

FREEMAN

MOUNTAIN BIKE TOURISM AND COMMUNITY DEVELOPMENT IN  
BRITISH COLUMBIA: CRITICAL SUCCESS FACTORS FOR THE FUTURE

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Mountain bike tourism is developing a critical mass of momentum, which may provide significant benefits to communities. However, community planners need to be cognizant of the Critical Success Factors necessary to ensure the execution of a sustainable tourism development strategy. The Delphi method was utilized to explore the critical success factors necessary to build sustainable tourism capacity for the development of mountain bike tourism. As a result, a Conceptual Framework for Community-Based Mountain Bike Tourism Development is introduced to execute sustainable community mountain bike tourism development strategies. The author recommends that the Conceptual Framework may be beneficial to emerging clusters of tourism stakeholders' intent on mapping-out long term objectives, while maturing clusters may use the framework to achieve planning and operational efficacy. Despite the growth in mountain bike tourism development, formal research into community mountain bike tourism development is still in its infancy. Utilization of the Conceptual Framework for Community-Based Mountain Bike Tourism Development may assist tourism stakeholders to more effectively execute a successful planning strategy while assisting future researchers to delve further into analysis of the role of Critical Success Factors and the Conceptual Framework.

Key words: Mountain Bike Tourism; Critical Success Factors; Tourism Development; Tourism Clusters; Tourism Planning

Link to Presentation from Australian Cycle Tourism Conference:

<http://www.slideshare.net/leftcoastinsite/ray-freeman-aus-mtn-bike-tourism-conference-presentation-critical-success-factors-feb22012>

Upcoming engagement opportunities:

- Spoke n' Word at the Victoria International Cycling Festival, June 13, 2012
- Velo City, Vancouver, June 29<sup>th</sup>, 2012
- Mountain Bike Tourism Conference, Victoria, April 2013

Thanks to:

 STRATLINE



Figure 7. Conceptual Framework for Community-Based Mountain Bike Tourism Development:



