodi u tvrdnjama, što je u skladu s definicijom „ozbiljne slobodne aktivnosti“ koja postaje ključan dio tjednog rasporeda oko kojeg se organizira život. Drugi važan atribut je samopoimanje biciklista. Istraživanje je pokazalo da njegov najvažniji element čine tehničko-operativni aspekti („kontrola“) poput znanja, vještina, fizičke spremnosti i tehničkih sposobnosti. Druga važna skupina aspekata vezana je uz osjećaj ispunjenja, a biciklizam zauzima središnje mjesto u životu i rasporedu biciklista, što se povećava s brojem godina bavljenja biciklizmom („važnost“). Ustanovljeno je da su aspekti vezani uz „pripadanje“ vrlo značajni, a čine ih društveni kontakti unutar stalne skupine biciklista radije nego članova obitelji (što je različito od istraživanja u drugim zemljama) i pripadanje biciklističkoj organizaciji s kojom se biciklist postepeno poistovjećuje i usvaja odre-

## 5. DISCUSSION AND CONCLUDING REMARKS

### 5.1 Discussion

In recent years, cycling in Israel has been constantly developing, parallel to the sport's development worldwide, and a considerable number of its characteristics, as found in this study, are similar to trends in other countries. Yet, a few characteristics are still different. Main research results will be discussed herein, based on theoretical findings that already mentioned in section 2 and 4, and will not be detailed again here.

One of the prominent characteristics of cycling is its perception as 'serious leisure', which is the prerequisite for the evolvement of cycling tourism. It was examined in two ways: (a) analyzing cyclists' behavior and experience; and (b) examining the cyclists' self-image through a set of 12 statements. This is evident in a number of aspects: very frequent cycling with increasing frequency over time, many years of cycling with longtime commitment and constant upgrading to the next expertise level. These three attributes are highly statistically correlated. Regarding the timing for riding, all cyclists ride at least on weekends, with "preference over other leisure activities" and "adjusting schedule to cycling possibilities", as appears in the statements and corresponds with the definition of 'serious leisure' activities to become a key factor in one's schedule, around which life is organized. Thus, an important attribute is cyclists' self-image. Examination revealed that most important elements are technical-operational aspects ('control') such as knowledge, skills, physical fitness, and technical ability. The second important group of aspects is associated with the feeling of accomplishment and with sport's centrality in cyclists' lives and schedule, which increases with years spent cycling ('meaning'). The 'belonging' aspects were found to be very significant and expressed as social contact within a permanent group of riders rather than family members (unlike



đeni kodeks ponašanja. Treba napomenuti da većina navedenih rezultata (osim onih koji se odnose na društveni krug), koji su u skladu s definicijama „ozbiljnog slobodnog vremena“, odgovara gore opisanim obilježjima cikloturizma u drugim zemljama. Važno je istaknuti da, kad je riječ o biciklističkom odmoru u Izraelu, premda je glavni razlog odlaska na odmor isti kao i u drugim zemljama (biciklizam), postotak izraelskih cikloturista je ipak daleko manji. Vjerojatno je tomu uzrok činjenica da se fenomen biciklističkog odmora u Izraelu pojavio tek nedavno. Njegov rastući trend vjerojatno je vezan uz porast udjela biciklizma u provođenju „ozbiljnog slobodnog vremena“.

Razlog bavljenja biciklizmom gotovo se uopće nije promijenio tijekom godina. Četiri su glavne kategorije: fizička spremnost, putovanje, druženje i tehnički izazovi biciklizma. Te kategorije obuhvaćaju „kontrolu“ i „pripadanje“ koje su komponente „ozbiljnog slobodnog vremena“. Taj rezultat potvrđuju i njihove jasne preferencije prema tehnički izazovnim stazama, umjesto širokim rekreacijskim stazama. Rezultati se samo djelomično podudaraju s drugim istraživanjima koja su pokazala širi raspon razloga, poput turističkog okoliša, želje za posjećivanjem novih mjesta i provođenjem vremena s obitelji i prijateljima (Bull, 2006).

Većina biciklista spremna je do biciklističke lokacije putovati najviše sat vremena, za razliku od istraživanja u drugim zemljama u kojima je to nekoliko sati. Ta je činjenica, naravno, povezana s malim udaljenostima u maloj zemlji poput Izraela i s malom udaljenošću između mjesta stanovanja i prikladnih biciklističkih lokacija. Ovi rezultati u skladu su s Etminani *et al.* (2018), koji su ukazali na to da veća udaljenost od mjesta stanovanja do staza ima negativan utjecaj na privlačnost destinacije, a Bell (2018) u svojim istraživanjima navodi da male udaljenosti u maloj zemlji poput Novog Zelanda imaju puno prednosti prilikom predstavljanja destinacije.

other countries reviewed), and belonging to a relevant organization with developing identification and a behavior code. It should be noted that most of the above mentioned findings (except of social circle), which correspond with the definitions of ‘serious leisure’, match the characteristics of cycling tourism in other countries reviewed (see sections 2.1, 2.2 and 4.1). It worth noting that with regard to cycling holidays in Israel, comparison with other countries shows that while the main purpose of going on holiday is the same (cycling), the percentage of Israeli cycling tourists is still much smaller. That is probably due to the recency of the cycling holiday phenomenon in Israel. Its increasing trend probably stems from the increasing trend of cycling as ‘serious leisure’ as explained above.

The purpose of cycling has almost not changed over the years. There are four dominant categories: physical fitness, trip, social gathering, and technical cycling challenge. These categories cover the ‘control’ and ‘belonging’ components of ‘serious leisure’ as mentioned earlier. This finding is supported by their clear preference of technical challenging trails, rather than wide recreational trails. Findings are only partly in congruence with other studies, which have shown a wider range of purposes in parallel, such as the tourism environment, the desire to visit new places and spending time with family and friends (Bull, 2006).

The majority of cyclists are willing to travel to the cycling site not more than one hour, unlike studies in other countries that show a range of several hours. This fact naturally depends on the short distances of a small country like Israel, and on the proximity of home to decent cycling sites. These findings are consistent with Etminani *et al.* (2018) who indicated that increasing distance from home to trails has a negative influence on the attractiveness of the destination, and with Bell (2018) who shows that short distances in a small country like New Zealand have a lot of advantage in presenting destinations.

Čimbenici privlačnosti ukazuju na to da su najvažniji čimbenici vezani uz samu biciklističku lokaciju. Na prvom mjestu su krajolici i prirodni okoliš, faktor čiju važnost navode i drugi znanstvenici (Kennelly, 2017; Etminami *et al.*, 2018, Bell, 2018). Ostali glavni čimbenici su raznovrsnost staza, blizina mjesta stanovanja i postojanje karata staza. Turističke i ostale usluge (tuševi, smještaj, restorani i popravci) smatraju se nevažnima, što je u suprotnosti s rezultatima koje navodi literatura. Jedan od razloga je taj što se biciklizam u Izraelu percipira prvenstveno kao rekreacija blizu mjesta stanovanja, a ne turizam.

Ustanovljeno je da su natjecanja i događanja nevažni, što je u suprotnosti s istraživanjima u drugim zemljama. Dva su moguća razloga niske privlačnosti događanja: prvo, s obzirom na male udaljenosti u Izraelu, nije potrebno organizirati događanja kako bi se potaknula potražnja iz udaljenijih krajeva; drugi je razlog struktura društvenog kruga izraelskih biciklista kojeg čini stalna skupina prijatelja, bez članova obitelji. Važnost obitelji u toj aktivnosti ocijenjena je najnižom ocjenom među čimbenicima privlačnosti i najnižom ocjenom u psihološkim tvrdnjama o „ozbiljnoj slobodnoj aktivnosti“. Rezultati su u suprotnosti s rezultatima drugih znanstvenika koji su naglasili da, kod događanja vezanih uz biciklizam i natjecanja, u obzir treba uzeti i obitelji te da bi „rekreacijska biciklistička događanja“ trebala biti organizirana upravo za njih (Bull, 2006; Kennelly, 2017). Ustanovljeno je da su stavovi o okolišu i održivom turizmu vrlo važni i da su godinama stabilni. Čini se da razlog tomu popularnost „zelenog“ javnog diskursa i „krajolici i priroda“ koje biciklisti navode na prvom mjestu kao ono što ih najviše privlači biciklističkim lokacijama. Pored toga, ustanovljeno je da bi se većina biciklista htjela angažirati u volonterskim radovima vezanim uz biciklizam, kako u fizičkom, tako i u društvenom smislu. Sličan stav navode i ostala istraživanja te ga navode kao značajno obilježje

The attraction factors indicate that the most important factors are associated with the cycling site itself. First is landscape and natural environment, a factor the importance of which is also mentioned by other scholars (Kennelly, 2017; Etminami *et al.*, 2018, Bell, 2018). Other main factors are variety of trails, proximity to home and availability of trail maps. Tourism and other services (showers, accommodation, restaurants or repairs) are perceived as unimportant, contrary to findings in the literature. One of the reasons is that cycling in Israel is primarily perceived as leisure near home rather than tourism.

Competitions and events were found to be unimportant, contradicting studies in other countries. The low attractiveness of events can be inferred from two reasons: First, based on short distances in Israel, there is no need to create events in order to attract demand from far origins. Second reason stems from the structure of Israeli cyclists' social circle which comprises a permanent group of friends, with no involvement of family members. The importance of activities to family was graded as the lowest in the attraction factors and the lowest in psychological statements of 'serious leisure'. Findings are contradictory to other scholars, who stressed that regarding cycling events and competitions, families have to be considered as well in the entire design, and that 'recreational cycling events' should even be created for them (Bull, 2006; Kennelly, 2017).

Attitudes to environment and sustainable tourism were found of great importance, and have remained stable over the years. It appears that this is rooted in the popularity of 'green' public discourse and in the cyclists' top preference of 'landscape and nature' as the main attraction of cycling sites. Additionally, it was found that most cyclists would want to engage in voluntary work related to cycling, both physically and socially. A similar attitude was also mentioned in other studies and also was mentioned as a significant feature of 'serious leisure'.

„ozbiljnog slobodnog vremena“. Zaključno, čini se da postoji stalan trend specijalizacije i usavršavanja vještina u biciklizmu u Izraelu, čime on dobija odlike „ozbiljne slobodne aktivnosti“ i postaje temelj za razvoj cikloturizma i biciklističkih odmora.

### *Odgovori na istraživačka pitanja*

S obzirom na prethodno opisani profil biciklista, obrasce ponašanja, percepcije, spremnost ulaganja novca i vremena u svladavanje vještina te davanje prioriteta biciklizmu nad drugim aktivnostima, jasno je da se brdski biciklizam u Izraelu može smatrati „ozbiljnom slobodnom aktivnošću“, što je bila tema prvog istraživačkog pitanja. Porast cikloturizma u Izraelu i u inozemstvu, koji je vjerojatno rezultat rasta biciklizma kao „ozbiljne slobodne aktivnosti“, pokazuje da je glavni razlog odlaska na odmor vožnja biciklom. Taj razlog, koji je ustanovljen i u drugim zemljama s tradicionalnim cikloturizmom, i porast potražnje predstavljaju cikloturistički potencijal izraelske bicikliste, što je odgovor na drugo istraživačko pitanje. Istraživanje potreba biciklista na biciklističkim destinacijama (za popratnim objektima, infrastrukturom) pokazuje rezultate koji su u suprotnosti s onima u drugim zemljama. Kako su biciklističke destinacije relativno blizu, izraelske bicikliste manje zanimaju turistički objekti, a više sama bit proizvoda (krajolici, raznovrsnost staza). Čini se da će se taj fenomen promijeniti i da će porasti potražnja za infrastrukturom uslijed sve većeg broja izraelskih biciklista koji odlaze na biciklističke odmore, što je odgovor na treće istraživačko pitanje.

### **5.2 Implikacije i buduća istraživanja**

Iz ovog istraživanja moguće je izvesti sljedeće općenite implikacije:

(a) Marketing: Doprinos ovakvog istraživanja je ukazati na segment tržišta koji se

To conclude, it seems that there is a constant trend of specializing and upgrading skills of the cycling sport in Israel, both to adopt measures of ‘serious leisure’ and as a basis for cycling tourism and cycling holidays.

### *Response to research questions*

The aforementioned discussion enables responding to the research questions. Considering the cyclist’s profile as described above, patterns, perceptions, willingness to invest money and time in acquisition of skills, and giving priority to cycling over other activities, it is clear that mountain biking in Israel can be considered ‘serious leisure’, which was the concern of the first research question. Looking at the rising trend of cycling tourism in Israel and abroad, which probably stems from the increasing trend of cycling as ‘serious leisure’, shows that the main purpose of going on holiday is ‘cycling holiday’. This purpose, which is the same as found in other countries with traditional cycling tourism, and the increasing demand show the potential for cycling tourism for Israeli cyclists, and answer the second research question. On exploring the needs (facilities, infrastructures) from cycling destinations, the results are contradictory to findings from other countries. As riding destinations are relatively close, Israeli cyclists are less focused on tourism facilities, but more on the core of the product (landscape, variety of trails). It seems that this phenomenon will change and demand for infrastructures will be enhanced due to the increasing numbers of Israeli cyclists who go on cycling holidays, which answers the third research question.

### **5.2 Implications and future research**

The following general implications can be derived from this research:

(a) Marketing: The contribution of such a research, in general, is to expose bikers’

odnosi na biciklizam, kako bi se turistički proizvod uskladio s djelotvornim marketingom. Ustanovljen je društveno-demografski profil biciklista (dob, prihod, obrazovanje, spol), a važno je napomenuti da je spremnost na potrošnju kod takvog segmenta visoka i da se u njemu cijene dobri standardi. Drugi značajni parametri su motivacije, „društveni krug“ biciklista i pripadnost klubovima i organizacijama koji putničkim agencijama mogu olakšati marketinške aktivnosti. Male udaljenosti u zemlji poput Izraela mogu potaknuti kreiranje biciklističkih odmora za inozemno tržište u obliku turističkih aranžmana i lokalnih događanja u prirodi koji mogu uključivati i natjecanja. Ona su ključna za privlačenje ljudi koji dolaze u pratnji (obitelji, prijatelja i obožavatelja) čime bi se ta događanja povezala s turizmom i rekreacijom.

- (b) **Razvoj:** kako bi se na vrijeme odgovorilo na buduće potrebe, vlasti bi već sada trebale početi planirati i poticati pripremu infrastrukture. Dodatna korist je da to može potaknuti prikrivenu potražnju te bi se proces neprekidno razvijao. Istraživanje je ukazalo na jednu važnu potrebu biciklista, a to je raznovrsnost staza na biciklističkoj lokaciji. Kako je to vezano uz samu bit proizvoda, vlastima se preporuča da taj problem stave na prvo mjesto, osobito zato što je to financijski razumno.
- (c) **Održivost:** kako su biciklisti pokazali spremnost za volontiranje i vrlo pozitivan stav prema održivosti, vlastima mogu pomoći u kreiranju i održavanju staza te očuvanju prirode općenito. Preporuča se da se taj proces dobro planira i organizira. Usto, kako bi i lokalno stanovništvo koje živi u blizini biciklističkih lokacija trebalo imati koristi od cikloturizma i događanja, ključno je povezivanje biciklističkih organizacija s lokalnim stanovništvom, što se može odvijati pod nadzorom lokalnih vlasti.

market segments for better compliance of tourism product and efficient marketing. Insights include socio-demographic profile (age, income, education, gender), while it is worth noting that the willingness of such segments to pay is high and they appreciate good standards. Other significant parameters are motivations, ‘social circle’ of riding, and the belonging to clubs and organizations that can ease marketing efforts of travel agencies. Short distances in a country like Israel can motivate the creation of cycling holidays abroad in the shape of tourism packages and local events in nature that might include competitions as well. The latter is crucial for attracting accompanying people (family, friends, fans) so as to connect events with tourism and recreation.

- (b) **Development:** To respond to future demands on time, authorities should start planning and encouraging the preparation of infrastructures, at the present stage. Additional benefit is that it may stimulate the hidden demand and the process would evolve as a ‘vicious circle’; namely, the increased demand will require more facilities and so on. An important need that was found in the survey was the variety of trails at a site. As it relates to the core of the product, it is recommended that the authorities prioritize it, especially as it is reasonable in terms of budget.
- (c) **Sustainability:** Since the cyclists showed willingness to volunteer and a very positive attitude towards sustainability, authorities can be assisted by them in creating and maintaining trails, and in general, preserving nature. It is recommended that such a process be well planned and organized. Also, as local population around the site, should benefit from cycling tourism and events, the involvement of cyclist organizations with the local population is crucial, and can be done under the umbrella of local authorities.

Ovo istraživanje pokazuje neka zajednička obilježja malih zemalja poput Izraela. U određenoj mjeri njegove rezultate moguće je primijeniti i na druge male zemlje. Prvo i najvažnije je što su biciklističke lokacije blizu naseljenih mjesta, što s jedne strane utječe na nespремnost da se od mjesta stanovanja do biciklističke lokacije putuje više od jednog sata i što rezultira minimalnom potrebom za turističkom infrastrukturom te popratnim objektima, a s druge strane povećava potrebu za biciklističkim odmorima u inozemstvu kao kompenzacijom. Stoga se preporuča provođenje daljnjih istraživanja u kojima će se istražiti obilježja cikloturizma prema veličini zemlje kako bi se ustanovilo u kojoj fazi „ozbiljna slobodna aktivnost“ može stvoriti zreli cikloturizam.

The present research shows that some unique features for a small country like Israel. Transferability can be done, to a certain extent, to other small countries. First and foremost is the proximity of sites to residential areas, which affects two directions: on one hand, there is no willingness to travel to sites more than an hour away from home, resulting in a minimal necessity for tourist infrastructures and facilities, and on the other hand, there is an increasing demand for cycling holidays abroad as compensation. Hence, it is recommended to carry out future research, which will examine cycling tourism features according to size of countries. It may detect from which stage 'serious leisure' can create mature cycling tourism.

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