People’s motivation, constraints and willingness to pay for green hotels

Li-Hui Chang¹*, Yu-Chen Hsiao ², Guych Nuryyev³ and Mei-Ling Huang⁴

Abstract

The purpose of this study is to examine the relationships among visitors’ demographics, motivations, constraints and willingness to stay in green hotels in Taiwan. The data, consisting
of 461 usable questionnaires, were collected from the following green hotels in Taiwan: Hotel Royal Chihpen in Taitung County, Hotel Color in New Taipei City, and Guey Lin Hotel in Taoyuan County. Four hypotheses were developed regarding the effects demographics on motivation and constraints, as well as the effect of the latter two on willingness to pay. The results indicate that demographics are correlated with the visitors’ motivation and constraints, which in turn affect their willingness to pay for green hotels.

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**Keywords:** green hotel; motivation; constraint; willingness to pay

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