

# The Relationships between Biking Travelers' Sense of Direction and Wayfinding Strategy

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**【Abstract】** The purpose of this research is to examine the relationships between senses of direction and wayfinding strategies of biking travelers. The relationship between sense of direction and wayfinding strategy was constructed based on the environmental psychology theory. A total of 245 biking travelers completed a questionnaire regarding wayfinding behaviors. Various statistical analyses are conducted, including confirmatory factor analysis (CFA) and structural equation modeling (SEM). Results of this study indicate that the biking travelers with cognitive maps and awareness of orientation are more likely to use the "orientation strategy" to wayfinding. Differently, the biking travelers with abilities of memory and familiarity are more likely to use the "route strategy." The contribution of this study has identified the significance of various senses of direction on the biking travelers' wayfinding, and provided suggestions about quality recreational experiences for biking travelers.

**【Keywords】** Biking travel, Sense of direction, Wayfinding strategy