

A Study of Stay Motivation, Service Quality, and Satisfaction of B&B Tourists – A Case Study of Kenting in Taiwan

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Abstract: - Questionnaire investigation method was used in this study to explore if there was any difference among accommodation motivation, service quality, satisfaction of tourists for Bed and Breakfast at Kenting, Taiwan, and to explore the affecting relationship among Stay Motivation, service quality, and satisfaction of B&B tourists. The research results found that: B&B tourists were mainly female, the youth between the ages of 21 to 40, single, self-employment sector and service industry appeared the highest, tourist mainly came from the northern Taiwan, and the range of the price that consumers are willing to pay for the B&B was from NT\$1001 to NT\$2000. The tourist characteristics of visiting and lodging at Kenting was clearly shown so that we suggested to offer the suitable lodging plan or package detail to such population to meet the requirement of tourists.

Key-Words: - Bed And Breakfasts, Lodging Motivation, Service Quality, Kenting

1 Introduction

According to the statistic data of Tourism Bureau in Taiwan, the yearly average numbers of tourism for the number of the domestic tourists in Taiwan has increased from 110,253(thousand people) in 2007 to 190,376(thousand people)in 2016, the main reason was the implement of the five-day-week policy from 2001,more than 2-day recreation activities increased with time so that numbers of tourists at various tourism scenic areas in Taiwan also dramatically increased. The gross consumption power from domestic tourism has also dramatically increased from NT\$2,19hundred million in 2007 to NT\$3,971hundred million in 2017 (Tourism Bureau, Ministry of Transportation and Communications, 2017). As the traffic route of national highway are increasingly convenient, tourism is prevalent in Taiwan, and to promote industrial progress of B&B nearby the scenic spots, both the consumer motivation and constant changing demands of tourists have stimulated the development of the industry of B&Bs.

In 1980s, the local residents of Nanwan Kenting rent their own home for tourists to stay overnight was the prototype of development of the B&B in Taiwan. In other words, the blooming of the early Taiwanese B&B was the market mechanism of supply and demand, that is, B&B is the industry emerging from market demand [26], the features of

B&B were a kind of tourism in combining the local cultural background and industry resource, utilize the local agriculture, fishery, or other characteristics to combine with learning, experience, life, recreation, and holiday. Kenting National Park has been an international tourist attraction, in recent years, B&B was everywhere, in addition to natural scenic spots, tourists who choose Kenting would consider their accommodation.

Tourists went to Kenting since different B&B in Kenting have different features, tourists expect to enjoy the joy of vacation so that they hope to choose the best Service Quality and B&B with high satisfaction. For instance, B&B in Kenting was the holiday style, in favor of construction design of the exotic fashion, B&B in Ilan focus on the country style, B&B combine with the local features for tourist to experience hospitality, personalization, a home away from home, the local special catering, accommodation offered by B&B owners in combination with the local humanities, natural landscape, biological environment resource, and experiential activities. Despite of rapid rise of B&B, however, there were many problems of B&B due to uneven qualities of B&B owners. To enhance the image of quality of B&B, Selection of “Taiwan Host- B&B Accreditation” had been launched by Tourism Bureau, Republic of China since it was 2011 to select the host, friendly, and kind “Host-

B&B” to award it the highest honor “Taiwan Host-B&B Accreditation” to give affirmation to its service quality and hardware equipment, the official accreditation could serve as the stay motivation of tourists.

The most difference between the type of B&B and hotel is hospitality, the warm-hearted service quality further enhance the satisfaction of tourist. Perceptions of service quality showed positive significance to the customer satisfaction [48]. Once the tourists feel satisfied about their stay motivation, the much higher the satisfaction of tourists, the much higher the willingness of revisit intention [7]. With the rapid development of tourism, there were many B&B owners so that customers were difficult to grasp the quality of each B &Bs under the hyper-competition. Hall and Rusher (2013) argued that how B&B owners effectively utilized their own resource to develop features and advantage was an important issue to run B&B [19], therefore, it was helpful for B&B owners and the related unit to understand the weakness to explore stay motivations, evaluation on services and satisfaction of tourists.

This study adopted questionnaire survey to analyze the social economic background and distributions of B&B tourists, and to explore the differences on stay motivations, service quality, and satisfaction of tourists of different social economic backgrounds, and to analyze the relationship affecting stay motivations, service quality, and satisfaction of tourists.

2 Literature Review

2.1 Bed & Breakfast Stay Motivations

2.1.1 Bed & Breakfast

“Regulations for the Management of Home Stay Facilities” had been implemented by Tourism Bureau, Ministry of Transportation and communications Republic of China (2017) to define the Bed & Breakfast as “The term “home stay facility” as referred to in these Regulations shall mean a lodging facility run as a family sideline business, using the spare rooms of a self-used residence to provide tourists with a rural living experience. Such lodging facilities usually incorporate local culture, natural landscape, ecological environment, environmental resources, and agricultural, forestry, fishery, or livestock farming activities. The business operation of a home

stay facility shall be, in principle, at a scale of no more than 5 guest rooms, with a total floor area of no more than 150 square meters. However, a business registration certificate may be issued to a home stay facility with specific tourism features that has an operating scale of no more than 15 guest rooms, with a total floor area of no more than 200 square meters, provided that such home stay facility is located in an aboriginal reservation, a recreational farm with a business registration certificate issued by the administrative authority for agriculture, a recreational agriculture area designated by the administrative authority for agriculture, a tourist site, a remote area, or on an offshore island.” According to the study of Lanier and Berman (1993), a home stay facility shall be, in general, at a scale of 4 to 5 guest rooms [29].

There are many similarities of meaning among Bed & Breakfast (B&B), Minshuku in Japan, and Bed & Breakfast in England and America, that is, a family house only offer bed and free breakfast. Goelder and Ritchie (2006) pointed out that B&B owners were always kind [16], offering the local catering, and the local special recreation activity experience. Morrison, Pearce, Moscardo, Nadkarni and O’Leary (1996) pointed out that B&B run by host themselves to offer the unique accommodation service so that tourists can directly interact with B&B owners to experience the local custom and tradition [35].

As far as the type of B&B in Taiwan, B&B can be classified into different motif of B&B according to certain factor and index. The frequently seen types of B&B include: space design, business management, consulting agency, stay type, tourism type, district, and features [36]. The development of B&B has gradually gotten rid of business management philosophy of the traditional hotel catering to guerrilla strategy to capture the non-commercial area of the rural, to gradually form the “emerging B&B travelling zone” among the resort, exquisite hotel and rural B&B, and more and more experts were engaged to B&B industry, and to gradually developed “the Aesthetic Ideas of Recreation of B&B” differing from the traditional hospitality operators [44]. From the B&B Garden, the space arrangement, the B&B cuisine, and the different host's positioning strategies, the theme of the “B&B theme” is evolved, and different B&B theme such as “creates a new leisure travel type” personalized liberalization “leisure style”, “creative tourism” and other trends are innovating a new tourism market in Taiwan, are pleased to offer consumers more diverse choices on travel accommodation.

2.1.2 Stay Motivation

Stay Motivation refers to both internal drive and external attractive trigger visitors to B&B for accommodation at the tourist destination. Chen, Lin and Kuo (2013) classified motivation of staying B&B into two types: the initial motivation of tourist is derived from the psychological needs of thrust [11], i.e., the driving force (such as relaxation, escape, and contact with others, etc.), followed by the external marketing stimulus caused by the product (or the services offered by hosts) that is, the motivations of tourists upon the cognition of B&B. Kozak (2002) thought the concept of push was helpful to indentify the inner desires of tourists [28]; and the concept of pull was helpful to understand the attraction of tourism destination, Holbrook (2010) argued that motivation can derive from the imagination [21], expected feelings and pursuit of fun of tourists. As a result, for the tourists, the individual desire on B&B was push motivation while features of destination was pull motivation. Dawson and Brown (1988) identified the factors that lead tourists to choose B&B in order: to select the route and location [14], friendly service, enjoy the experiences and concept of B&B, catering, introduction to local landscape, demand on accommodation, price and value, effective advertising, local attraction, special interest in B&B, and try experience of exchange. According to Scarinci and Richins (2008) [47], stay motivation refers to the inner processes to choose accommodation, Guttentag, Smith, Potwarka and Havitz (2017) explored via factor analysis to indentify five factors as follows: including interaction, family welfare [17], new, sharing economy and the local reality.

For the present conditions of demand of B&B in Taiwan, the most influencing factors of tourist was accommodation, in addition to stereotyped hotels in the past, tourists can choose their favorite B&B as the alternative good experience and choice. However, the consumption conditions vary with the demand on B & B of the public. Husen and Postlethwaite (1994) concluded the concept of requirements as follows: There are differences in demand, people's basic needs will be lower than the target demand [22], demand is the need or preference, when basic needs are not met, the demand will be generated. Herr, Kardes and Kim (1991) argued that the impact of word of mouth is also valid in situations in which customers possess own prior consumption experiences [20], the effects of word-of-mouth marketing has the highest predictability to stay motivation. Above all, the higher the word-of-mouth is reliable, the more

influence on the attitude and behavior of consumers in choosing stay motivation.

2.2 Service Quality

Service quality had been not only the primary concern of all service sectors but also the key strategy for the enterprise to enhance competitiveness. According to Parasuraman, Zeithaml and Berry (1988) [37], service quality means the the difference between one's expectation and the actual service performed. Cronin and Taylor (1992) thought service quality can be defined as an overall judgment similar to attitude towards the service and generally accepted as an antecedent of overall customer satisfaction [12]. B&B industry is customer-oriented service sector among all of the leisure and tourism industry, unlike the tourist hostel, the product offered is substantially more "service experience" as the core product, Dabholkar (2015) suggested that service quality shall be featured with considerate mind, kind behavior [13], honesty to solve problems, attitude to carefully listen, and to fulfill the duties.

Regarding B&B, every interaction between service personnel and customers were critical. Service is a kind of activity generating on t he interface of contact between service providers and customers and the result of inner activities of providers to meet the requirement of customers [53], the evaluation on quality of B&B industry by customers were critically important [56], Rahimi and Kozak (2017) pointed out that it increased the customer satisfaction when tourists felt good about the Service Quality of fered by B&B industry [43], that is, Service Quality d irectly affects the customer satisfaction , and the best way to win profit. In addition, service quality include the final result, methods to offer services; the intangible character, unable to save, the feature that customers highly participate in the service process affect the quality of service output [46]. Markovic and Raspor (2010) pointed out that the reliability of service, compassion and service capabilities of employees, as well as accessibility of services and tangible service is key factors to explain the service quality of accommodation desired by customer [32]. Prakash, Somasundaram and Krishnamoorthy (2016) confirmed that compassion, reliability, responsiveness, security, professionalism is an important aspect of hotel service quality [42]; reliability and specialty of service quality have impact on c ustomer satisfaction. Subramanian, Gunasekaran and Gao (2016) claimed that after receiving the service, the subjective perception of

the service given to the feelings can stand for the result in the process of receiving services and subjective judgments by the results produced [50].

2.3 Satisfaction on B&Bs

Cardozo (1965) was one of the first marketing academics to investigate customer satisfaction. In regard to customer satisfaction [10], Cardozo applied the concept of satisfaction to the field of marketing for the first time in 1965, and clearly defined that customer satisfaction affect the repurchase behavior of customers, or to purchase other products, and to trigger the investigation of dimensions of customer satisfaction of the future researchers. Kolter (1999) defended the customer satisfaction as the customer's perception that compare their prepurchase expectations with postpurchase perception [27]. If the actual performance exceeds expectations, satisfaction was thus produced; if the actual performance is worse than expected, then dissatisfaction was produced. Baker and Crompton (2000) regarded satisfaction as the psychological and emotional conditions of personal experiences affected by the social factors and physical conditions or an attitude or intention affected by the atmosphere and exterior factors such as the group interaction [6]. Tse and in Wilton (1988) found that the actual experience has a direct impact on customer satisfaction through empirical research. The previous empirical studies on the customer satisfaction hold various different opinions and insight due to different prospective [52], roles and methods of researchers. Taylan Dortyol, Varinli and Kitapci (2014) aimed to identify tourists' perceptions of services and to explore hotel service quality dimensions [51]. From the ten service quality dimensions of hotel taken for the study, —tangibles and — food quality and reliability influence the customer satisfaction level the most. Marković and Raspor Janković (2013) pointed out that reliability [31], accessibility and physical had significant and positive impact on the overall customer satisfaction, and compassion and the capacity of staff have a positive impact on satisfaction stay travelers, whereas the study of Han, Kim and Hyun (2011) showed that customer satisfaction is essential to organizations seeking to keep customers' attention and preference. Basically [18], customers make purchasing decisions based on perceived value and their expectations of quality and value. Therefore, a marketing concept satisfying customers' needs and desires is vital to any firm's success. Therefore, Baker and Crompton (2000) concluded that it was

important for tourism industry to improve service quality to enhance the satisfaction of tourists [6], the main motivation was such investment can increase the number of visits of tourists and the actual income.

3 Research Methods

Figures and Tables should be numbered as follows: Fig.1, Fig.2, ... etc Table 1, Table 2, ...etc.

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3.1 Conceptual Framework

Fig.1, Conceptual Framework

3.2 Research Hypotheses

Therefore, the researchers referred to literature reviews to propose hypotheses as follows :

Hypothesis 1: There was significant difference in stay motivation in different personal background variables.

Hypothesis 2: There was significant difference in service quality in different personal background variables.

Hypothesis 3: There was significant difference in satisfaction in different personal background variables.

Hypothesis 4: There were significant correlations between stay motivations and satisfaction of tourists.

Hypothesis 5: There were significant correlations between service quality and satisfaction of tourists.

3.3 Subjects and Research Methods

3.3.1 Subjects

According to the statistic data of Tourism Bureau, Ministry of Transportation and communications Republic of China as of April 2017, there were 611 legal B&B owners in Kenting, a total of 2503 guest rooms, and 765 owners, therefore, the study adopted the legal B&B owners in Kenting as research field. Secondly, the subjects were tourists stay overnight at B&B at Kenting National Park, distributed by

purposive sampling to release questionnaires to tourists choosing B&B at main six sites of Kenting (National Museum of Marine Biology & Aquarium, Western Kenting, Nanwan, Kenting Street, Houbihu, Chuanfanshih, Eluanbi Park).

The pretest of questionnaire was conducted a total of 7 days from November 1, 2016 to November 7, 2016; the questionnaire was delivered a total of 4 months from January 2, 2017 to April 2, 2017 including weekday, holiday, and National Holiday. Regarding the sampling of this study, in addition to convenience sampling for the on-site questionnaire survey, we adopted stratified random sampling for the calculation of samples for the delivery of questionnaire all over the main six scenic sites, 50 for National Museum of Marine Biology & Aquarium in Western Kenting, 50 for Nanwan, 50 for Kenting Street, 50 for Houbihu, 50 for Chuanfanshih, and 50 for Eluanbi Park). This study assumed that sampling error was less than 5% ($e < 0.05$), degree of confidence was below 95%, we adopted sample scale of 300 copies, and 272 valid questionnaires were returned, resulting in a return rate of 93.3%, and reliability of questionnaire was 0.9406.

3.3.2 Research Methods

This study adopted the statistical software to analyze data obtained from the questionnaire survey based on the conceptual framework: 1. Descriptive statistical analysis: to present the basic information of personal variable of sample, and utilize frequency distribution, standard deviation, average deviation, and percentage to measure the stay motivations, service quality, and satisfaction of B&B tourists; 2. Independent-Sample T Test: to explore differences among stay motivations, service quality, and satisfaction of B&B tourists of different gender; 3. One way ANOVA: to examine if there was any differences among stay motivations, service quality, and satisfactions of B&B tourists of different background variables (age, education level, family status, family income), and Fisher's Least significant Difference (LSD) method was adopted to understand its difference; 4. Correlation Analysis: to analyze the correlated measures among stay motivations, service quality, and satisfaction of B&B tourists.

4 Result and Analysis

1. A Comparison of Differences among Stay Motivation, Service Quality, and Satisfaction of Different Genders

There was no difference on stay motivations, service quality, and satisfaction of tourists of different gender.

2. A Comparison of Differences among Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Ages

There was no difference on stay motivation, service quality, and satisfaction of tourists of different ages

3. A Comparison of Differences on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Marital Status

There was no difference on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Marital Status

4. A Comparison of Differences on Stay Motivations, Service Quality, and Satisfaction of Tourists of Different Education Level

There was no difference on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Education Level.

5. A Comparison of Differences on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Occupation

There was no difference on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Occupation.

6. A Comparison of Differences on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Place of Residence

There was no difference on Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Place of Residence.

7. A Comparison of Differences among Stay Motivation, Service Quality, and Satisfaction of Tourists of Different Consumption Amount

It indicated that there was difference on the service quality on B&B of different consumption amount, among them, the perception of service quality of tourists with consumption values from NT\$1000 to NT\$2000 felt better than those with consumption values more than NT\$3001, the study suggested that tourists with higher values in consumption not only paid more attention to but also much expected to a better service quality, thus, we assumed the B&B can offer different level of services or commodities to tourist with different consumption values to satisfy tourist of various levels.

5 Conclusion

The research results found that: B&B tourists were mainly female, the youth between the ages of 21 to 40, single, self-employment sector and service industry appeared the highest, tourist mainly came from the northern Taiwan, and the range of the price that consumers are willing to pay for the B&B was from NT\$1001 to NT\$2000. The tourist characteristics of visiting and lodging at Kenting was clearly shown so that we suggested to offer the suitable lodging plan or package detail to such population to meet the requirement of tourists.

Regarding different tourist characteristics on the variables of lodging motivation, service quality, and satisfaction, there was a significant difference on the service quality of tourists of different consumption values. The part of this result is the same as this research. It indicated that B&B was one of the popular leisure activities, the perception of service quality of tourists with consumption values from NT\$1000 to NT\$2000 felt better than those with consumption values more than NT\$3001, the study suggested that tourists with higher values in consumption not only paid more attention to but also much expected to a better service quality, thus, we assumed the B&B can offer different level of services or commodities to tourist with different consumption values to satisfy tourist of various levels.

According to the correlation analysis of satisfaction of B&B tourists, both stay motivation and service quality of tourists had positive impact on the satisfaction of tourists on the B&B, it would enhance the satisfaction degree of B&B in case tourists had strong stay motivation before stay overnight and obtained better service quality on B&B. Therefore, it should not be neglected the motivation and imagination of tourists to the said B&B before accommodation, to offer surprisingly and home-like services when they stay overnight so that the extended benefit would beyond the image since tourists felt satisfied with the B&B.

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Appendix

