

## Abstract

This research was conducted to study the influence of push and pull factors motivating tourists to choose Jiuzhaigou as a tourist destination. The push-pull framework provides a useful approach for examining the tourist motivation. This thesis takes the world heritage---- Jiuzhaigou National Park as the site for research. The sample size of 384 tourists was selected at 5% tolerance error, using non-random convenient sampling method. Descriptive statistic was used to find the percentage and mean. Independent statistics in the forms of t-test, ANOVA and Pearson's Correlation Coefficient were used to test hypotheses. A qualitative research by means of personal observation and interviews with Park Authority, operators of hotels, as well as some selected tourists were conducted to get additional explanation to the results were obtained from quantitative study.

Finding from hypothesis testing reveal that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities, gender, education level, income level and occupation; there is difference when classified by age and marital status. The overall conclusion is that there is a relationship between push and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

As a result, four push factors and four pull factors are underlying dominances. The influence of push factors motivating tourists to choose Jiuzhaigou are as follows: "close to nature"(4.23), "fulfilling my dream"(4.23), "experience with my families"(3.93) and "facilitate kinship ties"(3.88); The influence of pull factors motivating tourists to choose Jiuzhaigou are as follows: "water resources and beautiful scenery"(4.51), "air environment and climate"(3.82), "natural and cultural environment"(3.77) and "vegetation and fauna"(3.50).