

日月潭地區業者發展綠色民宿態度與行為 意圖調查

朱惠玲^{1*} 許書銘² 黃開義²

¹ 東海大學餐旅管理學系

² 東海大學企業管理學系

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摘要

本研究旨在以Ajzen (1991) 提出的計畫行為理論探討台灣日月潭地區民宿經營業者對於「綠色民宿」之行為態度、主觀規範、控制知覺與行為意圖之間的關係，目的在了解民宿業者對於在其經營的民宿對於節能減碳環保措施的執行程度、以及營運者對綠色民宿的知覺態度、其態度是否受到親友、媒體的影響；以及其對執行「綠色民宿」可能面臨的障礙因素(技術障礙、能力障礙、資源障礙等)是否會影響其對於經營綠色民宿的行為意圖。本研究以量化方式為主、質化研究為輔了解民宿業者推動綠色民宿的態度與意願，質化訪談為已進行綠色民宿和飯店的業者，而量化問卷以台灣觀光局所制定的綠色民宿查核表內容為工具利用問卷搜集資料，研究對象為日月潭地區之民宿業者，使用的統計方法為敘述性統計方法、信度分析及迴歸分析。研究結果發現日月潭地區民宿業者對於綠色民宿的營運持正向態度，並且在其經營的綠色民宿中盡量符合綠色民宿的規範要求。在計畫行為理論模式中，最能預測民宿業者對於進行綠色民宿行為意圖的因素為行為控制知覺，其次為行為態度。質化研究成果意指出資金短缺與技術不足是限制其發展綠色民宿的主要障礙。本研究結果除了具學術貢獻，也可做為政府及業者之後推廣綠色民宿之輔導參考，並構思更具積極作為的綠色民宿法規政策。

關鍵詞：綠色民宿、計畫行為理論、發展障礙

*通訊作者：kchu@thu.edu.tw

Applying the Theory of Planned Behavior to Understand Owners' behavior and Attitude toward Green Bed-and-Breakfast Inn

Kay H. Chu^{1*}, Sue-Ming Hsu² and Kai-I, Huang²

¹Department of Hospitality Management, Tunghai University

²Department of Business Administration, Tunghai University

Abstract

Sustainable development for both business entity and environment is a goal that each entrepreneur pursues. This study aims to investigate Bed-and-Breakfast Inn (B&B) owners' behavior intention toward developing Green B&B Inn. Theory of Planned Behavior (TPB, Ajzen, 1991) proposes that individuals' behavioral intention affected by their attitude, subject norm, and perceived behavioral control. To understand how owners' perceived the issue of Green B&B, this study adopted TPB as a framework and we used questionnaires to collect data from B&B owners located in Central Taiwan area. In addition, in-depth interviews were conducted to probe more information. Descriptive statistics, reliability analysis and regression analysis were employed to analyze data. The results of data analysis indicated that subject norm and perceived behavioral control significantly affect behavior intention. Based on the findings of quantitative analysis and qualitative interview, theoretical and practical implications are discussed.

Key words: Green B&B, Theory of Planned Behavior, Development obstacle

*Corresponding author: kchu@thu.edu.tw