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## Integrated Bed and Breakfast into Eco- tourism in Guan Ziling areas in Taiwan

Fang-Chi Kuo<sup>a1</sup>, Cheng-Ter Kuo,<sup>b</sup>

<sup>a</sup> Lecturer, Department of Hotel & Restaurant Management, Aletheia University, No. 70-11., Pei-Shih Li, Matou Dist., Tainan City 72147, Taiwan (R.O.C.)

<sup>b</sup> Professor, Department of Sport Management, Aletheia University, No. 32., Zhenli St., Danshui Dist., New Taipei City 25103, Taiwan (R.O.C.)

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### Abstract

This research was to explore integrated the Bed and Breakfast (B & B) into eco-tourism through the visitors in the Guan Ziling area in Taiwan. This research used the convenience sampling method to carry on the questionnaire survey. The methods of investigation on this research obtained material analysis method, descriptive statistics, factor analysis, letter analysis, independent sample *t* examination analysis, single factor variance analysis and correlation analysis. The findings on this research are shown: (1) there is no remarkable difference in gender between “Bed and Breakfast” and “eco-tourism”; (2) there is no significant difference in age various between “Bed and Breakfast” and “eco-tourism”; it is makeable significant in the ecology landscape; (3) there are no remarkable difference between “Bed and Breakfast” and “eco-tourism” in the salary level, education level, the attraction in the different type of “Bed and Breakfast”, and the view of lodging attraction; (4) there is remarkable significant between “Bed and Breakfast” and “the eco-tourism” in the union variable relativities.

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*Keywords:* GuanZiling, bed and breakfast, eco-tourists tourism

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### 1. Introduction

Ecotourism is the fastest growing sector, with an estimated growth rate of 10-15%, of one of the largest industries in the world: tourism [1]. Ecotourism has been defined as having attributes such as a nature-based environmentally benign way to garner funds for conservation and local development, a source of education for visitors and local residents and a means for promoting increased respect for different cultures [2][3][4][5][6][7].

Schiff mentioned that bed and breakfast operations have become increasingly popular with travelers who do not want to stay in conventional hotels or motels. These travelers are looking for a place to relax [8]. Most travelers who stay in bed and breakfasts are looking for short vacations, relatively close to home where they can find uniqueness, not necessarily in the location, but in the accommodations themselves [9]. Industry experts predict that bed and breakfast operations will achieve a more prominent role within the hospitality industry [10]. However, the purpose of this study was aim to integrated the Bed and Breakfast into eco-tourism in the Guan Ziling area in Taiwan.

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<sup>1</sup> Corresponding Author: Tel: 886+2-988227930  
 Email Ad: [iz323@yahoo.com](mailto:iz323@yahoo.com)

## 2. Literature Review

### 2.1. The Definition of Bed and Breakfast

In recent years, the government took seriously and promotes with great effort in the leisure industry. Bed and Breakfast business has been developing as a new leisure industry. In 2001, the Ministry of Communications Sightseeing Bureau has been consulting the registration application for the owners who are interested in managing Bed and Breakfast business because this type of business has been developed rapidly [11].

According to Wu [12], 'B& B' (Bed and Breakfast) has been popular from all over the world. It provides the passengers to seek lodging for the night. Generally speaking, the difference from hotels or resorts is B & B not only has provided the basic lodging, but also has given the lodger the strong touch of humanity and family's warm feeling. Guo and Kuo in 1990 pointed out B & B was a private home from the local people who want to share the room for the tourists to lodge in the local area when touring. This type business was the secondary income for the local owners to gain the money from the tourists [13]. The difference in B & B from regular hotels or restaurants is B & B makes the tourists feel home when traveling in a foreign city or place.

All in all, B & B refers to the use of private home for tourists to lodge temporarily when traveling and unifies the local culture, natural scenes, the ecology, the environment resources and the farming and forestry fishing herd production activities. This study is to explore the tourists in the Guan Zilling area more focus on the B & B which provide hot spring service.

### 2.2. The definition of Eco-tourism

The term "ecotourism" was adopted in order to describe the natural-tourism phenomenon [14]. Ecotourism provided tourists the biggest amusement and rest satisfaction, conformed to the environment and humanity's demand.

Yang[15] thought that eco-tourism was the tour which could not affect by people or polluted the natural area; and set the special goal, respect and admire the scenery, as well as manner of the wild animals and plants, and the historical culture to be engaged in the traveling. The ecology sightseeing may be called the sensitive sightseeing (Sensitive tourism). It defined to harbor of the care environment and benefit the local residents blessing the sense of responsibility, inquired deeply amusement and rest area nature and cultural authentic (authenticity), environment knowledge (knowledge), and concerned cultural heritage (heritage) traveling behavior.

This research take the eco-tourism elaboration as "take the environment care as an essence, and provides the nature, the environment, the humanities education and so on in or to continue and reach the development of managing in B & B business.

## 3. Methodology

### 3.1. Sampling and Method

This research is to explore the impression from the tourists who visit Guan Zilling area as well as the unifies of eco-tourism and Bed and Breakfast(B & B). The research is based on Davidsson and Wiklund's [16] research which proposed individual research as a mainstream and used convenience sampling as the method to carry on the sample, chose the tourists, 12 years old and above, who visited and boarded the Bed and Breakfast in the Ta-Dung Shan path, Red-leave Park and Guan Ziling areas in 2001.

In 2009, the survey started to distribute to the visitors who visit Ta-Tung Mountain, Red-leave Mountain and Guan Zilling hot spring. The total of questionnaire was 250 which was 250 in Ta-Tung mountain, 70 in Red-leave park, 100 in Guan Zilling hot spring and 34 filling incomplete. This research took 244 visitors who visited in Ta-Tung Mountain path, 58 visitors who visited Red-leave park, and 84 visitors in Guan Ziling hot spring areas as the participants of this research in September of 2009. The return ratio was 91.9%.

### 3.2. Instrument

This research questionnaire is based on the research goal to design Likert type scale for "the B & B and eco-tourism in Guanziling area". The total questions on the questionnaire are 32 questions, including 10 question on the management of B & B, 10 questions on eco-tourism, 10 questions on traveling characteristics and 7 questions on basic background information from the tourists. The questionnaire designs as selected questions through Likert type scale. The five meters are "strongly agree" by the digit "5" the expression, "agreed" by the digit "4" the expression, "ordinary" by the digit "3" expressed "does not agree" by the digit "2" the expression, "does not agree" by the digit "1" the expression.

The pretesting investigation is set by the convenience sampling method between in August 23 and August 24 in the Guanziling area of 2009. It extracts 50 tourists, carries on the questionnaire pretesting, recycling effective questionnaire total 48, carries on the project analysis, uses the resolution value and the related analytic method takes a choice question reference, when the resolution value reaches the remarkable standard (Alpha value is .05).Therefore, the sample can be chosen if the alpha value reaches .05; otherwise, it should be deleted. Then using the collected samples to analyze again, and finally demonstrated that resolution of value is in harmony with the standard, whether —reaches the remarkable standard. The meter establishment process contains the questionnaire to draw up, the

pretesting, the reliability with the validity examination, carries on the material collection again, and the construction official meter.

The reliability is one kind of uses for to weigh the accuracy or the accurate tool. It has two aspect significances. First, stability namely repeatedly weighs on the same thing in two different times or individually; and then compares these two weight score the relativity. Another one is a uniformity, namely in identical criterion. In this criterion various projects internal uniformity. This research weighs each related meter's reliability using the Cronbach's Alpha value. If Alpha the value is higher, it indicated that in the meter weight of knot various projects hastens consistently, i.e. the reliability of the meter is higher.

Gay [17] and Nunally [18] thought that if the Cronbach's Alpha value was higher than above 0.90, it indicated a higher reliability which meant 0.70 above expression may accept the standard. If it was lower than below 0.60, then it needed to revise; or if it was lower than 0.35 piece, it needed to discard.

The value of scale in the Guanziling area has shown that Cronbach's of Alpha on B & B is 0.798, and Cronbach's of Alpha value on the eco-tourism meter is 0.857, Cronbach's of Alpha value on the total meter is 0.875. The Guan Zilling area has the relative internal uniform standard to be quite high, and achieves the reliability request standard which is

### 3.3. Data Analysis

The data processing for this research is to use the research question, and gives the effective questionnaire to code, and uses Chinese Windows version 15.0 to construct the files with statistical software Statistical Package for the Social Science the (SPSS), and carries on the statistical analysis. The statistical method has shown as follows: (1). Narrative statistics: Individual basic document variable and passenger characteristic obtained material by number of times, percentage, standard deviation expression result. (2). Factor analysis: This research uses Kaiser-Meyer-Olkin (KMO) to take a sample the aptness quantity number examination analysis and the Bartlett's sphere test (the KMO value is bigger than 0.5 and significance are smaller than when 0.05), and carries on the factor analysis again. The factor extract by the principal components analytic method (Principal components analysis). The application directs to oblique revolution axis law (Varimax). It causes the factor loading easily and explains that the discernment represents the data structure contains several factors, achieves the material construction surface deflation to reach the goal. (3). Independent sample t examination analysis: Analyzes the remarkable difference on the gender of tourist between B & B and Ecotourism. (4). Single factor variance analysis: According to regular, the random sampling, the independence, and the variance of same value carry on the supposition examination and the material transform, and then carry out the single factor variance (One-Way ANOVA) to analyze on the age, the salary obtained, the education level, the occupation between B & B and Eco-tourism in order to exam whether there is remarkable difference between B & B and Ecotourism or not. And then to compare Post Hoc Tests afterward. The Alpha value is 0.05. (5). Pearson correlation analysis: Examines whether there is remarkable difference in managing B & B and the eco-tourism.

## 4. Results and Discussion

### 4.1 Basic information

- Gender: As shown in table 1, in the 386 effective questionnaires, 206 are male which are 53.4% of the total effective questionnaires, and 180 are female which are 46.6% of the total effective questionnaires. The result shows the male tourists who answer the questionnaire are more than female tourists.
- Age: As shown in table 1, the ages of 41 to 60 are 155 which are 40.2% of the total tourists who answer the questionnaire; the ages of 21 to 40 are 170 which are 44% of the total; under 20 years old are 54 which are 14% of the total; and over 61 years old are 7 which are 1.8% of the total. The result shows the most age to travel in this area is between 21 years old and 40 years old and the secondary age is between 41 and 60 years old.
- Marital status: As shown in table 1, 240 are married which are 62.2% of the total, and 146 are single which are 37.8% of the total. The result shows single tourists are more than married tourists.
- Salary: As shown in table 1, 115 are under \$20,000 which are 29.8% of the total, 51 are between 20,000 and 30,000 which are 13.2%, 106 are between 30,000 and 50,000 which are 27.5%, 91 are 50,000 and 100,000 which are 23.6, and 23 are above 100,000 which are 6% of the total. The result shows the who like to visit the Guan Zilling area are between 30,000 and 50,000 monthly income.
- Education: As shown in table 1, 129 are university students which are 33.4% of the total, 42 are graduated students which are 10.9%, 6 are elementary which are 1.6%, 16 are high school which are 4.1% and are senior high school which are 30.3% and college students are 76 which are 19.7%. The result shows most of the tourists are university students primarily and secondary is high school students.
- Career: 5 work in the farming, forestry, fishing, and animal industries which are 1.3% of the total, 37 are the laborer which are 9.6%, 25 are the merchant which are 6.5%, 78 are the armed forces, or government employees, or teachers which are 20.2%, 87 are student which 22.5%, 111 are in service industry or self-employed which are 28.8%, 43 are other (including retirees) which are 11.1%.

4.2. Analysis on tourist's characteristic

- As shown in table 2, there are 386 effective questionnaires. 111 tourists have chosen hot spring service when visiting the Guan Zilling area which are 28.8% of the total, 179 tourists are interested in climbing mountain which are 46.4%, 44 tourists are sightseeing only which are 11.4%, 9 are scholarly which are 2.3%, 8 tourists are the eco-tourism which are 2.1%, and 35 tourists come along. It demonstrated the owners of B & B did not introduce tourists to the eco-tourism seriously.
- Experiences in B & B: 134 tourists haven't stayed in B & B before which are 34.7%. 63 tourists have stayed B & B once; 70 tourists have stayed in B & B twice which are 18.1%. 119 tourists have stayed B & B for three times which are 30.8%.
- Resource of visiting Guan Zilling: Activity of group type: the 200 tourists are from friends' recommendation to join this activity which are occupied 51.8%, 96 tourist are from other resources which are 24.9%, 40 tourists are from magazines or newspaper's introduction which are occupied 10.4%, and 43 tourists are from on-line's introduction which are occupied 11.1%. Most tourists joined the activity are from friends' recommendation and the secondary are from other resources; therefore, the owners of B & B should pay more attention on promoting through network.
- Favorite type of B & B: the 172 tourists are like B & B with hot spring service which are occupied 44.6%; 93 tourist are like B & B with view which are 24.1%; 40 tourists are like B & B with aboriginal which are occupied 10.4%, and 43 tourists are B & B with aboriginal from on-line's introduction which are occupied 10.4%.

4.3. Factor analysis

- The Kaiser-Meyer-Olkin(KMO) of sample fitness examination value between the B & B and the eco-tourism meter are 0.829, 0.850. The examination value is bigger than 0.5, when the sphere examination value reaches the significance is smaller than 0.05. It is suitable to carry on the factor analysis, as shown in Table 1. The factor analysis is bigger than 1. The factor takes the characteristic value as the standard, and deletes the explanation strength to be low as well as does not conform to the topic item with the whole construction surface factor. The redundant implementation is multiple, and is bigger than 0.4 factor of load until the construction surface observation variable.

Table 1 Kaiser-Meyer and Bartlett analysis

items	KMO	Bartlett	df	Sig.
B & B	0.829	972.755	45	0.000*
eco-tourism	0.850	1662.143	45	0.000*

- B & B management: After factor analysis, the study is extractable from the two primary factors. The first factor naming "the people sleep the attraction", the characteristic nature is 3.619, and it may explain 36.195 amounts of variation. The second factor names for "seeks lodging for the night the wish". The characteristic nature is 1.404, and it may explain 14.044 amounts of variation, as shown in Table 2.

Table 2 factors analysis in managing B & B

items	attraction to tourist	willing to stay
tourists are willing to stay if ecotourism activity occurs	0.762	
B & B with potential ecotourism unifies	0.758	
expectation in unifying B & B and Ecotourism	0.756	
B & B should provide Ecotourism activities	0.738	
You are still willing to stay in B & B even though the B & B increases the fee	0.662	
clean surrounding in B & B		0.687
near sightseeing		0.672
price of B & B		0.670
specific topic		0.606
recommend by friends, relatives and media		0.549
characteristics	3.619	1.404
variation	36.195	14.044
Accumulation amount of variation	36.195	50.238

- Eco-tourism: After factor analysis, the study is extractable three primary factors. The first factor naming "the ecology development" and the characteristic nature is 4.471. It may explain 44.712 amounts of variation. The second factor is the animal ecology, and is to have the plant ecology, to have the tourist service facility. This factor is also named "the ecology resources", and the characteristic nature is 1.468. It may explain 14.678 amounts of variation. The third factor naming "the ecology landscape", the characteristic nature is 1.039. It may explain 10.385 amounts of variation.

#### 4.4. Independent t test

- t test of variance between gender and B & B: As shown in table 8, the t value on attraction of B & B is 0.645 and the t value on willingness to stay on B & B is -1.159. Through the two construction surface of the supposition variance, there is no makeable significant difference between them; therefore, the result shows male tourists and female tourists have the same feelings on B & B.
- t test of gender in eco-tourism various variables: Based on different gender, the ecology development, the ecology resources, and ecology sightseeing are selected to be test. The t value of ecology development is 0.190; the t value of ecology resource is -0.201; and the t value of ecology sightseeing is 1.847. The study set the three variances equal t the value and the significance. The result discovered finally the three variables all have not reached obviously. It indicated that the male and the feminine tourist in eco-tourism which are “the ecology development”, “the ecology resources” and “the ecology landscape” are the uniformities, as shown in Table 3.

Table 3 Gender in eco-tourism of t-test

items	variable	gender	average	standard deviation	t test	significant
ecology tourism	ecology development	M 206	18.39	3.49	0.190	0.850
		F 180	18.32	3.87		
	ecology resources	M 206	9.96	2.51	-0.201	0.841
		F 180	10.01	2.35		
	ecology landscape	M 206	8.15	1.26	1.847	0.066
		F 180	7.90	1.41		

\* $p < .05$ 

## 4.5. ANOVA analysis

- Various ages in B & B management analysis: It is no remarkable difference in various ages on B & B attraction and the willingness of staying on B & B.
- Disparity in age variance of analysis in eco-tourism: it is no significant difference in age variance in ecology development and ecology resources, but it is remarkable difference in ecology landscape. Scheffé had found tourists who were over age 61 were sensitive in landscaping of eco-tourism and tourists who are 21 years old to 40 years old thought some parts of landscapes only need to be decorated by humans.
- The variance of analysis from different salary in managing B & B: It is no remarkable significant in the attraction of B & B and willingness of staying on B & B from different level of salary.
- Different salary obtained variance of analysis in eco-tourism: it is no remarkable significant difference between ecology development, ecology resources, and ecology landscape in different level of salary.
- The variance of analysis in managing B & B from the different education level: it is no remarkable significant difference between the attraction on B & B and willingness of staying in B & B from the educational difference.
- Variance of analysis in eco-tourism from different education level: it is no remarkable difference between ecology development, ecology resources, and ecology landscapes in the eco-tourism from the different education level.
- The variance of analysis in managing of B & B from different career occupations: it is no remarkable difference between the attraction on B & B and the willingness of staying in B & B in managing of B & B from the different career occupations.
- Variance of analysis in eco-tourism from different career occupations: it is no remarkable difference between the ecology development, ecology resources, and ecology landscape in eco-tourism from the different career occupations.

## 4.6. Correlation analysis

Based on Pearson Correlation Coefficients, the correlation coefficients between the management of B & B and ecotourism is significant related; but it was rejected. There were highly relationships between the attraction of B & B and ecology development which the r value was 0.426. The willingness staying in B & B and ecology development is significant related which the r value was 0.333. According to the correlation coefficient, the attraction of B & B, willingness of staying in B & B, ecology resources and ecology development are highly significant related. This meant the owners of B & B should pay more attention in understanding the willingness of staying and ecology tourism from tourists as well as the needs. As table 4 shown.

Table 4 each Variable's co relationship

Type	Variable	attraction on B & B	willingness of staying on B & B	ecology development	ecology resources	ecology landscape
B & B management	attraction on B & B	1	0.424**	0.426**	0.279**	0.244**
	Willingness of staying on B & B	0.424**	1	0.333**	0.300**	0.317**
ecology tourism	ecology development	0.426**	0.333**	1	0.540**	0.242**
	ecology resources	0.279**	0.300**	0.540**	1	0.377**
	ecology landscape	0.244**	0.317**	0.242**	0.377**	1

p.s.: \*\*  $p = 0.01$ ; \*  $p = 0.05$ 

## 5. Conclusion and Suggestion

## 5.1. Conclusions

- This research has found male tourist had filled out the questionnaires more than female tourists in the Guan Zilling area. (1) From age of participants, most of the tourist who filled out the questionnaires were from 21

years old to 40 years old as primary and the secondary was from 41 years old to 60 years old. This result demonstrated most of the tourist in the Guan Zilling area were young generation and the middle-aged generation. (2) As for marital status, married people were more than singled people. As for salary perspective, 115 tourists were occupied the most who earned under \$20,000 primary; and the secondary was between 30,000 and 50,000 monthly. They added up for 58% of the total of participants for this research. (3) From the statistic of education level, 117 were high school as primary visitors in this area which contained 117 tourists; and the secondary visitors were college. (4) There were 111 tourists were working in the service and self-employed industries as primary; and the secondary was for students. (5) According to the findings, tourists who visited Guan Zilling area were married with high school education who was young generation or middle-aged adults with under \$20,000 monthly income.

- From the analysis of this study, most of the tourists were motivated for climbing mountain and hot spring. Most of the tourists stayed in B & B for once or three times for the most. This activity was for family or friend activity. Most tourists visited Guan Zilling because of friends or relatives' recommendation. The most favorite B & B was the B & B with hot spring as primary and the B & B with landscape as secondary.
- The implementation factor analysis was aspected by the factor extraction and the principal components analytic method. It applied the biggest variation revolution axis law, and served with the orthogonal revolution axis law, characteristic value of the selection construction surface observation variable is bigger than 1. The factor load is bigger than 0.5. It means the attraction of B & B and willingness of staying in B & B were the two major factors in this study; and ecology development, ecology resources and ecology landscape were the primary factors in ecotourism.
- Based on the independent sample t examination analysis, gender in the factor of attraction on B & B and willingness of staying in B & B was no remarkable significant. (1) The tourists in this area think the B & B should be clean and reasonable price. The B & B should be closed to the city and unify ecology tourism with ecology tourism activities. (2) As for the willingness of staying in B & B, the owners of B & B should have specific scenes topics to attract tourists and unify the expectation in ecology tourism. It won't affect much between male and female tourists if the B & B increases the expense because of ecology tourism with activities.
- In the single factor variance (ANOVA) analysis, the attraction of B & B, willingness of staying in B & B, ecology development, and ecology resources were no remarkable significant, but there was a remarkable significant difference in ecology landscape for the tourists who are above 61 years old. There was no remarkable significant difference between ecology development and ecology resources from the tourists who had different salary level. There was no remarkable significant difference between the attraction of B & B, the willingness of staying in B & B, ecology development, ecology resources, and ecology landscape from the tourists who had different education level. There was no remarkable significant difference between the attraction of B & B, the willingness of staying in B & B, ecology development, ecology resources, and ecology landscape from the tourists who were in career level.
- From the union correlation analysis aspect in the management of B & B and ecotourism, there was a remarkable significant factors difference between the attraction of B & B and ecology tourism. According to the analysis results, the attraction of B & B, the willingness of staying in B & B, ecology resources, and ecology development were remarkable significant difference. This meant the entrepreneurs of B & B should understand the business of B & B relies on ecology tourism together and the interdependence has the positive correlation existence.

### 5.2. Suggestions

- Overall, in the Guan Ziling area, tourists all are from young generation and middle-age adults. Their education level is about high school or university level. The salary level is around under \$20,000 or between \$30,000 and 50,000 monthly. From the questionnaire of the tourists, the entrepreneurs of B & B should pay more attention on the tourists who visit Guan Zilling area in the attraction of B & B as well as the willingness of staying in B & B. While staying in B & B, the owners should provide more related natural ecology tourism information or resources for the tourists to use in order to meet their needs while staying in B & B. Therefore, the management of B & B had strongly relationship with ecology tourism.
- Based on the traveling characteristic findings, the tourists come to the Guan Ziling area is motivated by their friends or relatives. They stay in B & B once or three times. They visit this area for climbing and jogging activities together. They like to stay in the B & B with hot spring or with good view. Therefore, the B & B in the Guan Zilling area should have hot spring and the ecology landscape to meet the tourists' needs in natural perspective and to promote the services as well as in the unifies with eco-tourism quality correlation.
- There was no remarkable significant in the attention of B & B, willingness of staying in B & B, ecology development, ecology resources and ecology landscape. The owners of B & B should pay more attention on eco-tourism in order to win the competitors.
- The owners of B & B should understand truly what tourists need and the willingness is the positive correlation existence.

- Most of tourists to Guan Zilling were for climbing or jogging the most. Therefore, the participants who filled out the questionnaire for the Guan Zilling study were more sensitive in the environment and the touring. There was a remarkable significant in ecology landscape and ecotourism. And the most tourists for the questionnaires were younger generation and middle-aged adults. The people prefer climbing, jogging and the related activities. The owners of B & B in this area should make more efforts to improve the management on B & B including service manner and ability, comfortable facilities and equipments, delicious snacks and reasonable prices as well as cleaned environment.

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