

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

Li-Hui Chang^{1*}, Yu-Chen Hsiao², Guych Nuryyev³ and Mei-Ling Huang⁴

Received: 19/12/2013 Accepted: 24/04/2014

¹Associate Professor, Department of Tourism Management, National Quemoy University, 1, University Rd., Jinning Township, Kinmen 89250, Taiwan, Phone: +886 935455066, Email: lisali@nqu.edu.tw

² Assistant Professor, Department of Sport Information and Communication, National Taiwan University of Physical Education and Sport, 52-16, Sec. 2, Syuefu Rd., Puzih City, Chiayi County 61363, Taiwan, Phone: +886 933359178, Email: anna.hsiao226@gmail.com

³ Assistant Professor, International Finance Department, I-Shou University, Kaohsiung, Taiwan, E-mail: gnuriyev@isu.edu.tw

⁴ M.S. candidate, School of Tourism Development, Maejo University, Sansai, Chiang Mai, Thailand, Phone: +886 989-791-223, E-mail: daphne.1983@hotmail.com

* Corresponding author

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.

© 2015 International University College. All rights reserved

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

Citation: Chang, L., Hsiao, Y., Nuryyev, G. and Huang, M. (2015) People's motivation, constraints and willingness to pay for green hotels. *European Journal of Tourism Research* 9, pp.67-77