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

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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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### 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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## 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

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