

# Cycling as a Mode of Transport in Organizational Contexts: An Exploratory Perspective

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## **Abstract**

With bicycles becoming increasingly relevant as a mode of transport also in the tourism sector, this study aims to investigate the adoption of cycling within organisational contexts. Through expert interviews with key personnel responsible for mobility and bicycle procurement, we analysed cycling as a transportation mode to achieve organisational mobility needs and the driving factors behind having an organisational fleet of bicycles. Through the theory of planned behaviour, we also explored personal motivations and barriers towards cycling adoption at an organisational level. Findings highlight how stakeholders are driven by positive attitudes, but also believe there are significant barriers to more widespread adoption of commercial cycling. Our developed typology reveals distinct motivations for those organisations where employees as opposed to consumers are the primary cyclists. We outline practical implications for organisations, local government, and policy-makers to support cycling as a socially responsible and healthy mode for organizational mobility.

**Keywords:** Commercial cycling; urban mobility; theory of planned behaviour

**Track:** Tourism Marketing