87 - CYCLE TOURISTS IN THE EUROPEAN CIRCUIT VALLEY – SANTA CATARINA: PROFILE, TRAVEL HISTORY AND MOTIVATIONS

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1. INTRODUCTION

Tourism and leisure nowadays has been shown to be as a great consumer of nature. In large urban centers is the reality of residents: traffic jam, noisy, pollution odors, pressure for result in short time, tiny space of work and housing, fast-food, routine as define hours to: wake up, work, eat, do physical exercise and sometimes 5 min of being late is enough to lose your day, behind of those pressure aspects people dream about leisure times, associating leisure to period after work, weekends or holidays. So, the moments of leisure became to be as escapes of reality, where people forget about their problems of day-by-day, looking for natural environments where they can enjoy the green, the sounds of waterfalls and nature, enjoying cook without rush to prepare. In this “pursuit of the green” and “escape” of reality, one of the tourism sectors in ascension is the cycle tourism, which can be defined as travel by bicycle.

In Brazil, Santa Catarina is the state which developed the first experience in cycle tourism. The European Circuit Valley was created to backpackers and bicycle tourists. It is a track of rural roads with an environment prepared for this kind of travelers. Aspects as signs and availability of information as maps, attractions, cities and services were thought in function of this public. The European Valley is one of ten tourism regions which support this activity in the state. The Velotour is an event organized by the “Clube de Cicloturismo do Brasil” (Cycle Tourism Club of Brazil), it happens on Carnaval in the European Valley and has as objective integrate the cycle tourists, promote cycle tourism and encourage beginners to travel by bicycle.

It is noticed that cycle tourism is a new segment and many products in market still are in development process. For those and other reasons, the construction of knowledge in this sector still is small. It is needed contribution in this subject to the sector growth in theory and also to guide tourism entrepreneurs in their business.

Faced with lack of good information about cycle tourists and their experiences, the research question was defined as: What is the profile of the cycle tourists participant of the Velotour 2012, their travel history and their motivations to ride in the European Circuit Valley?

In order to find out answers for the research previously exposed, it was defined as the main objective to identify the profile of the cycle tourists participant of the Velotour 2012, their travel history and their motivations to ride in the European Circuit Valley. In Addition, as specific objectives: identify the socioeconomic profile of the cycle tourists, identify their travel history and motivations of cycle tourists to ride in the European Circuit Valley.

2. CYCLING

Parameters that characterise bicycle tourism include (1) that the cycling experience takes place away from a person's home region; (2) bicycle tourism may extend to single-day or multi-day trip durations; (3) the nature of the cycling activity is non-competitive; (4) cycling should be the main purpose of the trip; (5) participation in cycling occurs only in an active context, and (6) bicycle tourism is a form of recreation or leisure. (LAMONT, 2009).

> The cycling leisure unites two options: traveling and cycling. The bike has been prized for being a silent mode of transport, which emits low levels of pollution and provides health care to its users, among other benefits. With regard to tourism, it has been thought by many countries as a means of rural development. The trips usually involve the cyclists at low levels of environmental impact and can generate several benefits to destinations, including better income distribution and better relationships between travelers and residents (Rezende; VIEIRA, 2011).

It is noticed that cycling is a new segment and existing products in the market are still developing. For these and other reasons, the construction of knowledge in the area is still small. Contributions are needed in this area to strengthen the theoretical field and also to guide entrepreneurs in the tourism business.

The cycling is a market segment that has features that meet changes in demand for travel and therefore has grown tremendously in several countries. The government of Denmark, for example, consider the bike a major form of transportation in the country and conducts various public policies that foster their use in daily life and also during leisure (SIMONSEN; Jorgenson, 1996).

The Valley of the European Circuit in 2006 came after him other circuits were created, currently, all circuits are touring Brazil in Santa Catarina: Costa Verde and Ocean Welcomed in Cologne and, in addition to the European Tour of the Valley, totaling three roads in the state . (CATARINENSE NETWORK MOBILITY TOURIST, 2012).

The Circuit of the European Valley attracted nearly 900 tourists in 2011 and expects to receive 1200 in 2012. Never a study was developed to cyclists who traveled along the path. The only available information is filled in the answers disclaimer signed by all cyclists and backpackers who subscribe to the circuit. This information (ID, address, occupation, e-mail, known as the circuit in case of accident notify a) are not typed for later use.

For the European Valley, and managers of touring, the study represent ideas and proposals that can guide actions for the benefit of better management of tourism businesses in the region and Brazil.

3. METHODOLOGICAL PROCEDURES

This research was characterized as an exploratory-descriptive, quantitative design, aiming to identify the profile and history of travel Velotour cyclists who participated in the 2012 and the motivations for cycling in CVE.

The research population is characterized by a total of 61 participants of the event and the sample of 38 cyclists who answered the survey instrument, making a sampling error of 8.5%, according sample calculation proposed by barbette (2006). Participants were asked to complete the questionnaire at the end of the route, ie, after the experience.

The questionnaire, consisting of open and closed questions, related to personal identification, history of cycling trips and motivations. Data were analyzed using descriptive statistics, using measures of percentage.

4. THE CIRCUIT OF THE VALLEY AND THE EUROPEAN VELOTOUR

The Valley has European roadmap Art & Charm, Backpackers, Bicycling, Adventure and Emotion, Flavor Flores and Italian. (VALE EUROPEU, 2012).

The Valley Cycling Circuit European travels seven cities of Santa Catarina: Timbo, Pomerode, Indaial Ascurra, Rodeio, Dr. Pedrinho, Rio dos Cedros and returns to Timbo. There are 300 miles of track, designed to be completed in a week, riding about 40 miles a day. The pathway can be divided into upper part and lower part. The lower part follows the valley of the rivers, going to Timbo Rodeio. It has ups and downs, but always returns to an altitude slightly higher than the sea level. For these characteristics of relief, can be done by people who have a reasonable fitness and bike with little experience. In the upper part, the circuit climbs the mountain toward the dams, which are about 700 m altitude. The region is a bit more isolated, where nature is very present. There are frequent stretches where the road is narrow penetrates the forest and allows cicloturista get too close to the birds and other small animals. The terrain is steeper and requires good physical preparation to face some challenges as the long stretches of uphill, and a lot of experience in cycling since the script crosses less inhabited places. (VALE EUROPEU, 2012).

The Velotour is an event organized by the Cycling Club of Brazil, held at the Circuit of the European Valley, during the Carnival. In 2012 came the 5th edition. For Eliana Garcia (2011), Cycling Club, the Velotour is "the largest independent bicycle trip with what happens in the country, is the ideal place for those who already have experience with the bike and want to start your travels. Moreover, it is a great space for those who are already experienced and accustomed to travel alone because the group always forms an optimal environment of friendship, cooperation and fun. "

During the year three Velotours are performed in other paths touring the country in July on the Path of Light in Minas Gerais and in October in Circuit Costa Verde Mar in Santa Catarina coast and welcomes cyclists invited by the Club.

5. RESULTS

Participants Velotour 2012 in 61 European Circuit Valley cyclists. The survey was conducted on February 25, 2012 with all 38 travelers who completed the circuit today as scheduled by the organizers of Velotour. Some cyclists concluded only the lower part, some suffered falls and did not continue the trip and had no other availability pedaling a week, before returning to their homes.

5.1. Socio-economic profile

In item socioeconomic profile looking to trace some features of the cycling fans and participants Velotour/2012. Table 1 shows the gender, age, education, place of residence and monthly income of the 38 survey respondents.

Table 1: Gender, Age Group, Education, Place of Residence and Monthly Income Family

Gender	Age Group	Education	Place of Residence	Monthly Income Family
Male 68%	15 to 19 years 2,6 %	high school 15,8 %	São Paulo 44,7%	de 1 SM a 3 SM 15,8%
Female 32%	20 to 29 years 5,3 %	incomplete higher education 5,3%	Santa Catarina 18,4 %	de 4 SM a 7 SM 18,4%
	30 to 39 years 36,8 %	college degree 34,2 %	Paraná 15,8%	de 8 SM a 10 SM 10,5%
	40 to 49 years 34,2 %	incomplete specialization 23,7%	Rio Grande do Sul 10,5%	acima de 10 SM 55,3%
	50 to 59 years 15,8 %	full specialization 21,1%	Distrito Federal 5,3%	
	above 60 years 5,3 %		Other 5,2%	

Source: Research Data

It is seen in Table 1 that most respondents are male totaling 68%, the amount of women was 32%. The age group with the largest number of respondents was 30 to 39 years with 36.8% of respondents, the second largest age group with the largest number of respondents was 40 to 49 years with 34.2% of respondents. Adding the two tracks mentioned realizes that 71% of respondents were between 30 and 49 years.

Complete higher education is the education level of 34.2% of respondents, by adding the percentage of respondents who have completed higher education who have expertise with complete or incomplete, it is clear that 79%, most of our respondents have education University graduate.

It appears that the place of residence of 44.7% of respondents is the state of São Paulo. Santa Catarina participated 18.4% of respondents. The Southern region of the country, 44.7% attended other traveler respondents. It is observed that in spite of being in the region of the state, the event attracted few adherents of Santa Catarina.

It can be seen from the table above that the majority, representing 55.3% of our respondents have household income greater than 10 minimum wages. This represents that tourism is not a very popular and best practice requires an income in order to invest in the proper equipment to practice cycling. Fact proven by Ruschmann (2002) cites that the Brazilians have ecotourists average income exceeding $ 3,000.00 monthly.

5.2 Travel History

No travel history discovers how long, because travelers began practicing cycling and which held last trip. Table 2 is that information.

Table 2: Travel History

Practice cycling	Started practicing for that	Last trip
less than 1 year 15%	Leisure / physical activity 68%	First trip31%
1 to 3 years 26%	overcoming limits 21%	Santiago de Compostela 24%
3 to 5 years 16%	Influence of friends / husband 11%	Costa Verde e Mar 21%
Over 5 years 18%		Caminho da Luz 8%
		Other 16%

Source: Research Data

Most participants (26%) of 2012 Velotour practice cycling 1-3 years, 68% began practicing for leisure or to practice a physical activity and 31% were on their first trip. Despite already practicing cycling for more than a year, some travelers considered this his first trip as the first trip with more than 100 km.

5.3 Motivations

Table 3 presents the motivations of cyclists to participate in Velotour 2012.

Table 3: Motivations to participate in the 2012 Velotour

Tourism / Leisure 32%
Making new friends 24%
European colonization 21%
Circuit planned / organized 13%
Landscape / Nature 5%
Fleeing the traditional Carnaval 5%

Source: Research Data

The main motivation was found tourism / leisure traveler in 32%, 24% participated in order to make new friends and 21% chose the Valley for its European European settlement, 13% chose this circuit because it was planned / designed to practice of cycling.

6. CONCLUSION

The cycling attracts individuals of both genders and different age groups. It is observed that despite being in the region of the state of Santa Catarina, the event attracted more fans of Sao Paulo. When we look at the monthly family income of the participants, we realize that this is not a very popular tourist and practice requires an income that allows investing in proper equipment to practice cycling, which have high cost.

Most cyclists who participated in Velotour cyclists are 1-3 years and 31% of respondents, this was the first bike trip that really justifies the practice of this event which is precisely designed to meet people who are starting to travel by bicycle. 68% of respondents began practicing for leisure / physical activity. The main motivation is to join Velotour tourism / leisure then to make new friends, just for being a group trip.

For future work we suggest searching the profile of cyclists throughout the year and not only in Velotour and also compare data with other cyclists circuits Brazilians.

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CYCLE TOURISTS IN THE EUROPEAN CIRCUIT VALLEY – SANTA CATARINA: PROFILE, TRAVEL HISTORY AND MOTIVATIONS

ABSTRACT

The cycling can be defined as travel by bicycle. In Brazil, Santa Catarina state which developed the first cycling experience. This is still a growing segment, therefore, the construction of knowledge in the area is still small. Contributions are needed in this area to strengthen the theoretical field and also to guide entrepreneurs in the tourism business. The aim of this study was to identify the profile of cicloturista, your travel history and their motivations for Velotour 2012 in Circuit European Valley in Santa Catarina. The sample consisted of 38 individuals participating in the Velotour 2012. The results show that most of the participants are male, has between 30 and 39 years old and lives in São Paulo. 26% of participants Velotour cyclists are 1-3 years and 31% of respondents this was the first bike trip. 68% of respondents began practicing for leisure / physical activity. The main motivation is to join Velotour tourism / leisure then to make new friends.

KEYWORDS: Cycling. Leisure. Motivations.

LES CYCLISTES CIRCUITS AU COMITÉ VALLEY - SANTA CATARINA: PROFIL ET MOTIVATIONS DE VOYAGE HISTORIQUE.

RÉSUMÉ

Le cycle peut être défini comme les déplacements en vélo. Au Brésil, État de Santa Catarina qui a développé l'expérience cycliste premier. C'est encore un segment de plus en plus, par conséquent, la construction de connaissances dans le domaine est encore faible. Les cotisations sont nécessaires dans ce domaine pour renforcer le champ théorique et aussi pour guider les entrepreneurs dans le secteur du tourisme. Le but de cette étude était d'identifier le profil de Cicloturista, vos antécédents de voyage et leurs motivations pour Velotour 2012 à circuit européen vallée de Santa Catarina. L'échantillon se composait de 38 personnes participant à l'horizon 2012 Velotour. Les résultats montrent que la plupart des participants sont des hommes, a entre 30 et 39 ans et vit à São Paulo. 26% des participants sont des cyclistes Velotour 1-3 ans et 31% des répondants c'était la première moto voyage. 68% des répondants ont commencé à pratiquer des loisirs / de l'activité physique. La motivation principale est de rejoindre le tourisme Velotour / loisirs puis faire de nouveaux amis.

MOTS-CLÉS: randonnée à vélo. Loisirs. Les motivations.

CICLOTURISTAS EN EL CIRCUITO DEL VALLE EUROPEO – SANTA CATARINA: PERFIL, HISTÓRICO DE VIAJES Y MOTIVACIONES.

RESUMEN

El cicloturismo o el ciclismo en el turismo se puede definir como un viaje en bicicleta. En Brasil, el estado de Santa Catarina que se desarrolló la experiencia de ciclismo en primer lugar. Esto sigue siendo un segmento en constante crecimiento, por lo tanto, la construcción del conocimiento en el área es todavía pequeño. Las contribuciones son necesarias en esta área para fortalecer el campo teórico y también para orientar a los empresarios en el negocio del turismo. El objetivo de este estudio fue identificar el perfil del cicloturista, su historia de viajes y sus motivaciones para participar del Velotour 2012 en el Circuito del Valle Europeo en Santa Catarina. La muestra incluyó 38 individuos que participaron en el Velotur 2012. Los resultados muestran que la mayoría de los participantes son hombres, tienen entre 30 y 39 años de edad y viven en São Paulo. 26% de los ciclistas participantes en el Velotour son cicloturistas hace 1-3 años y para 31% de los encuestados era la primera vez que se viajava en bicicleta. 68% de los encuestados comenzó a practicar por razón de ocio / actividad física. La motivación principal para la participación del Velotour es turismo/ócio luego hacer nuevos amigos.

PALABRAS-CLAVE: Ciclismo. Ocio. Motivaciones.

CICLOTURISTAS NO CIRCUITO DO VALE EUROPEU – SANTA CATARINA: PERFIL, HISTÓRICO DE VIAGENS E MOTIVAÇÕES.

RESUMO

O cicloturismo pode ser definido como viajar de bicicleta. No Brasil, foi Santa Catarina o estado que desenvolveu a primeira experiência em cicloturismo. Este ainda é um segmento em expansão, portanto, a construção de conhecimento na área ainda é pequena. São necessárias contribuições neste tema para fortalecer teoricamente o campo e também para orientar empreendedores da área de turismo em seus negócios. O objetivo deste estudo foi identificar o perfil do cicloturista, seu histórico de viagens e suas motivações para o Velotour 2012 no Circuito do Vale Europeu em Santa Catarina. A amostra contou com 38 indivíduos participantes do Velotour 2012. Os resultados mostram que a maioria dos participantes é do sexo masculino, possui entre 30 e 39 anos e reside em São Paulo. 26% dos participantes do Velotour são cicloturistas de 1 a 3 anos e para 31% dos respondentes essa foi a primeira viagem de bicicleta. 68% dos respondentes começaram a praticar por lazer/atividade física. A maior motivação para participar do Velotour é turismo/lazer seguida de fazer novos amigos.

PALAVRAS-CHAVE: Cicloturismo. Lazer. Motivações.