PUSH AND PULL FACTORS MOTIVATING TOURISTS TO VISIT
JIUZHAIGOU NATIONAL PARK, SICHUAN, CHINA

by

YANQIONG JIA

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

September, 2007

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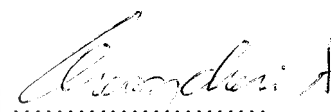Assumption University
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ACCEPTANCE

This dissertation was prepared under the direction of the candidate' s Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.
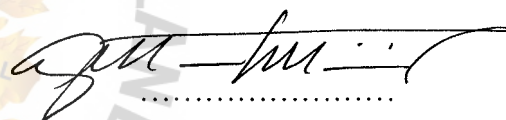
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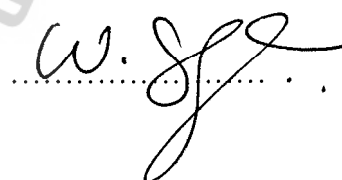
1. Dr. Charnchai Athichitskul   (Advisor)

2. Dr. Adarsh Batra   (Member)

3. Asst.Prof.Dr.Jutamas Wisansing   (Member)

4. Dr. Apichart Intravisit   (Member)

5. Assoc.Prof. Wirat Sanguanwongwan   (MOE Representative)

Examined on :   Monday September 3, 2007

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 foams 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).

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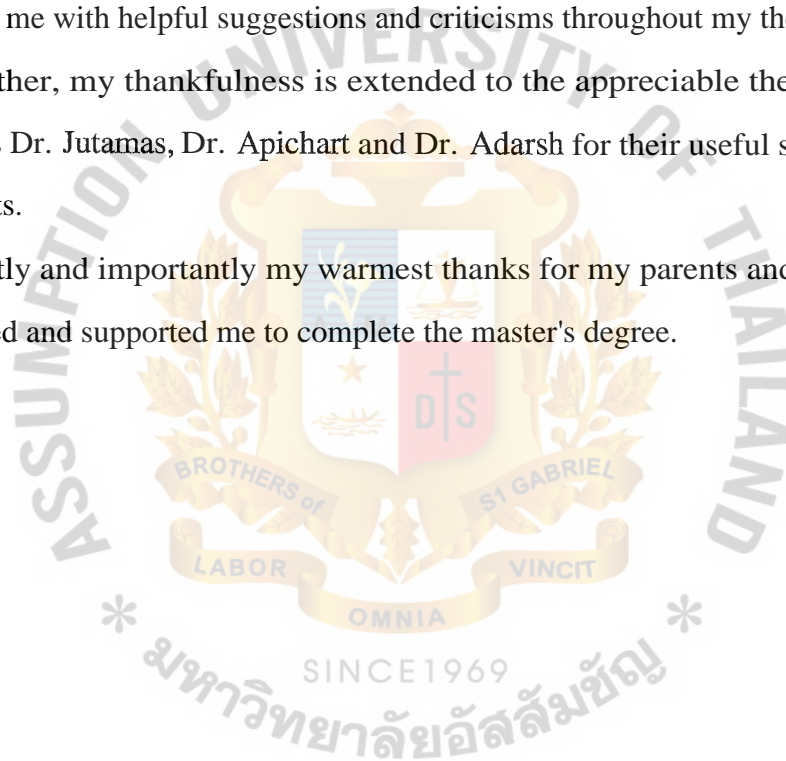
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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background

1.1.1 Tourism of China

Modern tourism in China sprang up in the early 1950s. In 1954, the China International Travel Service (CITS) was established. In 1964, the State Tourism Administration of China (STAC) was formally established. Since the initiation of the policies of reform and opening to the outside world in 1978, China's tourism has entered a stage of rapid development. In 2006, China received over 22 million international foreign visitors. These numbers are calculated by China's National Tourism Organization (CNTO). Using the data from the World Tourism Organization (UNWTO), China received 41 8 million visitors in 2006, making it the fourth most visited country in the world. Domestic tourism is also growing vigorously. With the improvement of Chinese people's living standards, Chinese citizens have an increasingly strong interest in traveling abroad. In recent years, Chinese citizens have traveled to Southeast Asia and Europe. Foreign travel agencies are now opening offices in China to attract Chinese to travel abroad. Now, China is fast on its way to becoming a country with developed tourism, and constantly improving tourism facilities and services. It is estimated that, by 2017, China will be the world's No. 1 tourism destination and the fourth largest nation of tourists (Lew, 2000).

China is a vast land, rich in tourism resources. It has scenic spots and historical

sites, spectacular landscapes and colorful and varied national customs. China is composed of a vast variety of highly different landscapes, with mostly plateaus and mountains in the west, and lower lands in the east. Main rivers flow from west to east. China's Southwest has long been a favorite among backpackers, anthropologists and other tourists. Especially Sichuan province is the largest province in China, which has many natural and cultural resources. Particularly, the turquoise lakes of Jiuzhaigou National Park rank as the most beautiful scenery in the country. (travelChinaguide.com)

1.1.2 Tourism of Sichuan

Sichuan is the largest province in Southwest China and the most heavily populated. The area is 488,000 sq km, nearly the size of Thailand. The population is about 87 million. Apart from he Han Chinese, Sichuan was inhabited by the Yi, Qing and Tibetan people, as well as a number of smaller minority groups.

The 488,000 square kilometer province boasts many historical site and beautiful landscapes. There are many rivers and mountains in Sichuan. Topographically, Sichuan is a basin, surrounded with long ranges of mountains. There are a lot of rivers and canals; valleys and lakes gorges and ravines; plateau and grasslands, glacier and virgin forests, which makes Sichuan a natural art gallery. Sichuan features a moist, moderate climate that is well suited for cultivating plants, flowers and vegetables. Because of the area's fertility, Chinese ancestors established the states of Ba and Shu in Sichuan in 1600BC. Chengdu is the capital city of Sichuan. (travelChinaguide.com)

Sichuan possesses beautiful rivers and mountains as well as a rich diversity of plants and animals. Presently, 5 sites in 4 areas, which include Jiuzhaigou, Huanglong, Wolong and Mt. Emei are inscribed in the Man and the Biosphere Preservation Network and the UNESCO World Natural and Cultural Heritage Lists. In addition, Sichuan has 9 national scenery areas, 11 national forest parks and 50 national reserves. (travelChinaguide.com)

With the improvement of transportation and communication in recent years, Sichuan's tourism industry has developed rapidly.

1.1.3 Tourism of Jiuzhaigou

In northern Sichuan, close to the Gansu province border is Jiuzhaigou, a gorgeous alpine valley which was discovered in the 1970s and is now being groomed for an annual influx of half a million visitors. This Jiuzhaigou Valley Scenic and Historic Interest Area were recognized by UNESCO as a World Heritage in 1992. Jiuzhaigou is situated at the foot of the section of the Minshan mountain range in Jiuzhai County, Aba Tibetan and Qiang Autonomous Prefecture of Sichuan Province. With elevation of 2,000-4,000 meters, it is one of the branch gullies at the source of the Ealing River of the Changjiang river system.

Jiuzhaigou, which has several Tibetan settlements, offers a number of dazzling features. It is a nature reserve (home to protected golden monkeys and some panda conservation zones) with North American-type alpine scenes (snowy peaks, clear lakes and forests), lightly sprinkled with Tibetan prayer wheels, flags and stupas. There are 108 lakes in the park.

Jiuzhaigou (Nine Village Gully) derives its name from the nine villages in the gully. Its main attractions are alpine lakes and waterfalls, as a scenic area. Jiuzhaigou is well-known for its lakes, waterfalls, beaches, rivers, snowy mountain peaks, forests and local Tibetan customs. It is honored as "fairy-land on earth" and "fairy tale world" for its unique primeval beauty, different scenes in different seasons, rich animal and plant resources. With an area of 720 square kilometers, it consists of 3 gullies. Altogether have 118 alpine lakes, 17 waterfalls and several beaches.

Jiuzhaigou has a temperate monsoon climate. It is cool in summer and there is no bitter wind in winter. With fresh air and bright sunshine, Jiuzhaigou is an ideal place for tourists, sightseers and holiday-makers.

Jiuzhaigou covers the core zone of the Jiuzhaigou International Tourist Resort, and is a large-scaled, comprehensive, eco-tour site. It offers various tour possibilities: collective tour, holidays, origin seeking, forest adventure, torrent floating, scientific survey, healthcare, and experiencing local customs. The International Conference and Holiday Center is on the bank of the Ganhaizi Lake, Jiuzhaigou County, about 450 km from Chengdu and 60 km from Jiuzhaigou-Huanglong Airport, with fine traffic convenience, and beautiful surroundings with natural and virgin forests around. This is a clean plot of land where humans and Nature coexist in harmony, and one of the originating places of the Chinese civilization.

The number of tourists' reception in Jiuzhaigou was 218.7 ten thousands in 2006, and the total income of admission ticket has reached to 42001.4 ten thousand RMB. Compared with the number of tourists' reception and income of admission ticket in

2005, the increase rate respectively is 8.78% and 31.94%. The number of tourists'

reception of Jiuzhaigou National Park and the income of admission ticket of

Jiuzhaigou National Park during 2001-2006 in Table 1.1, Table 1.2, and Table 1.3.

Table 1.1 the number of tourists' reception during 2001-2005

2001-2005 year the number of tourists' reception in Jiuzhaigou National Park unit：ten thousand person					
Destination/years	2001 year	2002 year	2003 year	2004 year	2005 year
Jiuzhaigou	119.1	122.9	110.0	191.2	201.0

Source from the State Tourism Administration of China (STAC)

Table 1.2 the income of admission ticket during 2001-2005

2001-2005 year the income of admission ticket in Jiuzhaigou National Park unit：ten thousand RMB					
Destination/years	2001 year	2002 year	2003 year	2004 year	2005 year
Jiuzhaigou	12436.60	16675.80	14635.00	25441.00	31833.00

Source from the State Tourism Administration of China (STAC)

Table 1.3 the number of tourists' reception in Jiuzhaigou National Park 2006

& the income of admission ticket in Jiuzhaigou National Park 2006

(Unit: ten thousand)

	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
The number of tourists	1.29	2.15		12.44	19.91	18.74	40.8	36.97	31.75	34.82	10.32	
Income from admission tickets(RMB)	71.4	130		2479	3724	3514	7840	7752	6745	7346	1723	

Source from Aba state Tourism Authority

1.2 Statement of problem

Jiuzhaigou National Park is becoming more and more popular among domestic and international tourists who love nature tourism. The Chinese government has the ambition to make Jiuzhaigou "Yellow Stone" of China. The development of the Jiuzhaigou national park is quite recent, so there is room for improvement in many aspects of the park operation.

A research to find out the motivations and the needs of tourists would enable the Park Authority as well as various tourism business operators around the Park, to improve their operations to the satisfaction of tourists visiting the Park.

Overseas experts have made great contributions in the research of push and pull theories. Push factors refer to tourist's motivations factors, while pull factors refer to the features of a destination (Dann, 1981). The push and pull framework provides an

effective approach for examining the tourist motives (Klenosky, 2002). Using the push and pull factors, Kim (2003) examined the influence of push and pull factors on visitors to Korean National Parks. However, similar researches are few in China, especially concrete researches (Wang, 2004). Therefore, this research will analyze the influence of push and pull factors on visitors to the world heritage Jiuzhaigou National Park. Jiuzhaigou National Park holds an important position among the National Park resorts of China. The research of Jiuzhaigou has reference function to other resorts, and local authority to make Jiuzhaigou National Park as "Yellow Stone" National park of China.

1.3 Research Objectives

1. To analyze the demographic characteristics of tourists visiting Jiuzhaigou National Park.

2. To analyze the push factors that motivates tourists to choose Jiuzhaigou National Park as a destination.

3. To analyze the pull factors that motivates tourists to choose Jiuzhaigou National Park as a destination.

4. To conduct a qualitative research by means of personal interviews with the Park Authority, and various operators of hotels, restaurants, gifts and souvenirs, travel agencies and entertainment providers around Jiuzhaigou National Park.

1.4 Scope of the study

The study was conducted with 384 tourists visiting Jiuzhaigou National Park during May 2007—July 2007, including domestic tourists and international tourists.

1.5 Limitations of the study

This study is conducted with the following limitation:

The research was conducted during May 2007—July 2007, so in generalizing the finding allowances should be made for variation that could happen during different periods of time.

The questionnaires handed out on the Chinese holiday that the time when research conducted the work was limited to a certain groups of respondents.

1.6 Significance of the Study

Findings from this research would enable public authorities and private sectors to understand the characteristics and the needs of tourists visiting Jiuzhaigou National Park and come up with effective promotion strategy and effective service delivery system to the satisfaction of those tourists.

Other contributions are in the form of sustainable tourism development, alerting the public awareness regarding environmental and social problems resulting from inappropriate conducting of tourism businesses.

1.7 Definition of Terms

Destination: Place to which something is sent or to which something is going (P.H. Collin, 1994).

Motivation: Those factors which make tourists want to purchase a particular product or service (Swarbrooke & Horner, 1999)

National Park: An area of scenic beauty, historically important, or the like, owned and maintained by the national government for the use of the people.

(www.Dictionary.com)

Push Factor: The push factors are those that make a person want to travel and they are mainly social-psychological motives. (Dann, 1977)

Pull Factor: The pull factors are external factors that affect where a person travels to fulfill needs or desires. (Dann,1977)

Tourist: (overnight visitor) A visitor staying at least one night in the place visited. (Brussels, 1995). visitor who travels to a country other than that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of and activity remunerated from within the country visited (Collin,1994)
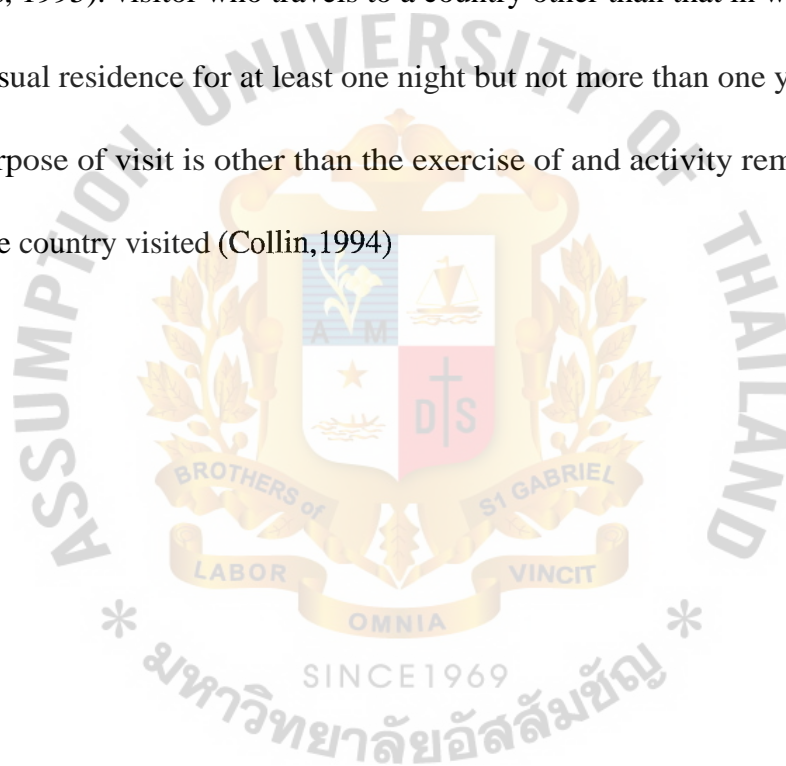
CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

2.1 Introduction

As the tourism of China is the fastest growing domestic tourist and international tourists, Jiuzhaigou needs to put in more effort in order to improve the destination's image and to capture more tourists. This research focuses on the motivation and the needs of tourists would enable the Authority of Jiuzhaigou National Park as well as provide bureaucracy operators around the Park, to improve their operation to the attraction of tourists visiting the Park. Therefore, the research analysis the demographic characteristics includes tourists' nationality, age, gender, marital status, education level, and income level.

Consequently, this literature review covers travel motivation first, and then focuses on the theories of push and pull factor that motivates tourists to choose Jiuzhaigou National Park as a destination. The research concentrates on the travel motivation and image of the destination among visiting tourists. To examine the issues, we apply Dann's (1977) push, or motivation factors and pull, or image factors and Beerli's model of relationship between motivation and perceived image.

2.2 Demographic Characteristics

2.2.1 Nationality: Seaton and Bennett (1996) found that both in terms of generating regions from which they come and the destination regions at which they arrive, has always been central to tourism analysis. At a global level 70% of tourists

come from Europe with four nations – the U.K, Germany, France and Holland —

accounting for the majority. At the micro level of the individual trip, distance and

traveling time can influence choices of destinations, attractions and accommodation.

Luxury hotels are frequently located within 30 mins-1 hour from a main air port,

conference center and /or major resort areas. One of the first tasks of segmentation for

any tourism organization is that of examining the geographic origins of its visitors or

potential visitors, trips or bed nights generated from a particular place. It is believed

that tourists with different nationalities might have different needs, attitudes and

perceptions.

2.2.2 Age: Burke and Resnick (2000) refer to people of different ages generally

have different needs for comfort, economy, excitement, safety and so on. Age usually

has a major influence on buying behaviors.

Marketing professionals try to identify age groups that have similar buying

habits. Age categories they commonly use are:

- under 6 (preschoolers)

- 6 to 11 (children)

- 12 to 19 (teenagers)

- 20 to 34 (young adults)

- 35 to 49 (middle-aged adults)

- 50 to 64 (mature adults)

- 65 and older (senior citizens)

As people age, their priorities change. For example, a young adult backpacker

through Europe in the summer is more interested in economy than luxury. On the

other hand, a mature adult traveling through Europe may be looking for comfort and

convenience in accommodations rather than low cost. Young people preferred

vacations which gave opportunities for activity-based holidays while older travelers

sought restful destinations with sightseeing opportunities.

Figure 2.2.1 The family life cycle and visitor attractions

Stage in family life cycle	Likely preferences and needs of consumers
Child	Stimulation.
	Other children to play with.
	Parental guidance and support.
Teenagers	New experiences.
	Excitement.
	Status.
	More independence from parents.
	Opportunities for active participation.
	Social interaction with other young adults.
Young couple	New experiences
	Romance.
Young couple with baby	Facilities for babies.
	Economy.
	Ease of access for pushchairs and prams.
Growing families	Economy, e.g. a family ticket.
	Something for all the family to do.
`Empty nesters'	Chance to learn something new.
	Passive rather than active participant most of the time.
Elderly	Watching rather than doing.
	Economy.
	Company of other older people.
	Easy accessibility for people with mobility problems.

Source: Adapted from Swarbrooke and Horner (1999)

Swarbrooke and Horner (1999) making the assumption is that a consumer'

behaviors is determined by where they are in the family life cycle. Figure 2.2.1

illustrates the way this model might be used in relation to the market for visitor

attractions.

Tourists with different ages might have different needs, attitudes, perception towards tourism products.

2.2.3 Gender: Weaver and Lawton (2000) found what can be biological or sociocultural. If constructed in strictly biological terms, gender is a readily observable and measurable criterion. There are many activities, such as hunting and fishing, which are heavily skewed towards one sex or the other. In some instances, these gender imbalances are not evident at the surface level, but become apparent when the sector is examined in more detail. For example, the overall figures for festival attendance in Australia suggest a pattern of gender balance. However, only classical music festivals display a gender structure that approximates the population at large. Particularly imbalanced is theatre attendance, where females outnumber males by a three-to-one margin. Women are also becoming more dominant in sectors such as nature-based and business travel, prompting the tourism industry to identify and respond to the specific needs, preferences and behavior of female tourists. For instance, golf is usually seen as a male activity while it is argued that women will prefer shopping. It seems to be based solely on a desire to match the perceived motivators of men and women respectively.

2.2.4 Marital Status: Seaton and Bennett (1996) found that there are many marital status, each with its special travel, they may need the option of a crib or comfortable in their hotel room. They want to dine in restaurants where menus for children are available. There needs are very different from those of a couple on their honeymoon or a retired couple traveling without children. Marital status of being

single or married also determines some differences in attitudes and perception towards some tourism products and services.

2.2.5 Education level: Burke and Resnick (2000) refer to generally, the more education people have, and the more likely they are to travel. Education, therefore, is also useful as a market segmenting factor.

Educational categories are typically broken down by the highest level of education achieved:

- Grade school or less.

- Some high school.

- Completed college.

- Some graduate school.

- Completed graduated school.

Education levels can be associated with certain types of travel as well. For example, destinations with major cultural attractions or events may choose to target a relatively well-educated market segment. College alumni associations often market seminars in exciting, and historic destinations to its members. The more highly educated respondents showed a preference for destinations offering opportunities for nature-based or cultural activities. On the other hand, those people with a lower level of educational attainment stressed the importance of a vacation where they could try new and unfamiliar activities that were very different from their everyday life. Tourists with higher levels of education would show higher appreciation for many products, especially the local cultures.

2.2.6 Income level: Burke and Resnick (2000) refer to how much people spend on travel is generally related to how much they earn. A young couple earning barely enough to pay for necessities such as rent and food is not likely to spend hundreds of dollars on a cruise to Bermuda. Generally, the more money a family earns, the more it can spend on travel.

Income is usually grouped into ranges, for example:

- Under $30,000

- $30,000 to $44,999

- $45,000 to $54,999

- $55,000 to $74,999

- $75,000 to $99,999

- Over $100,000

Since people who make money can afford to travel more, upper-income segments are the focus of many travel marketers, especially those who promote expensive products. But lower-income segments can be excellent travel target markets as well. Budget motels are a good example of a travel product designed to appeal specifically to a lower-income target market. Their promotional messages, which usually emphasize economy rates, are aimed at individuals and families looking for an inexpensive yet comfortable place to stay. Those on lower incomes saw their holiday as a chance to get away from the monotony of everyday life, and indulge in activities that built up their self-confidence. On the other hand, higher income earners wanted an intellectually stimulating holiday with excitement, and the

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chance to increase their knowledge of the destination area.

An important measure of a country's wealth is gross domestic product (GDP), which measures a country's total economic output. Those countries with a higher GDP are usually designated as tourists-generating countries. Income levels would determine the purchasing power of the tourists and their affordability for various tourism products.

2.2.7 Occupation: Burke and Resnick (2000) refer to generally; people who engage in different occupation have interested in different travel destination and travel activities. Therefore, occupation is also useful as a market segmenting factor.

Commonly, they have divided occupation into following categories:

- Government employees

- Enterprise managers

- Professionals or technicians

- Businessmen

- Servers

- Workers

- Peasants

- Retirees

- Students

People who are engaged in different occupations can be related with certain types of travel as well. For instance, destinations with cultural attractions may choose to target a relatively professional or technician market segment; destination with

primitive and venturesome attractions may choose to target a relatively student

market segment. Retired people may be interested in comfortable and peaceful

destinations where are good for their health. Therefore, it is believed that tourists with

different occupations might have different needs, attitudes, perceptions towards

various tourism products and services.

2.3 Push and Pull Factors

Many researchers have used motivational theories to try to understand the travel

decision making process (You, O'Leary, Morrison, Hong, 2000). Maslow's needs

hierarchy is the one of the early theories of motivation that has been applied in the

tourism context (Pearce, 1982). Most attempts to account for tourist motivation take a

content theory approach. Mill and Morrison (1985) saw travel as a need or want

satisfier. Burkart and Medlik (1981) classified travel motivation into two major

categories: "wanderlust" (the desire to know the unknown, to see different places,

people and culture or heritage) and "sunlust" (the desire to travel for better amenities

for a specific purpose such as sports).

However, concentrating attention on the wide variety of different needs that

motivate travel behavior seems to be insufficient. Besides understanding why people

travel, we also need to understand what affects the traveler's vacation destination

choices. It appears that there are actually two major forces at work here. First, there is

what the traveler needs and desires and, second what the travel destination has to

offer to satisfy these needs and desires. Driven by inner travel desires, what factors

affect the decision of where to go? Certainly one of the most important factors is the

extent to which a destination's attributes meet and satisfy the traveler's inner desires. Therefore, it would be meaningful to identify which destination attributes are important to the traveler. Dann (1977) made a significant contribution in suggesting a two-tiered scheme of factors that motivate travelers to travel and to go to certain destinations. Dann described two stages or factors in the travel decision making process, "push" and "pull." The push factors are those that make a person want to travel and they are mainly social-psychological motives. The pull factors are external factors that affect where a person travels to fulfill needs or desires. Dann suggested that anomie and ego-enhancement were the basic underlining reasons for travel. Maslow's (1954) hierarchy of needs theory and Plog's (1974) psychographic theory are closed related to these push factors. On the other hand, pull factors are generally viewed from a supply-side dimension.

Figure 2.3.1 Travel Motivation

Push to travel needs	Pull travel attractiveness
1. Physiological	1. Static, eg.landscape,climate,culture
2. Safety/security	2. Dynamic, eg. Accommodation, food, service, access
3. Belong and love	
4. Esteem	3. Current decision, eg. Promotion, price
5. Self-actualization	
6. Acquiring knowledge	
7. Aesthetics	

▼

Travel Motivation

Primary Image
construction

Source: Chon, 1989 cited in Lubbe, 1998

Chon (1989) suggested that at the point when an individual is motivated to travel, a primary image of a destination has been constructed. It is based on certain "push" and "pull" factors associated with the destination (see Figure 2.3.1)

Push and pull concept involves the theory that people travel because they are pushed and pulled to do so by forces. These forces (motivational factors) describe how individuals are pushed by motivational variables into making a travel decision and how they are pulled (attracted) by the destination.

Traditionally, the push motivations have been thought useful for explaining the desire for travel while the pull motivations have been thought useful for explaining the actual destination choice. The push factors are considered to be sociopsychological motivations that predispose the individual to travel, while the pull factors are those that attract the individual to a specific destination once the decision to travel has been made (Hamilton, Maddison and Tol, 2005).

Most of the push factors which are origin-related are intangible or intrinsic desires of the individual travelers such as the desire for escape, rest and relaxation, health and fitness, adventure, prestige and social interaction. Pull factors are those that emerge as a result of the attractiveness of a destination as it is perceived by the traveler. They include tangible resources such as beaches, national park, recreation facilities and historic resources as well as tourists' perception and expectation such as novelty, benefit expectation and marketed image of the destination. Resources normally considered pull factors include natural attractions, cultural resources, recreational activities, special events or festivals, and other entertainment

opportunities. Some destinations feature a mixture of these various resources to meet a variety of motives, while others represent one distinctive resource and target on a specific market segment. In recent decades, various research articles have been conducted of tourists' destination images (Calantone, Benedetto and Bojanic, 1989; Chen & Hsu, 2000 and Court & Lupton, 1997). A few conceptual frameworks in connection with the formulation of tourist image were also enunciated by scholars. According to Mill and Morison (1985), psychographics is the development of psychological profiles of consumers and psychologically based measures of types of distinctive modes of living or lifestyles. Closely related to the use of psychographics in the study of tourism is the development of tourist typologies. Numerous tourism studies have repeatedly covered typological issues (Cohen, 1972; Pearce, 1982 and Dann, Nash and Pearce, 1988).

Burns and Holden (1995) refer to tourists needs as likely to be influenced by the evaluation of past holiday experiences; Hence Pearce's (1993) idea that all tourists have a tourist career similar to work career, which will be modified by past experiences, level of education, peer groups, physical and cultural environment, occupation and lifestyle. There are then a range of 'push factors' (to use a geographical expression) which will encourage the tourist to leave home. These factors may lead to a range of possible destination choices, while he reality of actualizing any of them will be modified by determinants such as levels of disposable income and vacation allowance, position in the lifestyle (e.g. choice of destination maybe limited by dependants such as children or infirmity in old age) and

technological advancement (e.g. the development of the Channel Tunnel will make day trips to Paris and Brussels a reality).

As well as 'push' factors there are also 'pull' factors (usually the physical and cultural attributes of a destination) which will lead a consumer to decide that their needs can be met through the purchasing of this destination. However, unlike other products the consumer has no chance to sample the product before buying it. The product or destination is therefore largely sold on its image.

Mayo and Jarvis (1981) suggested that travel motivations could be divided into four categories, physical motivations such as rest; cultural motivations such as the desire for knowledge, interpersonal motivations such as the desire meet people, and statue and prestige motivations such as the desire for recognition. Relating those theories on push factors elaborates in the foregoing paragraphs to this study, on the basis of a review of the recreation literature and combing with these researches, it could be postulated that the push factors motivating tourists to choose Jiuzhaigou National Park as a tourist destination include the following factors:

Factor 1 Physical motivations:

- Escaping from the monotonous routine life

- Getting some resting and relaxing

- Enhancing health

- Having fun, being entertained

Factor 2 Natural and Cultural motivations:

- Appreciating and enjoying natural beauty

- Experiencing exotic culture

- Increasing knowledge about destination, people and things

Factor 3 Interpersonal motivations:

- Being together as a family

- Meeting new and different people

- Sharing travel experience after retuning home

Factor 4 Prestige motivations:

- Fulfilling dream of visiting a place

- Visiting places friends want to go but have not been to

- Visiting a destination that would impress friends or families

Pull factors, in contrast to push factors, are the condensation of the features, attractions, or attributes of the destination itself, such as "water resources", "mountains", or "historic and cultural resources". Crompton (1979) identified six pull factors from 32 attribute items of destinations using a sample of visitors to a well-known winter resort in Texas. The pull factors identified included "social opportunities and attractions", "natural and cultural amenities", "accommodations and transportation", 'infrastructure, foods, and friendly people", "physical amenities and recreation activities" and "bars and evening entertainment". In their study, perception on the destination attributes differs among no visitors, first-timers and repeaters. Hu and Ritchie (1993) explored the relative importance of 16destination attributes contributing to the general attractiveness of destination. The relative importance of many these attributes was found to vary among different groups owing

to their different travel purposes and destination familiarity. Uyal and Jurowski (1994) found six pull factors including "heritage/culture", "city enclave", "comfort-relation", "beach resort", "outdoor resources" and "rural and inexpensive". They identified differences in perceived importance of the pull, factors examined among visitors from different nations. Kim and Klenosky (2003) reported four domains of destination attributes of Sun/Lost City, such as: "entertainment", "infrastructure", "physical environment" and "good entertainment opportunities". Subsequent analyses revealed that respondent subgroups differed in terms of the importance attached to each of these pull factors.

Figure 2.3.2 Model of Relationships between Motivation and Perceived Image
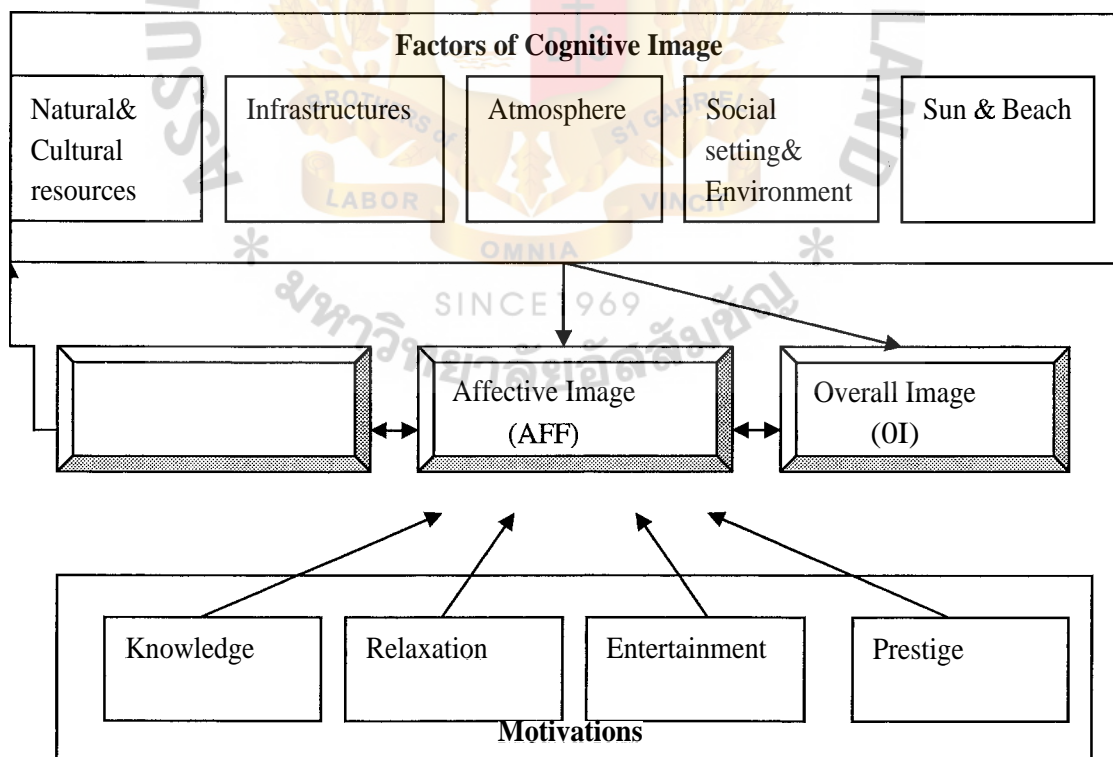
Source: Beerli & Martin, 2004

In Beerli's (2004)model of relationships between motivation and perceived

image, he points out that tourist destinations must be conceived as brands that have to be managed from a strategic point of view (see Figure 2.3.2). Therefore brand image plays a fundamental role in the success of tourist destinations, since image, plays a significant role and has a strong influence on consumer behavior in the tourism sector.

Figure 2.3.3 three dimensions of destination attributes
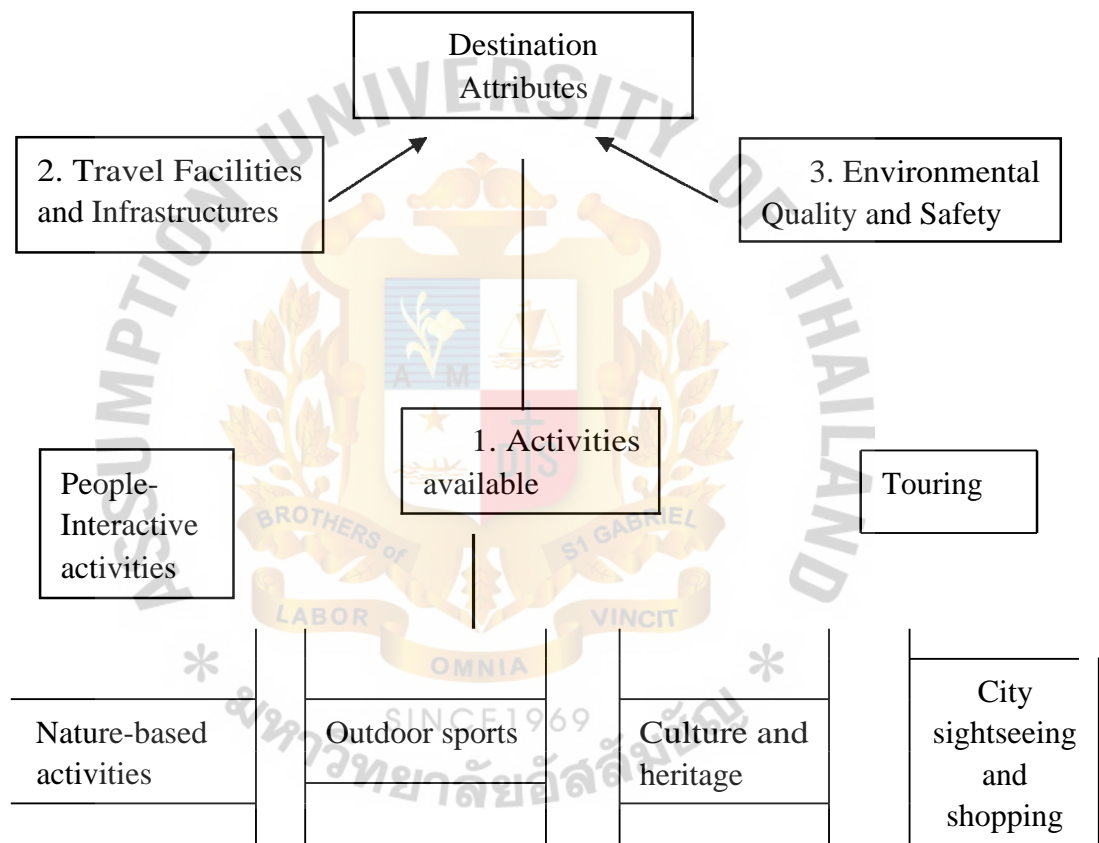
Source: International Journal of Hospitality & Tourism Administration, Vol. 1(2) 2000

Three major dimensions of destination attribute (destination attractions and travel related services) (Figure 2.3.3). The first group emphasized destination activities including people-interaction (socialization with people), nature-based sightseeing, outdoor sports, culture and heritage, city sightseeing and shopping, and touring. The second dimension comprised travel facilities and infrastructure such as

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food, lodging, transportation, and tour guiding. The third dimension was aspects of environmental quality such as hygiene and the quality of water and air, and safety. (Xinran You and Joseph O'Leary, 2000).

2.4 Jiuzhaigou

Jiuzhaigou Valley means "Valley of Nine Villages", is a nature reserve in northern Sichuan province of China. It is known for its many multi-level waterfalls and colorful lakes, and was declared a UNESCO World Heritage Site in 1992. Jiuzhaigou is situated in Jiuzhaigou County of Aba Tibetan and Qiang Autonomous Prefecture in the north of Sichuan Province in China. It lies close to Qinghai Province, Gansu Province and Shangxi Province, and also lies close to Wanglang Nature Reserve (27,700ha) to the south-east, and the north of Huanglong Scenic Area (70,000ha).

2.4.1 Geography and climate: Jiuzhaigou lies at the southern end of the Minshan mountain range, 330 km north of the provincial capital of Chengdu. It is part of the Jiuzhaigou County (formerly Nanping County) in the Aba Tibetan Qiang Autonomous Prefecture of northwestern Sichuan province, near the Gansu border. The valley covers at least 240 km^2, with some protection organizations giving the area as 600 to 720 km , with buffer zones covering an additional 400 to 600 km^2. Its altitude, depending on the area considered, ranges from 1,998 to 2,140 m (at the mouth of Shuzheng Gully) to 4,558 - 4,764 m (on Mount Ganzigonggai at the top of Zechawa Gully).

Jiuzhaigou's ecosystem is classified as temperate broad-leaf forest and

woodlands, with mixed mountain and highland systems. Nearly 300 km^2 of the core scenic area are covered by virgin mixed forests. Those forests take on attractive yellow, orange and red hues in the autumn, making that season a popular one for visitors. They are home to a number of plant species of interest, such as endemic varieties of rhododendron and bamboo. Local fauna includes the endangered giant panda and golden snub-nosed monkey. Their survival in is in question in a valley subject to increasing tourism. Jiuzhaigou is also home to approximately 140 bird species.

Geography: Jiuzhaigou's landscape is made up of high-altitude karsts shaped by earth' activity. It lies on the diverging belt between the Qinghai-Tibet Plate and the Yangtze Plate, and earthquakes have also shaped the landscape. The valley includes three gullies , and is one of the sources of the Ealing River, part of the Yangtze River system. Jiuzhaigou's best-known feature is its dozens of blue, green and turquoise-colored lakes. Originating in glacial activity, they were dammed by rockfalls and other natural phenomena, some lakes have a high concentration of calcium carbonate, and their water is very clear so that the bottom is often visible even at high depths. The lakes vary in color and aspect according to their depths, residues, and surroundings. Direct contact with the lakes or other features is forbidden to tourists.

The climate is cool and temperate with a mean annual temperature of 7.2 °C, with means of -1 °C in January and 17 °C in July. Total annual rainfall is 661 mm, 80% of which occurs between May and October. (Table 2.4.1)

Jiuzhaigou situated in a temperate zone. Jiuzhaigou sees lots of sunny days, a cool summer and less wind in winter, with favorable conditions for tourism, sightseeing and holidays. Four seasons of Jiuzhaigou are equally charming. Spring ushers in greenness with birds' singing, as well as peach blossoms competing beauty again snow landscape. Summer sees greenness in its prime, waterfalls and sunshine waking up every living organism, particularly wild flowers over the hills. Autumn is the most beautiful of all Jiuzhaigou seasons when tree leaves turn rosy, light yellow, purple, silver grey, brown, and ochre. Winter is such a time when icy twigs and green branches climbing on jade-like trees, resembling a picture scroll of traditional Chinese landscape painting.

Table 2.4.1 Monthly temperature and rainfall

	January	February	March	April	May	June
Temperature	-1	2.5	4	8.5	11	14
	July	August	September	October	November	December
	10	17	12	8.2	2.2	2.3
rainfall (mm)	January	February	March	April	May	June
	15	24	35	42	87	96
	July	August	September	October	November	December
	104	82	76	53.2	25	19

Source from Travel China guide.com

2.4.2 The history of Jiuzhaigou: The remote region was inhabited by various Tibetan and Qiang peoples for centuries, but was not officially discovered by the government until 1972. Extensive logging took place until 1979, when the Chinese government banned such activity and made the area a national park in 1982. An Administration Bureau was established and the site officially opened to tourism in 1984; layout of facilities and regulations were completed in 1987. The site was inscribed by UNESCO as a World Heritage Site in 1992 and a World Biosphere

Reserve in 1997.

The history of tourism development: Since opening, tourist activity has increased every year: from 5,000 in 1984 to 170,000 in 1991, 160,000 in 1995, to 200,000 in 1997, including about 3,000 foreigners. Visitors numbered 1,190,000 in 2002. As of 2004, the site averages 7,000 visits per day, with a quota of 12,000 being reportedly enforced during high season. The Town of Zhangzha at the exit of the valley and the nearby Songpan County feature has an ever-increasing number of hotels, including several five-star hotels. Jiuzhaigou offers various tour possibilities: collective tour, holidays, origin seeking, forest adventure, torrent floating, scientific survey, healthcare, and experiencing local customs. The International Conference and Holiday Center is on the bank of the Ganhaizi Lake, Jiuzhaigou County, about 450 km from Chengdu and 60 km from Jiuzhaigou-Huanglong Airport, with fine traffic convenience, and beautiful surroundings with natural and virgin forests around. This is a clean plot of land where humans and Nature coexist in harmony, and one of the originating places of the Chinese civilization.

Population: In 1997, the permanent population of the valley was about 1000, made up of about 130 Tibetan and Qiang families. Due to the protected nature of the park, the residents are forbidden from agriculture activities and rely on government subsidies as well as tourism.

2.4.3 The Reputations of Jiuzhaigou: Jiuzhaigou valley has gained five credits up to now. It was the firstling which was commented as National AAAA Tourist Attraction in China in 2000, and was brought into World Natural Heritage in 1992 by

UNESCO which is the shortened form of United Nations Educational, Scientific, and Cultural Organization. Jiuzhaigou Valley scenic area was listed by UNESCO as the World Biological circle Protection zone on October, 1997. On July 04 of 2002, it was also officially admitted an the member of organization called "Green Globe 21"; and it is the authentication system of sustainable environment development, officially approved by UNEP(United Nation Environment Programme)."Green Globe 21" is the further improved authentication system for sustainable environment development. Its purpose is to encourage the tourism enterprises and regions of sceneries to improve environment quality, protect local natural and natural and cultural heritages, enhance regional economy growth, make a better life for local people, attract tourists and push forward the development of the tourism within the frame of "21 century agenda", and at the same time it can also provide some information for consumers to select their travel destination and way of travel via "Green Globe 21".Excepting for what we have mentioned above, it is also one of three largest and best tourism items in Sichuan Province. It is also gain the reputation of United Nations Educational, Scientific And Cultural Organization

2.4.4 The Natural Resources of Jiuzhaigou: Jiuzhaigou is composed of three valleys arranged in a Y shape. The Rize and Zechawa gullies flow from the south and meet at the centre of the site where the form the Shuzheng gully, flowing north to the mouth of the valley. Most visitors will first take the bus to the end of Rize or Shuzheng gully, and then make their way back downhill by foot on the boardwalks, taking the bus instead when the next site is too distant. Here is a summary of the sites

found in each of the gullies. (Table 2.4.3)

The 18 km long **Rize Gully** is the south-western branch of Jiuzhaigou. It contains the largest variety of sites and is typically visited first. Going downhill from its highest point, one passes the following sites: The Primeval Forest is preserved ancient woodland. It is fronted by spectacular views of the surrounding mountains and cliffs, including the 500 m high blade-shaped Sword Rock; Swan Lake is a 2250 m long, 125 m wide picturesque lake named for its visiting swans and ducks; Grass Lake is a shallow lake covered in intricate vegetation patterns; Arrow Bamboo Lake, covering an area of 170,000 m^2, is a shallow lake with a depth of 6 m. It lies at an elevation of 2,618 m, and was a main feature site for the 2002 Chinese film Hero; Panda Lake features curious color patterns of blue and green. It empties into the multi-stream, multi-level Panda Waterfalls, dropping 78m in 3 steps; Five Flower Lake is a shallow multi-colored lake whose bottom is crises-crossed by ancient fallen tree trunks; Pearl Shoal is a wide, gently sloping area of active calcareous tufa deposition covered in a thin sheet of flowing water. It empties into the famous Pearl Waterfalls, where the shoal drops 28 m in a 310 m wide broad curtain of water. A scene of the television adaptation of Journey to the West was filmed there; Mirror Lake is another quiet lake casting beautiful reflections of the surroundings when the water is calm.

The **Zechawa Gully** is the south-eastern branch of Jiuzhaigou. It is approximately the same length as Rize gully (18 km) but climbs to a higher altitude (3150 m at the Long Lake). Going downhill from its highest point, it features the

following sites: Long Lake is the highest, largest and deepest lake in Jiuzhaigou, measuring 7.5 km in length and up to 103 m in depth. It reportedly has no outgoing waterways, getting its water from snowmelt and losing it from seepage. Local folklore features a monster in its depths; Five-Color Pond is one of the smallest but most spectacular bodies of water in Jiuzhaigou lakes. Despite its very modest dimensions and depth, it has a richly colored underwater landscape with some of the brightest and clearest waters in the area; The Seasonal Lakes are a series of 3 lakes (Lower, Middle and Upper) along the main road, that change from empty to full during each year.

The **Shuzheng Gully** is the northern branch of Jiuzhaigou. It ends after 14.5 km at the Y-shaped intersection of the three gullies. Going downhill from the intersection to the mouth of the valley, visitors encounter the following: Nuorilang Falls, near the junction of the valleys, are 20 m high and 320 m wide. They are reportedly the widest highland waterfall in China, and one of the symbols of Jiuzhaigou; Nuorilang Lakes and Shuzheng Lakes are stepped series of respectively 18 and 19 ribbon lakes formed by the passage of glaciers, then naturally dammed. Some of them have their own folkloric names, such as the Rhinoceros, Unknown, and Tiger lakes; Sleeping Dragon Lake is one of the lower lakes in the area. With a depth of 20 m, it is notable for the clearly visible calcareous dyke running through it, whose shape has been compared to a dragon lying on the bottom; Reed Lake is a 1375m-long, reed-covered marsh with a clear turquoise brook zigzagging through it. The contrast is particularly striking in the autumn when the reeds turn yellow.

The other famous Gully and landscape are the Zaru Gully is a smaller valley that runs southeast from the main Shuzheng gully; it begins at the Zaru Buddhist monastery and ends with the Red, Black, and Daling lakes; The Fairy Pool lies 42 km west of Jiuzhaigou and features travertine pools very similar to those of the nearby Huanglong Natural Reserve.

Table 2.4.4 The Map of Jiuzhaigou
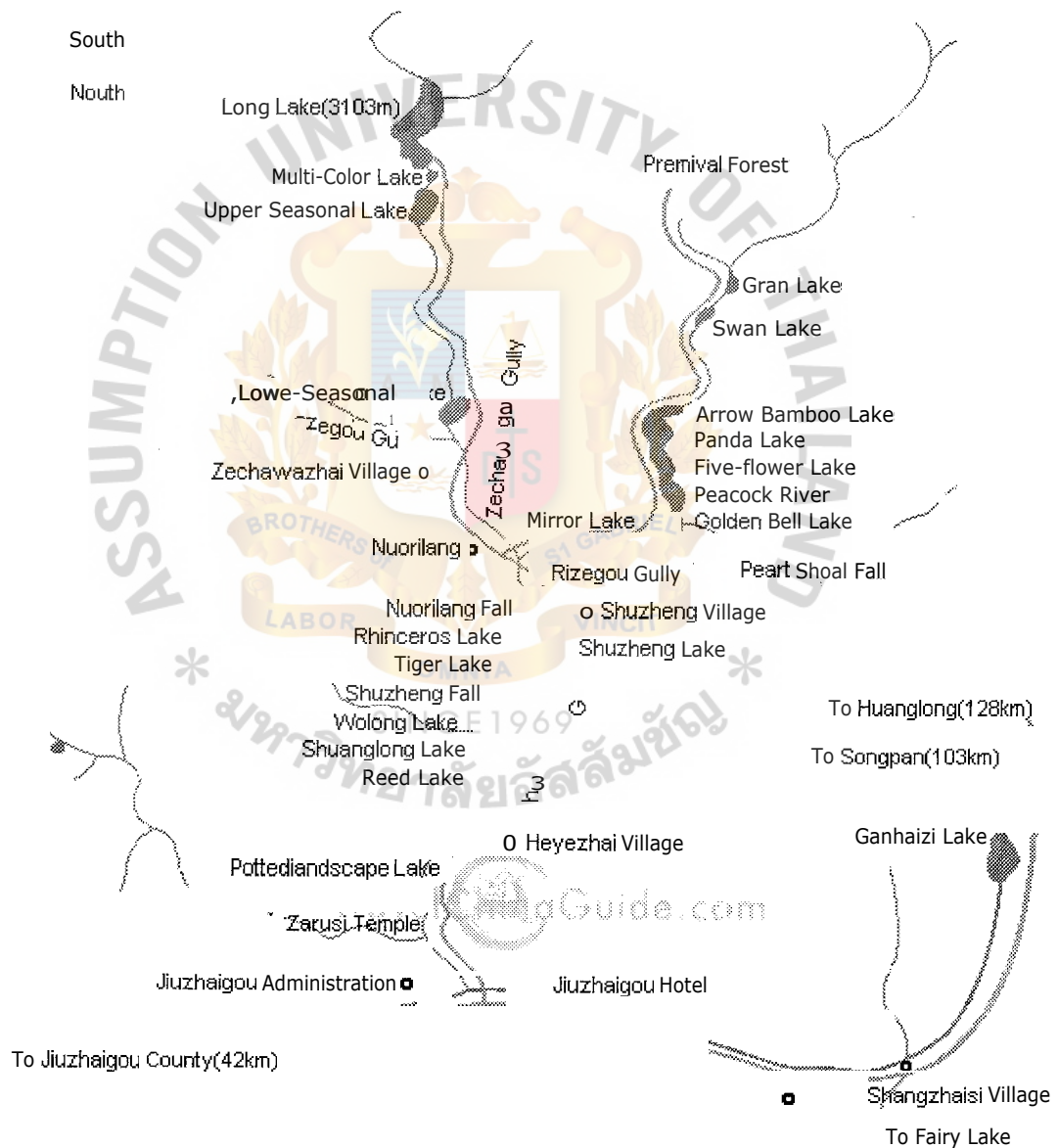
Source from Travel China guide.com

2.4.5 the Cultural Resources of Jiuzhaigou: the destination of Jiuzhaigou not only has natural resources based water, but also has the cultural resources on behalf of Tibetan culture with Tibetan prayer wheels, flags and stupas. The tourists could attend traditional festivals, and taste local food and wine, watching traditional sporting events and taking part in local leisure activities and so on.

Local dance---- Tibetans are nationally good at singing and dancing. Songs are heard everywhere in Tibetan villages, at work, at religious rituals, and in daily lives. They have songs while drinking, for tea, on the roads, and songs and dances have become part of their life. Songs and dances give birth to the lively nature of Jiuzhaigou people. Further, with the dancing and singing genes inherited from their forefathers, people of Jiuzhaigou live in a world of songs and dances. Guozhuang Dance---- It is the most popular style of dances in Jiuzhaigou. According to Tibetan historical records, in the 3 rd Century B.C., people went crazy about dancing, everywhere in Tibet. It originated from the form by which they danced around a campfire, all the time. And this dance has been with the Tibetan nationality throughout their history. Tibetan Drama, It is another form of outdoor song/dance entertainments. The most important feature is that actors and accesses put on masks for their performance. From the 5th and 15th of January on every Chinese lunar calendar, tourists will notice, on their way from Pingwu County to Jiuzhaigou County, the "folk devil dance" - the only one of the kind preserved in China. According to textual researches, Zhou'ou, the "mask dance" or "idol dance" in Chinese, is a very ancient kind of devil-driving dance ceremony. For over 5.000 to 6,000 years, this

dance remains active in Baima tribes - a wonder that could hardly be understood.

Local folk songs are high-pitched, elegant, forthright, profound, lenient, inartificial, and of strong national characters. The antiphonal style is one the entertainment forms that attracts largest number of listeners in Jiuzhaigou. Group to group, village, men to women, the songs are exchanged, echoed, in varied and colorful tones and pitches. In Baima area, everyone is a good singer and a good dancer, and they sing and dance almost at any time, not to speak of big occasions. In the fireplace of Baima people are set close to the family altar, with men sitting on the left and women on the right. Only distinguished guests or friends from afar are treated with seats close to the altar. When you sit down with your knees bent, the host begins to offer you the honor of liquor that you will drink, instead of in a common manner, but literally sip through a carved bamboo pipe. When you are in high spirits, Baima young ladies will dance out and hold bronze-cups of liquor over the "toasting song."

Garments and accessories---- Tibetan costume features loose waist, long sleeve and big front. People wear fur coats for festivals and big occasions. Color is determined by religious factors, with white, yellow and red most popular. Tibetan costume is mainly composed of Tibetan robe and Tibetan-styled shin. Garments and accessories of Baima people are colorful and gorgeous. All over the year, they wear the white, disshaped felt hat, with white cock tail feathers on top. Their dressing seems to symbolize certain anticipation of a new world. For Baima gentlemen, the white tail feather represents bravery and uprightness; for ladies, purity and femininity.

People of Jiuzhaigou are dainty about their headpieces, chest wears, jewelry,

waist adornments, and shoes. On big occasions, ladies will put on their best headpieces, earrings, and silver coins on pigtails. Their head is smooth and lubricous, and they appear splendid. Well dressed girls are often targets of young men's gazes. Necklaces are welcome by men and women, as well as bracelets and fingers rings. Metal coins and gems hang on the back of ladies, while men like to wear broadswords, pipes, neck articles, silver coins, and other ornaments.

Festivals: Spring Festivals----The biggest festivals of Jiuzhaigou is the Spring Festivals. There are public activities, like the dragon and lion dances. Carrying water for the New Year, at the eve of the Spring Festival, Tibetan Families go to the lakeside lo fetch water at the time when the village cock gives off its first crow. Upon hearing this crow, villagers rush to the water source, burn joss sticks, and then carry the first bail of sacred water For the New Year, which is used for the Family reunion dinner.

Ousting Monsters at the Eve of the Spring Festival---- Local people hold that, all bad days of a family are wrought by evils and monsters that must be ousted. There are various rituals. In the afternoon at the New Year's Eve, men fetch, from lake banks, small cobble-stones back home. In the evening, they enter die house with curses on monsters, while hitting the stones all over the house corners. The remaining stones together with iron needles that are believed to be monsters, are buried at the lower end of the house staircase, meaning that all these monsters will never get in. After the ritual, children will go the lakeside to splash water lo frighten monsters away. Yet, this monster-ousting ritual has become, instead of still being awesome, a light-hearted cultural event.

Sangyan (Pure Smoke) ---- "Sang" in Tibetan language means "purity". Sangyan, the pure smoke, is also called "smoke perfume". It originated from Ali Region, Tibet, and has been a religious ritual for over 3,00(1 years. It is traditionally used for the ceremony of forming an alliance, with implication that Heaven witnessed the vows taken by alliance parties. It is also used by ordinary families for blessing each other, or to family members, friends and relatives. The pure smoke is also seen in sacred places like divine mountains, altars and pagodas. In auspicious days, villages are filled with strong perfumed smoke that is lingering in the air and rolling high up.

Inviting the Mountain God---- On the 15th of January of the Chinese lunar calendar, all the villages will organize an activity to invite the Mountain God, with two girls selected in light of complicated astronomical procedures. It can take place both at daytime or night. The main tool is a Y-shaped tree crotch. At the beginning, villagers gather around in front of the crotch, listening to chanting of the priest. If the crotch in the hand of the girls keeps waving, it means the priest's chanting is effective; if not, he must be a fake, and a new priest will be invited to replace him. People will cry out, "Mountain God, can you tell us whether stones will roll down from the mountain?" If yes, this way to the left; if not, this way to the right. "Mountain God, can you tell us whether Jiuzhaigou will have good weather for our crops?" If yes, this way to the left; if not, this way to the right. And villagers will ask Mountain God all the questions they can think of, like their health, their fortune and their learning. Some may believe in the answer, others regard it as a traditional entertainment activity.

Architecture: Log Buidings of Tibetan Village---- It is a Tibetan habit to have three floors: the ground floor to cattle (some have an underground cabin) or To storing potatoes and turnips: the middle Moor for living, altar and important family articles: the top floor for storing grains, fodders, and wood farm tools. As life improves in recent years, cohabitation of humans and cattle is no longer in Fashion, being replaced by two-floor buildings, with much belter sanitation facilities.

Houses of Jiuzhaigou are nicely furnished. Before completion of the house, the owner will invite *a* painter to draw patterns on walls, doorframes, and beams. Paintings of the patron saint mean a peaceful and safe family life. Every house has a turning wheel and a family/ Buddha altar. Early in the morning, the housewife gets up, washes her face and hands, then burns joss slicks at the altar, and finally turns the scripture wheel - all to bless the family forever for an auspicious life.

Arts: The scenery of Jiuzhaigou has won an international reputation. In 1992, Dr. Rocas paid his first visit to Jiuzhaigou. A New Zealand naturalist who has traveled extensively over places of scenic interest around the world, he highly commended Jiuzhaigou, "It is place of fascinating beauty and wonder. It is the greatest honor of my life to enjoy it." It is this land that gives birth to the unique Tibetan art. Sculpture---- Sculptors work on clay, wood, stone, root, bamboo and metal, for buildings and daily articles, for dragon lantern, lion dance and Tibetan dramas. Of a long history, the Tibetan sculpture demonstrates a strong artistic appeal. Tibetan Painting---- In Jiuzhaigou, paintings are seen everywhere, in temples and civilian houses. The painting generally has 8 auspicious patterns: magic umbrella, victor's

stele, golden halo, double fish, magic bottle, white trumpet shell, and auspicious knot. Besides, other patterns can be printed on decorative paintings. The Tibetan knife, the Tibetan paper, and the Tibetan joss stick are finest art wares passing down from over 1,000 years. Tangka Drawing---- An art treasure of Tibetan culture, it has a history of over 1,000 years, with strong ethnic and religious coloring. Drawing a Tangka is very complicated. A high-quality Tangka is made of painstaking work of painters who represent the best combination of their religious enthusiasm and unusual willpower with finest craftsmanship. It embodies both the spiritual and artistic values far beyond ordinary expectation of artworks.

Food and cuisines: Tibetans of Jiuzhaigou treasure affectionate feelings to their food and food tradition. While touring among beautiful scenery, visitors will be delighted with sweet roasted qingke barley cake. Strong buttered tea. Aromatic qingke barley liquor, and delicious local dishes. Zanba (roasted qingke barley cake) ---- It is a convenient fast food, especially welcome in sparsely-populated and fuel-scarce areas; Buttered Tea---- Its main ingredients are butter and milk as well as walnut kernel, peanut and sesame, egg and salt, being stirred lo mix in a barrel, then mixed with boiled tea and brawn- red coloring matter; Ya'an Tea---- Selected from large tea leaves, it is produced in Ya'an Prefecture, also called the "Horse Tea" in the Ming Dynasty (1368-1644). Tibetans eat lots of meals but few vegetables and fruits. The Ya'an Tea is a right drink to supplement for their vitamin deficiency, all for a strong and authentic flavor; Qingke Bayley liquor---- It is an indispensable drink of Tibetans, also serves as a treat at big occasions and for guests. It is also called the

Tibetan beer. Other special and delicious local foods also include Flour Slices with Picked Cabbage, Blood Sausage, Qingke Barley Cake, Buckwheat Noodles, Potato Zanba Cake, Yak Meat. Jiuzhaigou's processing factory produces and vacuum-packs the fast-food yak meat for your convenience as a gift for friends and relatives.

2.4.6 The Gifts and souvenirs of Jiuzhaigou: During tourists' tour, they will want to buy local products as a memento of their trip or a gift for their friends and relatives. Jiuzhaigou, in addition to its natural beauty, will offer visitors large number of genuine and inexpensive local products.

Rare medicinal materials---- In this plant kingdom, there grow thousands of official plants, as Jiuzhaigou is one of the production bases of Sichuan that supplies medicinal materials. These plants are often used by local people because they are effective to cure diseases. Such as Pine bulb fritillariae (It is used for patients of cough, lung and inflammatory diseases.); Snow lotus (Bitter and mild, it is good to strengthen overall health, regulate menoxenia); Snow tea (it is good to lessen inflammation, tranquilize, wet and nourish lung and supplement yin, lessen liver inflammation) and so on.

Artworks and handicrafts - - Tangka Drawing, A treasure of Tibetan art, it is painted with mineral and plant pigments. Tibetan Sword, Sharp, it is homemade in simple and exquisite styles. Other Tibetan artwork includes Tibetan paper and Tibetan joss stick. Embroidery, Delicately homemade by local women, it is of strong ethnic features, often done on handbags, hats and wall hangings. Carvings, There are bone, wood, stone, jade and horn carvings. Tourists may sometimes find valuable antiques

of carving in Jiuzhaigou. Jewelry, they are mainly jade ware, cat's eye, crystal, Turkey stone, emerald, and coral. The bamboo flute is a musical instrument that young men take with them wherever they go. It is made of the arrow bamboo, able to blow out modified tones which are high-pitched, melodious, and ear-pleasing. Fluting of strong Tibetan characters is heard on lakesides and in woods of Jiuzhaigou.

Other Souvenirs and mementos of strong ethnic coloring are sold at the Tour Service Center of Shuzheng Village and Nuorilang, as well as at the Tour Service Center at the Jiuzhaigou Entrance and Pengfeng Township.

2.4.7 The Transportation of Jiuzhaigou: Outside transportation of Jiuzhaigou, compared to other high-traffic scenic spots in China, is difficult to access by land. Most tourists reach the valley by a 10 hour bus ride from Chengdu along the Minjiang River prone to frequent rockslides and mudslides that can add several hours to the trip. As of 2004, further delays are incurred by the construction of a new highway which, when completed, should greatly facilitate the journey. Since 2003, it is possible to fly from Chengdu or Chongqing to an airport on a 11311 ft. high mountain side near Songpan County and then take bus to Jiuzhaigou for 2 hours. In 2006 there was also one daily flight to Xi'an. There is also a new helipad near the valley. (Table 2.4.4)

Inside transportation of Jiuzhaigou, Eco-highway----With a length of 83km and investment of 300million RMB, it is the first demonstrative eco-highway in China. Eco-couservation-conscions, the construction contributes to a finest harmony between natural and cultural scenery, with, along the roadside, arbors, shrubs and alpine flowers; Jiuzhaigou loop highway---- Its east and west segments meet and form a

highway loop, of a total length of 910km and wide road surface. It links a couple of

feeder lines, like the Muni Highway,   Zhangla-Huanglong Highway   ,

Wolong-Xiaojin Highway, and Maoxian-Helshui Highway. The loop highway, of

wide asphalt surface, ensures safety of your traffic, expet few segments to be covered

with snow but Cleared up regularly.

Table 2.4.7 The Traffic Map of Tour Route
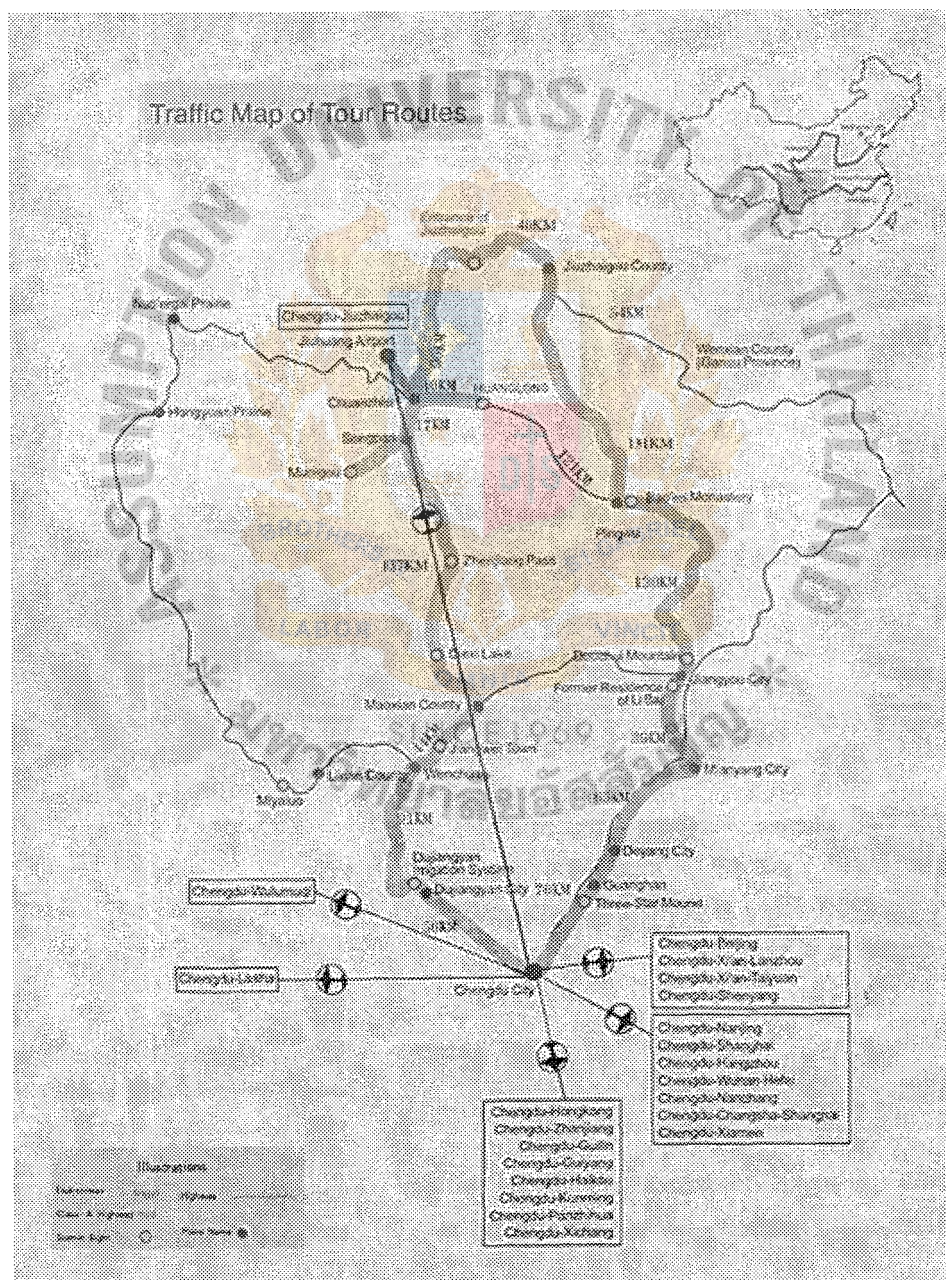
Source from Travel China guide.com

The Green Eco-sightseeing Vehicle---- Traffic convenience in Jiuzhaigou is ensured by this vehicle, the only available means of transportation. It is able to travel in a not-very-wide road smoothly, so as to increase the number of tourists received, Natural gas, non-polluting, is the fuel for the vehicle. Inside the entrance with visitors' ticket, they can get on board at any place and time during visitors' tour. Jiuzhaigou Green Tour Ltd. was established on March 26, 1999, with main businesses like tour transportation, tour guide and interpretation, and automobile repair and maintenance.

Route and itineraries: There are seven routes to Jiuzhaigou:

Chengdu-Dujiangyan-Wenchuan-Maoxian-Jiuzhaigou(total 435km);

Chengdu-Mianyang-Jiangyou-Pingwu-Jiuzhaigou(total 475km);

Chengdu-Wenchuan-Lixian County-Songpan-Jiuzhaigou(total 792km);

Xi'an-Guangyuan-Zhaohua-Wenxian-Jiuzhaigou;

Lanzhou-Ruo'ergai-Songpan-Jiuzhaigou(total 946km);

Lanzhou-Wenxian-Jiuzhaigou(total 906km);

Dari and Jiuzhi of Qinghai-Aba-Hongyuan-Maiwazhangla- Jiuzhaigou.

2.4.8 The Accommodation of Jiuzhaigou: Jiuzhaigou has dozens of hotels, ranging from star graded to economic ones, each clean and homely. Jiuzhai paradise international resort Jiuzhaigou and Sheraton Jiuzhaigou resort, only 1.5 kilometres away from the Jiuzhaigou National Park entrance and just 90 minutes from the newly built Jiu Huang Airport, are five stars hotels in here, offering 482 spacious

guestrooms whose modern furnishings retain a strong Tibetan and Qiang cultural theme. Jiugong Hotel is a 4 star hotel which is located in the famous scenic spot of Jiuzhaigou. It offers 226 exquisitely decorated guest rooms, including single rooms, standard rooms, deluxe rooms, deluxe suites and presidential suite. All of them are spacious and elegant, fully-equipped with advanced facilities. It also features a dazzling array of fine-selected eastern cuisines in elegant restaurants. The meeting rooms are available for hosting various sizes of seminars, conference,and business events . The hotel also features as its singing center-Rongzhongerjia, named after a famous Singer. Lotus Leaf Guesthouse---- at the Jiuzbaigou Entrance, it is a 3-star hotel for domestic and foreign tourists, built in a typical Tibetan style. Guest Tower Hotel---- It is located at the Jiuzhaigou Entrance with a total floor space of 800 square meters, in a typical Tibetan style, It offers hotel services for domestic and foreign tourists. Moon-Bay Villa Cabin---- One kilometer from the Jiuzhaigou Entrance, it sits at the hill foot and riverside, in the Moon Bay of Pengfeng Township, for holiday goers and tourists. Its architecture is a typical Tibetan one. Tourism service institution:

Tour Service Center---- the Tour Service Center is designed for public science education which you are expected to learn, to participate in and be entertained. Both the Jiuzhaigou Gate and Jiuzhaigou Administration have their offices in the Entrance which is the first stop of your full tour. Here tourists will pay for their entrance tickets and fares of special sightseeing vehicles, and ride on board lo start the tour.

Nuorilang Tour Service Center---- the Nuorilang Tour Service Center is jointly

invested by the Jiuzhaigou Administration and local residents. With a floor space of 12,000 sq.m., it sits at the center of the Y-shaped layout of Jiuzhaigon Plate of Scenic Interest. Ii is the only location within Jiuzhaigou offering comprehensive services like tour management, tourist complaints, rescue, public orders, fire control, souvenir sales, relaxation, restaurant, and reception. Food ;find drinks are under uniform control of Jiuzbaigou Joint Business Company, which has a food and drink supply center outside the tour zone. The food and drink within the zone reach the "zero-discharge' and "zero-polhmon" standards stipulated by the state. Nuorilang Tour Service Center is also Ltc traffic dispatching center for green eco-sightseeing vehicles, offering much convenience for your relaxation, dining, information and transportation, which can save your time for your tour and sightseeing.

2.5 Perception and Choice

Perception according to.Kotler(1994), a motivated person is ready to act. How the motivated person actually acts is influences by his or her view or perception of the situation. Perception is the processes by which an individual selects, organizes and interprets information inputs t create a meaningful picture of the world. Perception depends not only on the physical stimuli, but also on the stimuli's relation to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to the same reality. One person might perceive a fast-talking salesperson as aggressive and insincere; another, as intelligent and helpful. Each will respond differently to the salesperson.

In marketing, perceptions are more important than the reality, as it is perceptions

that will affect consumers' actual behavior. People can emerge with different perceptions of the same object because of three perceptual processes: selective attention, selective distortion, and selective retention.

In the travel needs model, destinations are seen as settings where vastly different holiday experiences are possible. Thus tourists' motives influences what they seek from a destination and destination will vary in their capacity to provide a range of holiday experiences. In short, tourists do not visit a place with standard objective destination features but instead, journey to a location where they select activities and holiday experiences among those offered to suit their personal psychological and motivational profile. The travel needs model serves to a certain extent to understand the multi-motive account of travel behavior of tourism. It acts as a blue-print for the assessment of tourist motives and requires individual tailoring to specific situations. However, concentrating attention on the wide variety of different needs that motivate travel behavior seems to be insufficient.

Driven by the inner travel desires, what factors affect the decision of where to go? One of the most important factors is the extent to which a destination's attributes meet and satisfy the tourist's inner desires. Dann (1977) suggested a two-tiered scheme of factors that motivate tourists to travel and go to certain destinations. Dann described two stages or factors are in the travel decision making process, "push" and "pull". The push factors are those that make a person want to travel and they are social-psychological motives. The pull factors are external factors that affect where a person travels to fulfill needs or desires. Crompton (1979) agreed with Dann's basic

idea of push and pull motive and identified nine motives for travel. They were the escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction, novelty and education. He classified the first seven motives as push factors and the last two as pull factors. Jamrozy and Uysal (1994) did an empirical study on the travel motivations of overseas German visitors. They adopted Dann's push and pull theory and classified travel motivational factors into two grouping, the motivational push factors and the motivational pull factors. Motivational; push factors are inner needs and desires. The motivational pull factors, which Jamrozy and Uysal called the secondary motives were considered to be the pull factors of the destination or the destination attribute factors.

2.6 Empirical Study or Other Related Studies

You, O'Leary, Morrison and Hong (2000) studied multiple regression analysis was used to find the linkage between push and pull factors which explains how much variance of pull factors are explained by push factors. While providing useful insights into the relationship between push and pull factors, the findings these prior studies all have been based on the analysis of secondary data from large-scale survey research projects which limits the range of motivational factors and interrelationships that might be identified.

Kim, Lee and Klenosky (2002) examined the influence of push and pull factors on visitors to the National Parks in Korea. During the summer of 1999, 2720 visitors to six different National Parks in South Korea completed a survey instrument

designed to assess their reasons for visiting the park they selected (push factors) and

evaluate how well that park performed on a selected set of attributes (pull factors) the

results of a factor analysis identified four push factor domains and three pull factor

domains underlying respondents' push and pull factor ratings. Additional analyses

investigated differences in the push and pull factor domains for different

socio-demographic subgroups; and examined the interrelationships among the push

and pull factor domains. The study results hold useful implications for park managers

and researchers interested in studying how push and pull factors impact tourist and

visitor behavior.

Bogari, Crowther and Marr (2003) studied tourism motivation in developing

countries and Islam has received scant attention from researchers. The key to

understanding tourism motivation is to see holiday travel as a satisfier of needs and

wants. Literatures on tourism often conceptualize tourist motives in terms of push and

pull forces. The idea behind this concept is that people travel because they are pushed

by their own internal forces and pulled by external forces of the destination attributes.

One way to realize travel motivation is to examine the notion of push and pull

demand stimulation. The objectives of this research were to understand both push and

pull motivation for domestic tourism and the relationship between the two

motivations for Saudi tourists. The finding indicated nine push factors (cultural value,

utilitarian, knowledge, social, economical, family togetherness, interest, relaxation,

and convenience of facilities) and nine pull factors (safety, activity, beach sports/

activities, nature/ outdoor, historical/cultural, religious, budget, leisure and-upscale).

This study found that the most important push and pull factors as perceived by Saudi tourists are "cultural value" and "religion". The study also confirms the relationship between push and pull factors.

Lee, O'Leary, Lee and Morrison (2002) studied focus on the comparison between the push and pull motives in terms of the influences on destination choice and vacation activity of German pleasure travelers to the US, Canada, and Asia. Employing a multinomial logistic regression and OLS regression techniques, this study assessed the effect of each motivational factors on destination choice and vacation activity participation. The effect of other independent variable, such as length of stay, travel budget, travel mode, and socio-demographics, was also investigated. The results of this study indicated that: (1) in general, pull factors exerted more influence on destination choice than push factors, and different pull factors motivated travelers to select different destination, (2) motivational factors were the most significant determinants among others, and (3) a typology of vacation activity patterns based on need-satisfying property of motivation may exist.

Uysal and Jurowski (1994) studied the nature and extent of the reciprocal relationship between push and pull factors of tourist motivations for pleasure travel by using the data from the Canadian Tourism Attribute and Motivation Survey (CTAMS). Most discussion of tourist motivation has tended to revolve around the concepts of pull and push. The push factors for a vacation are socio-psychological motives. The pull factors are motives concerned with destination rather than emerging exclusively from within the tourist himself. Traditionally, push motives

have been thought useful for explaining the choice of destination.

Yuan and McDonald (1990) also examined the motivations for overseas travel using the concept of push and pull factors. Data were examined from four countries: Japan, France, West German and U.K. they identified five push factors from 29 motivational items: escape, novelty, prestige, enhancement of kinship relationships and relaxation/hobbies. Seven pull factors were identified from 53 attraction items: budget, culture and history, wilderness, ease of travel, cosmopolitan environment, facilities and hunting. Novelty was ranked as the most important push factors in the decision for overseas vacation followed by escape. The results indicated that individuals from each of the four countries might travel for similar reasons; however, reasons for choosing particular destinations and the level of importance attached to the factors might differ among the countries.

Wang (2004) examined the tourists motivation took the world heritage----Huangshan Mountain as a sample. From the two different aspects of pull and push factors, the underlying feature of visitors' motives to Huangshan Mountain are analyzed with the help of factor analysis. As a result, five push factors and four pull factors are identified. Further analyses investigate differences in the push and pull factors among different socio-demographic subgroups with one-way ANOVA analysis. The result affords useful references for development, protection and marketing expansion of mountain resorts.

Macionis (2004) introduced a new conceptual approach to understanding the potential and actual motivations of the film-induced tourist. The Push and Pull Factor

theory of motivation presented an appropriate theoretical framework in which to examine film-induced tourism, from a consumer perspective. It was proposed that a distinction will be made between the three concepts of Place (location attributes, landscapes,), Personality (cast, characters, celebrity) and Performance (plot, theme, genre), and whether different or distinct motivations drive or induce travel behavior.

Onome (2004) explored the motivations for tourists' choice of diverse tourism environments in a Third World country, Nigeria. Results obtained from a questionnaire survey of 376 tourists randomly sampled from seven tourism destinations in Nigeria show that the most prominent motivations for tourist destination choice are self-actualization in an appreciative, educational or cultural context and leisure/recreational pursuits. Attractiveness of destination, quality services, facilities/amenities, favourable location and accessibility of centres also emerged as important considerations in tourist destination choice. Motivation for tourism differed significantly amongst tourists groups in various destinations

Liu (2006) examined the influence of push and pull factors on visitors to Huangshan Mountain Resorts. The results of a factor analysis identified five push factor domains and four pull factor domains underlying respondents. Push and pull factors ratings. Meanwhile, through the contrast of push and pull factors between Huangshan Mountain Resorts in China and Korean National Parks, the paper also explored general character and individual character of push and pull factors. The results of the study were used as implications for development and protection and marketing expansion in mountain resorts.

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CHAPTER HI

RESEARCH FRAMEWORK

This chapter consists of five sections: Theoretical Framework, Variables Used in This Study, Conceptual Framework, Research Hypothesis and Operationalization of the Independent and Dependent Variables

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes the relationship among the several factors that have been identified as important to the problems (Sekaran, 1992). It clarifies the questions and it summarizes the overall concepts being investigated (MaDaniel, 1993; Gate et al., 1998).

The model proposed in this study concerns with two principal variables that are types of independent variables, including demographic characteristics and push factors(the inner motives and desires for ravel explain why people travel and why people choose the destination); and dependent variables: pull factors (what the destination can offer to satisfy the traveler's needs and desires).

3.2 Variables Used in This Study

3.2.1 Independent Variables

This research makes use of two types of independent variables:

a) Demographic Characteristics

  1. Nationality: The research would try to find out whether tourists of different nationalities would have different perception of Jiuzhaigou as a tourist destination.

2. Age: tourists of different age groups might have different perception of various pull factors of Jiuzhaigou.

3. Gender: The research would try to find out whether different in gender would influence the perception on the part of tourists toward Jiuzhaigou in a tourist destination.

4. Marital Status: Single and married tourists might have different perception toward various aspects of Jiuzhaigou as pull factors.

5. Educational Level: The research would try to find out that educational level could also influence the perception on the part of tourists.

6. Income Level: The research would try to find out whether different in income level would influence the perception on the part of tourists.

7. Occupation: The research would also try to find out whether tourists of different occupation might have different perception on the destination.

b) Push Factors

Push factors that motivate tourists to choose Jiuzhaigou as a tourist's destination includes:

Factor 1 Physical motivations:

- Escaping from the monotonous routine life

- Getting some resting and relaxing

- Enhancing health

- Having fun, being entertained

Factor 2 Natural and Cultural motivations:

- Appreciating and enjoying natural beauty

- Experiencing exotic culture

- Increasing knowledge about destination, people and things

Factor 3 Interpersonal motivations:

- Being together as a family

- Meeting new and different people

- Sharing travel experience after retuning home

Factor 4 Prestige motivations:

- Fulfilling dream of visiting a place

- Visiting places friends want to go but have not been to

- Visiting a destination that would impress friends or families

3.2.2 Dependent Variables

Dependent variables in this study include the following pull factors that motivate tourists to choose Jiuzhaigou as a tourist destination:

Factor 1 High quality tourist resources:

- Fascination of the world natural heritage

- Unique water resources and beautiful scenery

- Exotic cultural resources

- Abundance of vegetation and fauna

Factor 2 Comfortable tourist environment:

- Amenities of air environment and temperate climate

- Unpolluted and primitive natural and cultural environment

- Harmony between ethnic resident and nature.

Factor 3 Convenient tourist facilities:

- Transportation facilities

- Accommodation facilities

- Travel Agency facilities

- Other infrastructure facilities

Factor 4 Economic factor:

- Acceptable prices of admission ticket

33 Conceptual Framework

Independent Variables   **Dependent Variables**

Demographic Characteristics
1. Nationality
2. Age
3. Gender
4. Marital Status
5. Education Level
6. Income Level
7 Occupations

Push Factors

1. Physical motivations:

-Escaping from the monotonous routine life

-Getting some resting and relaxing

-Enhancing health

-Having fun, being entertained

2. Natural and Cultural motivations:

-Appreciating and enjoying natural beauty

-Experiencing exotic culture

-Increasing knowledge about destination, people

and things

3. Interpersonal motivations:

-Being together as a family

-Meeting new and different people

-Sharing travel experience after retuning home

4. Prestige motivations:

-Fulfilling dream of visiting a place

-Visiting places friends want to go but have not

been to

-Visiting a destination that would impress friends

or families

Pull Factors As Motivation To
Choose Jiuzhaigou As A
Tourist Destinatio

1High quality tourist resouces:

-Fascination of the world natural

heritage

-Unique water resources and beautiful

scenery

-Exotic cultural resources

-Abundance of vegetation and fauna

2. Comfortable tourist environment:

-Amenities of air environment and

temperate climate

-Unpolluted and primitive natural and

cultural environment

-Harmony between ethnic resident and

nature.

3. Convenient tourist facilities:

-Transportation facilities

-Accommodation facilities

-Travel Agency facilities

-Other infrastructure facilities

4. Economic factor:

-Acceptable prices of admission tickets

3.4 Research Hypothesis

Demographic Characteristics

H1 o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.

H1 a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.

H2o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.

H2a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.

H3o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.

H3a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.

H4o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.

H4a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.

H5o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by educational level.

H5a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by educational level.

H6o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.

H6a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.

H7o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.

H7a: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.

Push and Pull Factors

H8o: There is no relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

H8a: There is relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

3.5 Operationalization of the Independent and Dependent Variables

3.5.1 Operationalization of Independent Variables

Independent Variables	Definition	Components	Level of Measurement	Question Number
Demographic - Nationality	- Belong to the people of a particular country.	-Chinese (domestic tourists) - Asian - European - American - Other	Nominal	Q.1
- Age	- The period of time during which someone exists.	- Below 20 - 21-40 - 41-60 - Over 60	Ordinal	Q.2
- Gender	- Classification of sex	- Male - Female	Nominal	Q.3
-Marital Status	- State of being married, single,	- Single - Married	Nominal	Q.4

Independent Variables	Definition	Components	Level of Measurement	Question Number
Demographic -Education Level	- Rank of knowledge or skills obtained	-Under high school -High school **-Bachelor's** Degree -Master's Degree -Doctor's Degree	Ordinal	Q.5
-Income Level	- Money which you receive from salary per month	-Below $200 -$200-$400 -$400-$600 - $600-$800 - Over $800	Ordinal	Q.6
-Occupation	-Classification of employment	-Government employee -Enterprise manager -Professional or technician -Businessman -Server -Worker -Peasant -Retiree-Student	Nominal	Q.7

Independent Variables	Definition	Components	Level of Measurement	Question Number
Push				
1.Physical motivations:				
-Escape	-Escaping from the monotonous routine life	-Get away from routine	Interval	Q.8
-rest	-Getting some resting and relaxing	- Suspend from working	Interval	Q.9
-health	- Enhancing health	- refresh health	Interval	Q.10
-entertainment	- Having fun, being entertained	-Get recreation	Interval	Q.11
2. Natural and Cultural motivations:				
-Nature	-Appreciating and enjoying natural beauty	-Be close to nature	Interval	Q.12
-Culture	-Experiencing exotic culture	-apperceive different culture	Interval	Q.13
- Knowledge	-Increasing knowledge about destination.	-broaden the horizon.	Interval	Q.14

Independent Variables	Definition	Components	Level of Measurement	Question Number
Push 3. Interpersonal motivations: -Family	- Being together as a family.	-Facilitating family and kinship ties.	Interval	Q.15
-New friends	- Meeting new and different people	- Get new friendship.	Interval	Q.16
-Share experience	-Sharing travel experience with friends after retuning home.	-memorable travel experience	Interval	Q.17
4.Prestige motivations: -Fulfill dream	-Fulfilling dream of visiting a place	-Self-realization	Interval	Q.18
-Haven't been to	-Visiting places friends want to go but have not been to.	-improving self-repute	Interval	Q.19
- Impress	-Visiting a destination that would impress friends or families.	-word to word the resorts.	Interval	Q.20

3.5.2 Operationalization of Dependent Variables

Dependent Variables	Definition	Components	Level of Measurement	Question Number
Pull 1. High quality tourist resources: - World natural heritage	- Fascination of the world natural heritage.	-Reputation	Interval	Q.21
-Water resources	- State of Unique water resources and beautiful scenery.	- Lakes - Rivers - Waterfalls	Interval	Q.22
-Cultural resources	- Exotic ethnic cultures, including festivals, local dances and songs, cuisine, architecture, handicrafts, arts, customs and ways of life.	- Local dance - Garments and accessories - Festivals - Architecture - Arts - Foods and cuisines	Interval	Q.23
- vegetation and fauna	-General state of the forests and endangered animals.	- Virgin mixed forests -Giant panda -Golden monkey	Interval	Q.24

Dependent Variables	Definition	Components	Level of Measurement	Question Number
Pull				
2. Comfortable tourist environment:				
- Climate	-General state of the weather in a particular place	-Cool temperate -Four seasons of equally charming.	Interval	Q.25
- Natural and cultural environment	- the surroundings with and primitive resident	-Unpolluted nature environment -primitive cultural environment	Interval	Q.26
- Harmony	-Harmony between ethnic resident and nature.		Interval	Q.27
3. Convenient tourist facilities:				
- Transportation facilities	- Facilities to moving goods or people from one place to another in a vehicle.	- Airplane - Bus - Car	Interval	Q. 28

Dependent Variables	Definition	Components	Level of Measurement	Question Number
Pull				
Accommodation facilities	- Facilities to provide place to live.	-Green Eco-sightseeing Vehicle - Eco-highway -Hotel quality -Hotel categories -Hotel number of beds	Interval	Q.29
- Travel Agency facilities	-Facilities to provide person or company which arranges travel and hotel accommodation for customers.		Interval	Q.30
- Other infrastructure facilities	-Facilities to provide person which to purchase and enquire travel information.	- Shopping center - Tour service center	Interval	Q.31
4.Economic factor: -Prices	-prices of admission tickets		Interval	Q.32

CHAPTER IV

RESEARCH METHDOLOGY

This chapter consists of five sections: Respondents and Sampling Procedures, Research Instruments and Questionnaire, Collection of Data, Pretest, and Statistical Treatment of Data.

4.1 Respondents and Sampling Procedures

This research was conducted with tourists visiting Jiuzhaigou during May till July of this year. The number of tourists' reception in Jiuzhaigou was 218.7 ten thousands in 2006, and the total income from admission had reached 42001.4 ten thousand RMB. Compared with the number of tourists' reception and income of admission ticket in 2005, the increase rate were 8.78% and 31.94% respectively.

Based on Table 4.1 the sample size for this study is 'Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty', a sample size 384 was used in this study.

Table 4.1 Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty

Population/Sampling Frame	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	**384**	**599**	**1,065**	**2,344**
25,000,000	384	600	1,067	2,400

Source: Anderson, G (1996), Fundamental of Educational Research

4.2 Research Instruments and Questionnaire

The research instrument used in this study is questionnaire, consisting of two parts:

PartI: Demographic Characteristics, covering:

1. Nationality
2. Age
3. Gender
4. Marital status
5. Education level
6. Income level
7. Occupation

Part II: Rating Scale by means of Five-Point Likert's Scale, rating agreement or disagreement to statement pertaining push and pull factors motivating tourists to choose Jiuzhaigou as a destination.

Push Factors

Factor 1 Physical motivations:

- Escaping from the monotonous routine life

- Getting some resting and relaxing

- Enhancing health

- Having fun, being entertained

Factor 2 Natural and Cultural motivations:

- Appreciating and enjoying natural beauty

- Experiencing exotic culture

- Increasing knowledge about destination, people and things

Factor 3 Interpersonal motivations:

    ‑ Being together as a family

    - Meeting new and different people

    ‑ Sharing travel experience after retuning home

Factor 4 Prestige motivations:

    - Fulfilling dream of visiting a place

    - Visiting places friends want to go but have not been to

    - Visiting a destination that would impress friends or families

<u>Pull Factors</u>

Factor 1 High quality tourist resources:

    - Fascination of the world natural heritage

    - Unique water resources and beautiful scenery

    ‑ Exotic cultural resources

    - Abundance of vegetation and fauna

Factor 2 Comfortable tourist environment:

    - Amenities of air environment and temperate climate

    - Unpolluted and primitive natural and cultural environment

    ‑ Harmony between ethnic resident and nature.

Factor 3 Convenient tourist facilities:

    - Transportation facilities

    ‑ Accommodation facilities

    - Travel Agency facilities

- Other infrastructure facilities

Factor 4 Economic factor:

- Acceptable prices of admission tickets

4.3 Collection of Data

The researcher, with a number of assistants distributed 384questionnaires to tourists visiting Jiuzhaigou National Park, Sichuan, China, during May 2007. The primary data was collected by handing out questionnaires at Rize Gully, Zechawa Gully, Shuzheng Gully, tour service center where tourists were more concentrated. Other questionnaires were also distributed to tourists staying at various grades of accommodation around Jiuzhaigou National Park.

4.4 Pre-test

A pretest by mean of Cronbach's Alpha was conducted by distributing the questionnaire to tourists in Jiuzhaigou to 30 samples. The result of Cronbach's Alpha Coefficient was greater than 0.60, the questionnaire was considered to be reliable.

The reliability of the instrument was accessed by calculation of the Cronbach alpha. The result was calculated on the basis of pre-test data, as follows:

Sample size of = 30 cases   Alpha coefficient = .806

According to pre-test analysis, the Alpha coefficient from the pre-test was 0.806. So the questionnaire was considered to be reliability because of the Coefficient Alpha scores was higher than 0.60, as shown on Table 4.4.

Table 4.4 Reliability Analysis-Scale (ALPHA) of Pre-Test Result

Case Processing Summary

		N	%0
Cases	Valid	29	96.7
	Excluded^a	1	3.3
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.806	25

4.5 Statistical Treatment of Data

The total sample comprised 384 questionnaires. Results were entered into a data file and processing the data analyzed using Statistical Package for the Social Science (SPSS) program Version 14. This research made use of the following statistics:

4.5.1 Descriptive Statistics

Descriptive statistics provides summary measures of data contained in all the element of a sample. The calculation of average, frequency distributions and percentage distributions is the most common from summarize data. Descriptive statistics enable researchers to describe the aggregation of raw data in numerical terms.

In this study, descriptive statistics is used to analyze demographic profile of tourists to visit Jiuzhaigou National Park.

4.5.2 Inferential Statistics for hypothesis testing

T-test

The t-test is the most elementary experimental comparison involves two samples.

This may take the form of comparing a conventional control condition and experiment condition or two groups that have received differing level of the independent variable. (Nation, 1997)

ANOVA

ANOVA is stands for variance, which tests for significant mean differences in variables among multiple groups. (Jennings, 2001). The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs. (Nation, 1997)

Pearson's Corralation Coefficient

It is statistics technique introduced by Karl Pearson for showing the degree of linear relationship between two variables. It is used to test the hypothesis of association that is whether there is a relationship between two sets of measurements. (Arttachariya, 2005)

4.5.3 Statistics to Be Used For Testing Various Hypotheses

The following statistics would be used to test the eight hypotheses set in this study.

Hypotheses	Statistics Used
H1o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.	ANOVA
H2o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.	ANOVA
H3o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.	T-test
H4o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.	T-test
H5o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by educational level.	ANOVA
H6o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.	ANOVA
H7o: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.	ANOVA
H8o: There is no relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.	Pearson's Correlation

4.6 Additional Qualitative Research

Additional qualitative researches in the terms of personal observations and interviews with some managers of the Park Authority, operators of hotels, restaurants and travel 'agents around the park, as well as some selected tourists were conducted to get additional explanation to the results obtained from quantitative study.

CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF

RESULTS

This chapter presents the results from data analysis and a critical discussion of these results. It consists of four sections. Section one gives the results of demographic characteristics analysis of tourists in choosing Jiuzhaigou as a tourist destination. Section two gives the results for hypothesis testing. Section three gives discussion of statistics results. Section four gives the results from additional qualitative study.

5.1 Demographic Characteristics

The results of statistical analysis concerning demographic characteristic of respondents are as follows (n=384):

5.1.1 Nationality

The nationalities of respondents are presented in Table 5.1.1 and Figure 5.1.1:

Table 5.1.1: Summary of Respondents by Nationality

nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	366	95.3	95.3	95.3
	Asian	12	3.1	3.1	98.4
	European	4	1.0	1.0	99.5
	American	2	.5	.5	100.0
	Total	384	100.0	100.0	
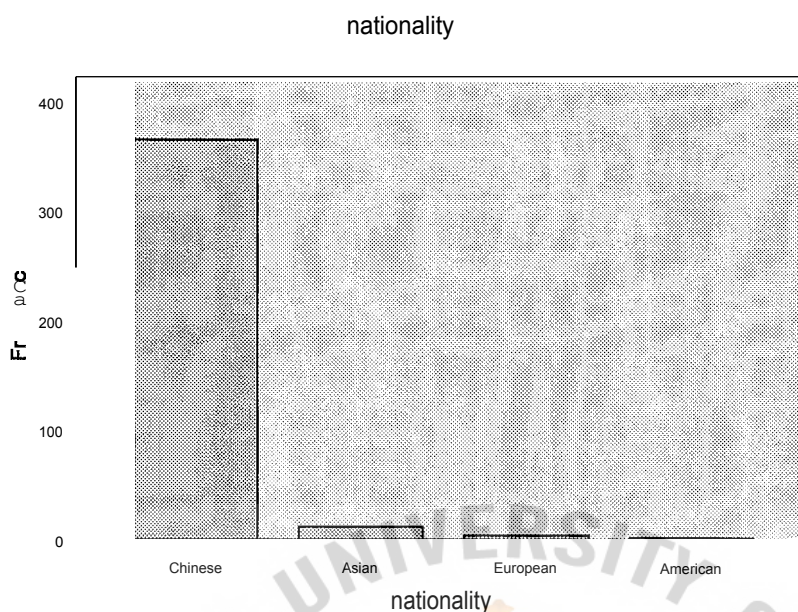
Figure 5.1.1: Nationality

Table 5.1.1 and Figure 5.1.1 show that out of the 384 respondents, 366 respondents (95.3%) were Chinese tourists, 12 respondents (3.1%) were Asian tourists (except Chinese), 4 respondents (1.0%) were European tourists, 2 respondents (0.5%) were American tourists. Therefore, it can be concluded that the majority of respondents (95.3%) were Chinese tourists.

5.1.2 Age

The age groups of respondents are presented in Table 5.1.2 and Figure 5.1.2:

Table 5.1.2: Summary of Respondents by Age

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	33	8.6	8.6	8.6
	21-40	158	41.1	41.1	49.7
	41-60	130	33.9	33.9	83.6
	over 60	63	16.4	16.4	100.0
	Total	384	100.0	100.0	
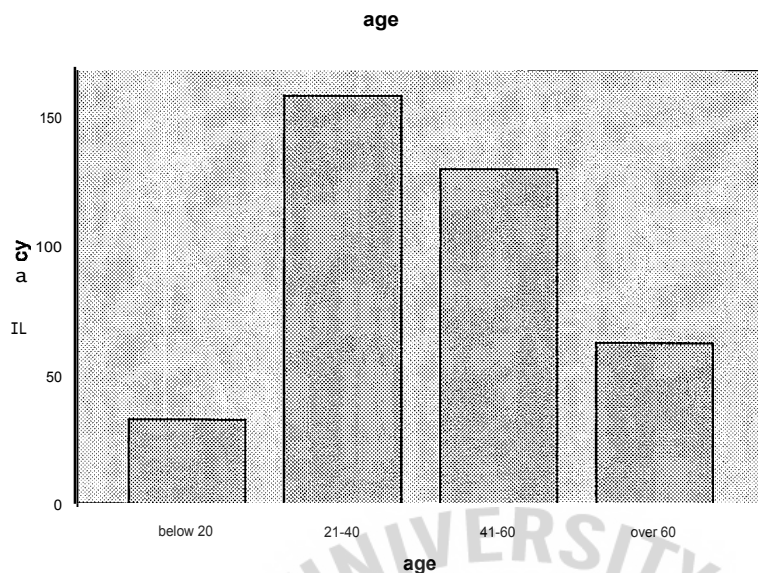
Figure 5.1.2: Age

Table 5.1.2 and Figure 5.1.2 show that out of the 384 respondents, 33 respondents (8.6%) were below 20 years, 158 respondents (41.1%) were 21-40 years, 130 respondents (33.9%) were 41-60 years, 63 respondents (16.4%)were over 60 years. Therefore, it can be concluded that the majority of respondents (41.1%) were 21-40 years.

5.1.3 Gender

The gender groups of respondents are presented in Table 5.1.3 and Figure 5.1.3:

Table 5.1.3: Summary of Respondents by Gender

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	175	45.6	45.6	45.6
	female	209	54.4	54.4	100.0
	Total	384	100.0	100.0	
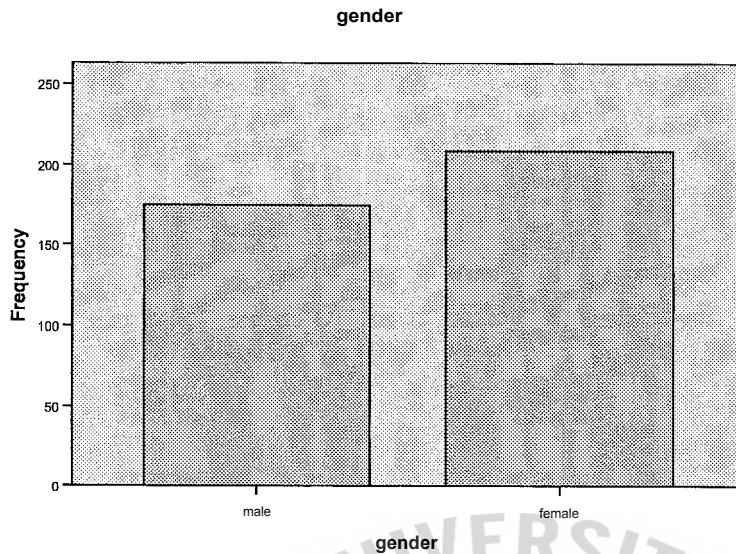
gender

Figure 5.1.3: Gender

From Table 5.1.3 and Figure 5.1.3 shown above, 175respondents (45.6%) were

male and 209 respondents (54.4%) were female. therefore, it can be concluded that

the majority of respondents (54.4%) were female.

5.1.4 Marital Status

The marital status groups of respondents are presented in Table 5.1.4 and Figure

5.1.4:

Table 5.1.4: Summary of Respondents by Marital Status

marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	98	25.5	25.5	25.5
	married	286	74.5	74.5	100.0
	Total	384	100.0	100.0	
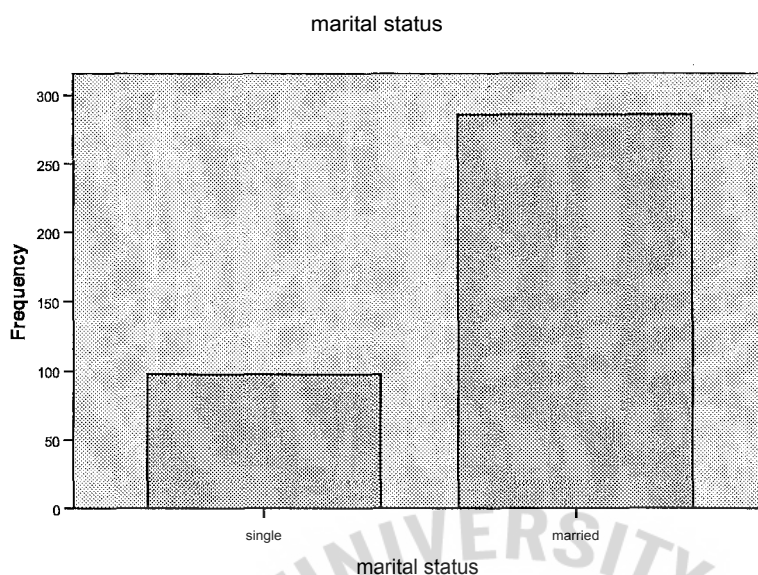
marital status

Figure 5.1.4: Marital Status

Table 5.1.4 and Figure 5.1.4 show that out of the 384 respondents, 98

respondents (25.5%) were single and 286 respondents (74.5%) were married.

Therefore, it can be concluded that the majority of respondents (74.5%) were single.

5.1.5 Education Level

The educational level groups of respondents are presented in Table 5.1.5 and

Figure 5.1.5:

Table 5.1.5: Summary of Respondents by Educational Level

education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under high school	24	6.3	6.3	6.3
	high school	112	29.2	29.2	35.4
	bachelor's degree	193	50.3	50.3	85.7
	master's degree	51	13.3	13.3	99.0
	doctor's degree	4	1.0	1.0	100.0
	Total	384	100.0	100.0	

education level

Figure 5.1.5: Educational Level

From Table 5.1.5 and Figure 5.1.5 shown above, 24 respondents (6.3%) were under high school, 112 respondents (29.2%) were high school, 193 respondents (50.3%) were bachelor's degree, 51 respondents (13.3%) were master's degree and 4 respondents (1.0%) were doctor's degree. Therefore, it can be concluded that the majority of respondents (50.3%) were bachelor's degree.

5.1.6 Income Level

The monthly income groups of respondents are presented in Table 5.1.6 and Figure 5.1.6:

Table 5.1.6: Summary of Respondents by Income Level

income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below $200	171	44.5	44.5	44.5
	$201-$500	173	45.1	45.1	89.6
	$501-$800	31	8.1	8.1	97.7
	$801-$1,000	4	1.0	1.0	98.7
	over$1,000	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

income level

Figure 5.1.6: Income Level

Table 5.1.6 and Figure 5.1.6 show that out of the 384 respondents, 171 respondents (44.5%) were below $200, 173 respondents (45.1%) were $201-$500, 31 respondents (8.1%) were $501-$800, 4 respondents (1.0%) were $801-$1,000 and 5 respondents (1.3%) were over $1,000. Therefore, it can be concluded that the majority of respondents (45.1%) were $201-$500.

5.1.7 Occupation

The occupation groups of respondents are presented in Table 5.1.7 and Figure 5.1.7:

Table 5.1.7: Summary of Respondents by Occupation Level

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	government employee	47	12.2	12.2	12.2
	owner of private business	20	5.2	5.2	17.4
	professinal or technician	69	18.0	18.0	35.4
	employee of private business	67	17.4	17.4	52.9
	agriculturist	8	2.1	2.1	54.9
	retiree	90	23.4	23.4	78.4
	student	83	21.6	21.6	100.0
	Total	384	100.0	100.0	

77

occupation

Figure 5.1.7: Occupation

From Table 5.1.7 and Figure 5.1.7 shown above, 47 respondents (12.2%) were government employee, 20 respondents (5.2%) were owner of private business and 69 respondents (18.0%) were professional or technician, 67 respondents (17.4%) were employee of private business, 8 respondents (2.1%) were agriculturists, 90 respondents (23.4%) were retiree and 83 respondents (21.6%) were student. Therefore, it can be concluded that the majority of respondents (23.4%) were retiree.

5.2 Results of Hypothesis Testing

This study tested 8 hypotheses. Independent t-test, one-way ANOVA and Pearson's Correlation Coefficient were used to test the hypotheses as follows:

5.2.1 Hypothesis 1

Ho 1: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.

Ha1: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.

Table 5.2.1: One-way ANOVA Test for Hypothesis

ANOVA

nationali

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.035	51	.138	1.231	.146
Within Groups	37.205	332	.112		
Total	44.240	383			

As shown in Table 5.2.1, the significance value is 0.146, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.

5.2.2 Hypothesis 2

Ho2: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.

Ha2: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.

Table 5.2.2: One-way ANOVA Test for Hypothesis 2

ANOVA

a e

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	67.218	51	1.318	2.005	.000
Within Groups	218.279	332	.657		
Total	285.497	383			

As shown in Table 5.2.2, the significance value is 0.000, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in

choosing Jiuzhaigou as a tourist destination when classified by age.

5.2.3 Hypothesis 3

Ho3: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.

Ha3: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.

Table 5.2.3 Independent T-test for Hypothesis3

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
total	male	175	3.1575	.35171	.02659
	female	209	3.2605	.42764	.02958

Independent Samples Test

		Levene's Test for duality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	ig. (2-tailed	Mean Difference	Std. Error Difference	Lower	Upper
total	Equal variant assumed	3.299	.070	-2.546	382	.011	-.10299	.04046	-.18255	-.02344
	Equal variant not assumed			-2.590	381.885	.010	-.10299	.03977	-.18119	-.02479

As shown in Table 5.2.3, the significance value is 0.070, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.

5.2.4 Hypothesis 4

Ho4: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.

Ha4: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.

Table 5.2.4 Independent T-test for Hypothesis 4

Group Statistics

	marital status	N	Mean	Std. Deviation	Std. Error Mean
total	single	98	3.3441	.32813	.03315
	married	286	3.1688	.40991	.02424

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	ig. (2-tailed	Mean Difference	Std. Error Difference	Lower	Upper
total	Equal varian assumed	4.974	.026	3.832	382	.000	.17527	.04574	.08534	.26520
	Equal varian not assumed			4.268	208.211	.000	.17527	.04106	.09432	.25622

As shown in Table 5.2.4, the significance value is 0.026, which is less than 0.05, so the null hypothesis is rejected, meaning that there is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.

5.2.5 Hypothesis 5

Ho5: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by education level.

Ha5: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by education level.

Table 5.2.5 One-way ANOVA Test for Hypothesis 5

ANOVA

education level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.444	51	.832	1.341	.069
Within Groups	205.991	332	.620		
Total	248.435	383			

As shown in Table 5.2.5, the significance value is 0.069, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by education level.

5.2.6 Hypothesis 6

Ho6: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.

Ha6: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.

Table 5.2.6: One-way ANOVA Test for Hypothesis 6

ANOVA

come level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.155	51	.611	1.034	.417
Within Groups	196.197	332	.591		
Total	227.352	383			

As shown in Table 5.2.6, the significance value is 0.417, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.

5.2.7 Hypothesis 7

Ho7: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.

Ha1: There is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.

Table 5.2.7: One-way ANOVA Test for Hypothesis 7

ANOVA

occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	272.310	51	5.339	1.339	.070
Within Groups	1323.625	332	3.987		
Total	1595.935	383			

As shown in Table 5.2.7, the significance value is 0.070, which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.

5.2.8 Hypothesis 8

Ho8: There is no relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

Ha8: There is relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

Table 5.2.8: Pearson's Correlation Coefficient for Hypothesis 8

Correlations

		pull	push
pull	Pearson Correlation	1	.427**
	Sig. (2-tailed)		.000
	N	384	384
push	Pearson Correlation	.427	1
	Sig. (2-tailed)	.000	
	N	384	384

. Correlation is significant at the 0.01 level

As shown in Table 5.2.8, the significance value is 0.000, which is less than 0.01, so the null hypothesis is rejected, meaning that there is relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

5.3 Discussion of Statistics Results

5.3.1 Descriptive Statistics of Push Factors Motivating Tourists to Choose Jiuzhaigou as A Destination

Table 5.3.1: Descriptive Statistics of Push Factors Motivating Tourists to Choose Jiuzhaigou as a Destination

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Traveling for escaping from the monotonous routine life	384	1	5	3.25	.858
Traveling for physical and mental rest or relax	384	1	5	3.21	.993
Traveling for healthy improvement	384	1	5	2.57	1.004
Traveling for recreation to refresh myself	384	1	5	2.51	1.086
Traveling for being close With nature	384	1	5	4.23	.776
Traveling to experience the ethnic culture	384	1	5	2.90	.829
Traveling to increase knowledge about destination	384	1	5	3.12	.874
Traveling for together as a family to facilitate kinship ties	384	1	5	3.88	.882
Traveling for meeting new and different people	384	1	5	2.06	1.161
Traveling to share experience with my familiar	384	1	5	3.93	.746
Traveling to fulfill my dream of visiting the place	384	1	5	4.23	1.043
Visiting to impress relations and friends	384	1	5	1.61	.910
Visiting to take friends who have never been there	384	1	5	2.46	1.228
Valid N (listwise)	384				

From Table 5.3.1, push factors motivating tourists to choose Jiuzhaigou as a destination could be interpreted as following, with a range of mean values from 1.61 to 4.23 on the Five-Point Rating scale. "Traveling for being close with nature"(m=4.23) and "Traveling to fulfill my dream of visiting the place" (m=4.23) were two the most important push factors among all push factors, followed by "Experience with my familiar" (m=3.93), "Traveling for together as a family to

facilitate kinship ties" (m=3.88), "Traveling for escaping from monotonous routine life" (m=3.25), "Traveling for physical and mental rest or relax" (m=3.21) and "Traveling to increase knowledge about destination" (m=3.12).

5.3.2 Descriptive Statistics of Pull Factors Motivating Tourists to Choose Jiuzhaigou as a Destination

Table 5.3.2: Descriptive Statistics of Pull Factors Motivating Tourists to Choose Jiuzhaigou as a Destination

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The reputation of Jjuzhaigou attracts me	384	1	5	3.43	.871
The water resources and beautiful scenery of Jiuzhaigou attracts me	384	2	5	4.51	.670
The ethnic cultures of Jiuzhaigou attracts me	384	1	5	3.40	.805
Vegetation and fauna of Jiuzhaigou attracts me	384	1	5	3.50	.761
The air environment and temperate climate of Jiuzhaigou attracts me	384	2	5	3.82	.754
Unpolluted and primitive nature and culture of Jiuzhaigou attracts me	384	1	5	3.77	.776
The architecture of ethnic resident and natural enviroment attracts me	384	1	5	3.47	.754
Transportation facilities are convenient	384	1	5	2.94	.973
Accommodation facilities are good	384	1	5	2.90	.920
Travel agency facilities are good	384	1	5	2.97	.893
Other infrastructure facilities are good enough	384	1	5	3.14	.961
The price of admission tickets are acceptable	384	1	4	2.51	.928
Valid N (listwise)	384				

From Table 5.3.2, pull factors motivating tourists to choose Jiuzhaigou as a destination could be interpreted as following, with a range of mean values from 2.51

to 4.51 on the Five-Point Rating scale. Among all pull factors, the most important pull factor was "The water resources and beautiful scenery of Jiuzhaigou attracts me" (m=4.51), followed by "The air environment and temperate climate of Jiuzhaigou attracts me" (m=3.82), "unpolluted and primitive nature and culture of Jiuzhaigou attracts me" (m=3.77), "Vegetation and fauna of Jiuzhaigou attracts me" (m=3.50) and "The reputation of Jiuzhaigou attracts me" (m=3.43).

5.4 Result from Additional Qualitative study

In addition to the quantitative study elaborated, the researcher also conducted additional qualitative study by means of personal observations and personal interviews with some managers of the Park Authority, operators of hotels, as well as some selected tourists.

To identify the push factors and pull factors how influences tourists' choose to visit Jiuzhaigou National Park. Three focus group interviews were conducted, the first group was recruited by eight tourists visiting Jiuzhaigou, the second group was manager of Park Authority, and the third group was managers of hotels. The researcher moderated the interviews. After a general introduction, in which the study was described as "push and pull factors motivating tourists to visit Jiuzhaigou", and data collection, the moderator facilitated discussion on the push and pull factors how influence tourists choose to visit Jiuzhaigou. The followings are the results of interview.

5.4.1 The feedbacks concerning push factors motivating tourists to visit Jiuzhaigou National Park

The first group interviewees were selected from tourists visiting Jiuzhaigou:

Mr. Zhang, a male Chinese tourist, 50 years old, government employee, said, "It is the second time I visit this place. The main purpose of this travel is to be together with my wife and daughter as a family to visit this beautiful scenery and to experience the ethnic cultures of Jiuzhaigou. Our whole family had this planning early. My daughter was looking forward to visiting here. As the saying goes 'Jiuzhaigou is earthly paradise', so I take my whole family to fulfill our dream of visiting here."

Miss Li, a female Chinese tourist, 20 years old, student, said, "I am an undergraduate student, I take advantage of holiday to travel. Jiuzhaigou is a famous landscape for its colorful lakes and spectacle waterfalls. When I came to here, I found that this place not only had beautiful water scenery, but also had exotic Tibetan cultures with flags, stupas, prays wheels. So, I love friendly Tibetan people more than beautiful scenery of Jiuzhaigou. If I have chance, I will come again."

Mr. Xia, a male Chinese tourist, 32 years old, employee of private business, said, "I am so busy at ordinary times, I want to change environment to relax and refresh my mental. I would like to be close with nature to breathe the fresh air. Jiuzhaigou is well-known for its beautiful natural scenery. So, I think it is the best choice to feel the touch of nature."

Mrs. Alice, a female French tourist, 45 years old, a professional woman, said, "I come from France, I teach in China for a long time, I travel with my husband to visit the scenic spots and historical sites all over the China. We have already been to

Lijiang, Guilin, Yangshuo, Huangshan, Xi' an, Xinjiang, Jiuzhaigou, our next travel destination is Tibet. Jiuzhaigou is the beautiful destination; there are colorful lakes, waterfalls, rivers and primeval forests. It is a fairly tale world. I was attracted by its beauty. I went to the Tibetan home to eat Zanba, Shouzhua, and drink Qingke wine. I had drunk not for strong wine but for friendly people and exotic cutoms. It will be a memorable experience."

5.4.2 The feedbacks concerning pull factors motivating tourists to visit Jiuzhaigou National Park

This part of interview focus on the tourism facilities at Jiuzhaigou National Park.

Transportation

Mrs. Yang, a female Chinese tourist, 65 years old, retiree, said, "We took 10 hours from Chengdu to Jiuzhaigou by coach. Because of the long way, I felt so tired. By the way, we came across the traffic jam."

Mr. Guo, a male Chinese tourist, 26 years old, graduate student, said, "I took bus with my girlfriend. Along the road the landscapes were very beautiful, such as long river, green trees, log buildings of Tibetan village, flags and mountain peak with snow."

Mr. Chen, a male Chinese tourist, 35 years old, technician, said, "Because the price of airplane ticket was expensive, I came here by bus."

Mrs. Alice, a female French tourist, 45 years old, professor, said, "It is very convenient to come by plane from Chengdu to Jiuzhaigou."

The second group was manager of Park Authority, Mr. Gan, said, "As of 2004,

further delays were incurred by the construction of a new high way. When completed, it should greatly facilitate the journey."

Accommodation

Mrs. Yang, a female Chinese tourist, 65 years old, retiree, said, "we lived in a 3-star hotel arranged by travel agency. But I think this hotel is not reaching the grades of 3 stars. Our tour guide told us that double standard rooms have to add another bed during the holiday season."

Mr. Guo, a male Chinese tourist, 26 years old, graduate student, said, "We are staying at a guesthouse. It is very cheap, but the sanitary equipment is not good. No air-condition, it is very cold in the evening."

Mr. Chen, a male Chinese tourist, 35 years old, technician, said, "I booked the hotel in advance on internet. 4-star hotel built in typical Tibetan style, has full-equipped facilities. But, the price of food is very expensive in restaurant and the vegetables are not fresh."

Mrs. Alice, a female French tourist, 45 years old, professor, said, "we are staying in the Sheraton hotel where furnishing retain strong Tibetan and Qiang cultural theme."

The third group was managers of hotels, Mr. Huaqu, a manager of Jiugong 4 stars hotel, said, "Jiuzhaigou has various grades of accommondation from 5-star hotels to economy hotels. There are many hotels to satisfy the needs of tourists. During the peak season of housing from May to October, the number of tourists amount to 400,000 a month. The number of rooms can not satisfy the increased

numbers of tourists, tourists and travel agencies should book rooms in advance. But, during the low season of housing from November to April, the number of tourists amount to 10,000 to 20,000 per month. The numbers of housing rates are less than peak season. Hotels around Jiuzhaigou have sold few rooms during low. Therefore, most of hotels for saving cost closed business to do repairing and training staff."

Travel agency

It is easy to get information about Jiuzhaigou from travel agenies which are distributed over the whole country. Travel agencies provide different kind of packages, such as 4-day economy package by bus, 3-day luxury package by plane, 5-day two times entering package, and so on.

However, Mr. Jia, a male Chinese tourist, 55 years old, owner of private business, said, "It is convenient to let travel agency arrange tour for you, but travel agencies also arrange too much shopping in the itinerary."

Other infrastructure facilities

Other infrastructure facilities like shopping center and tour service center on Jiuzhaigou are good enough. In the entrance of resort, has Tour Service Center to offer tourists lots of knowledge of Jiuzhaigou, such as the form of lakes, the change of climate, ecosystem of forests and fauna, the custom of Tibetan and so on, also to introduce the history and reputation of Jiuzhaigou and to display the samples of plants and fauna, and specimen of fossil. Nuorilang Tour Service Center within Jiuzhaigou offer comprehensive services like tour management, tourist complaints, rescue fire control, souvenir sales, relaxation, restaurants, etc. The sanitary equipments in

Jiuzhaigou are good enough and clean. There are direction boards, instruction boards, and sightseeing vehicle stops within Jiuzhaigou.

However, Mr. Guo, a male Chinese tourist, 26 years old, graduate student, said, "The tourism infrastructures within Jiuzhaigou is good enough, but the tourism infrastructures around Jiuzhaigou is not good enough compared with within it. Public place of entertainment, ethnic performance center, street restaurants offering local foods and drinks, shopping mall providing Tibetan handicrafts and special souvenirs, these place should be provided by local government and private travel sectors."

Mr. Gan, a manager of Park Authority, said, 'we will further perfect the infrastructure facilities within and around Jiuzhaigou to satisfy the needs of tourists."

The price of admission ticket

Mrs. Yang, a female Chinese tourist, 65 years old, retiree, said, 'the price of admission ticket is very expensive for me. I have a certificate of senior citizen, so I get a discount of 50RMB. I think half of this price is acceptable."

Miss Li, a female Chinese tourist, 20 years old, student, said, "Yeah, it is very expensive. It takes half of my monthly allowance."

Mr. Chen, a male Chinese tourist, 35 years old, technician, said, "it is not cheap, but the scenery is worthy of this price."

Mr. Gan, a manager of Park Authority, said, "the prices of admission tickets are reasonable, it includes entrance tickets and sightseeing vehicles tickets. Tourists can use tickets to enter two times within two days, and also can use tickets to take sightseeing vehicles at any time in Jiuzhaigou."

CHAPTER VI

CONCLUSION AND RECOMMENDATIONS

This chapter consists of seven parts: summary of demographic characteristics,

summary of push factors motivating tourists to choose Jiuzhaigou as a tourists

destination, summary of pull factors motivating tourists to choose Jiuzhaigou as a

tourist destination, summary of hypotheses testing, recommendations to improve pull

factors motivating tourists to choose Jiuzhaigou as a tourist destination,

recommendations for further research and conclusion.

6.1 Summary of Demographic Characteristics

Table 6.1 Summary of Demographic Characteristics

Demographic Characteristics	Findings
1. Nationality	Chinese (95.3%), Asian (3.1%), European (1.0%), American (0.5%)
2. Age	Below 20 years (8.6%), 21-40 years (41.1%), 41-60 years (33.9%), Over 60 (16.4%)
3. Gender	Male (45.6%), Female (54.4%)
4. Marital Status	Single (25.5%), Married (74.5%)
5. Education Level	Under high school (6.3%), High school (29.2%), Bachelor's degree (50.3%), Master's degree (13.3%), Doctor's degree (1.0%)
6. Income Level	Below $200 (44.5%), $201-$500 (45.1%), $501-$800 (8.1%), $801-$1,000 (1.0%), Over $1,000 (1.3%)
7. Occupation	Government employee (12.2%), Owner of private business (5.2%), Professional or technician (18.0%), Employee of private business (17.4%), Agriculturists (2.1%), Retiree (23.4%), Student (21.6%)

As shown in Table 6.1, in terms of nationality the dominant group was Chinese

with 95.3%, in terms of age the dominant group was 21-40 years with 41.1%, in

terms of gender the dominant group was female with 54.4%, in terms of marital status the dominant group was married with 74.5%, in terms of education level the dominant group was Bachelor's degree with 50.3%, in terms of income level the dominant group was $201-$500 with 45.1% and in terms of occupation the dominant group was retiree with 23.4%.

6.2 Summary of Push Factors Motivating Tourists to Choose Jiuzhaigou as a Tourist Destination

Table 6.2 Summary of Push Factors Motivating Tourists to Choose Jiuzhaigou as a Tourist Destination

Push Factors	Mean
1. Traveling for escaping from the monotonous routine life	3.25
2. Traveling for physical and mental rest or relax	3.21
3. Visiting for healthy improvement	2.57
4. Visiting for recreation to refresh myself	2.51
5. Visiting for closing nature	4.23
6. Visiting to experience the ethnic culture	2.90
7. Visiting to increase some knowledge about destination, people and things	3.12
8. Visiting for together as a family to facilitate kinship ties	3.88
9. Visiting for meeting new and different people	2.06
10. Traveling for share travel experience with familiar	3.93
11. Traveling to fulfill my dream of visiting the place	4.23
12. Visiting to impress relations and friends	1.61
13. Visit to take my friends who have never been there	2.46

As shown in Table 6.2, the means scores for push factors motivating tourists to choose Jiuzhaigou as a tourist destination was 3.25 for escaping from the monotonous routine life which could be interpreted as neutral, 3.21 for physical and mental rest or relax which could be interpreted as neutral, 2.57 for healthy improvement which could be interpreted as weak, 2.51 for recreation to refresh myself which could be interpreted as weak, 4.23 for closing nature which could be interpreted as strong, 2.90 to experience the ethnic culture which could be interpreted as neutral, 3.12 to increase some knowledge about destination, people and things which could be interpreted as neutral, 3.88 for together as a family to facilitate kinship ties which could be interpreted as strong, 2.06 for meeting new and different people which could be interpreted as weak, 3.93 for share travel experience with familiar which could be interpreted as strong, 4.23 to fulfill my dream of visiting the place which could be interpreted as strong, 1.61 to impress relations and friends which could be interpreted as very weak, 2.46 to take my friends who have never been there which could be interpreted as weak.

6.3 Summary of Pull Factors Motivating Tourists to choose Jiuzhaigou as a Tourist destination

Table 6.3 Summary of Pull Factors Motivating Tourists to choose

Jiuzhaigou as a Tourist destination

Pull Factors	Mean
1. The reputation of Jiuzhaigou attracts me	3.43
2. The unique water resources and beautiful scenery of Jiuzhaigou attracts me	4.51
3. The exotic ethnic cultures of Jiuzhaigou attracts me	3.40
4. Vegetation and fauna of Jiuzhaigou attracts me	3.50
5. The air environment and the climate of Jiuzhaigou attracts me	3.82
6. The unpolluted and primitive natural and cultural environment of Jiuzhaigou attracts me	3.77
7. The harmony of Jiuzhaigou between the architecture of ethnic resident and natural environment attracts me	3.47
8. Transportation facilities	2.94
9. Accommodation facilities	2.90
10. Travel Agency facilities	2.97
11. Other infrastructure facilities	3.14
12. The prices of admission tickets	2.51

As shown in Table 6.3, the means scores for pull factors motivating tourists to choose Jiuzhaigou as a tourist destination was 3.43 for the reputation of Jiuzhaigou which could be interpreted as neytral, 4.51 for the unique water resources and beautiful scenery of Jiuzhaigou which could be interpreted as strong, 3.40 for the exotic ethnic cultures of Jiuzhaigou which could be interpreted as neutral, 3.50 for the vegetation and fauna of Jiuzhaigou which could be interpreted as neutral, 3.82 for the air environment and the climate of Jiuzhaigou which could be interpreted as strong, 3.77 for the unpolluted and primitive natural and cultural environment of Jiuzhaigou

which could be interpreted as strong, 3.47 for the harmony of Jiuzhaigou between the architecture of ethnic resident and natural environment which could be interpreted as neutral, 2.94 for transportation facilities which could be interpreted as neutral, 2.90 for accommodation facilities which could be interpreted as neutral, 2.97 for travel Agency facilities which could be interpreted as neutral, 3.14 for other infrastructure facilities which could be interpreted as neutral, 2.51 for the prices of admission tickets which could be interpreted as neutral.

6.4 Summary of Hypothesis Testing

Table 6.4 Summary of Hypothesis Testing

Hypothesis	Statistic Tool	Sig.	Research
Ho 1: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities.	ANOVA	0.146	Accepted
Ho2: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age.	ANOVA	0.000	Rejected
Ho3: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by gender.	T-test	0.070	Accepted
Ho4: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by marital status.	T-test	0.026	Rejected
Hoy: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by educational level.	ANOVA	0.069	Accepted
Ho6: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by income level.	ANOVA	0.417	Accepted
Ho7: There is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by occupation.	ANOVA	0.070	Accepted
Hob: There is no relationship between push factors and pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.	Pearson's Correlation	0.000	Rejected

As shown in Table 6.4, results from hypothesis 1, hypothesis 3, hypothesis 5, hypothesis 6 and hypothesis 7 are accepted, meaning there is no difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by nationalities, gender, education level, income level and occupation, respectively.

Hypothesis 2, hypothesis 4 and hypothesis 8 are rejected, meaning there is difference among tourists in choosing Jiuzhaigou as a tourist destination when classified by age, marital status and there is relationship between push and pull factors in motivating tourists to choosing Jiuzhaigou as a tourist destination, respectively.

6.5 Recommendations to improve pull factors motivating tourists to choose Jiuzhaigou as a tourist destination

Based on the result of the quantitative study by means of a questionnaire, and the qualitative study by means of personal interviews with selected managers of the Park Authority, operators of hotels, domestic and international tourists, as well as by means of personal observation by the researcher, the following recommendations are made regarding improving pull factors in motivating tourists to choose Jiuzhaigou as a tourist destination.

1. To protect the high quality natural resources of Jiuzhaigou: The high quality natural resources of Jiuzhaigou include the unique water resources, an abundance of vegetation and fauna, and the enjoyable air environment and the cool temperate climate. "The unique water resources and beautiful scenery of Jiuzhagou" was the most important pull factors attracting tourists, among all pull factors. Owing to the

artificial factors (e.g excessively unplanned construction of tourists' infrastructure, rapidly increasable numbers of tourists) and natural factors (e.g degeneration of natural species, global climate change), the natural resources of Jiuzhaigou have suffered the destruction. Therefore, both public sectors and private sectors should collaborate to improve and maintain the environment and preserve the natural resources.

In regard to the public sectors, such as Park Authority, should take following measures. Firstly, Park Authority should invite the expert to re-evaluate the natural species of vegetations and fauna supplying new species for these degenerated species as soon as possible. Secondly, in order to reduce the pollution of water resources, Park Authority should import and apply advanced technology to dispose the waste water and garbage from tourists and resident owners. Thirdly, Park Authority also should educate and publicize the knowledge of environment protection to tourists and local residents. Last but not least, Park Authority should use green and recyclable materials to perfect the construction of infrastructure.

With regard to the private sectors, such as hotels, restaurants, local community and so on, they should reduce the pollution to resorts, keep the distance with the core resorts, well dispose the waste water and garbage, and use green and recyclable materials. If public sectors and private sectors would collaborate to protect the natural resources of Jiuzhaigou, the destination as tourists' product will prolong its longerity.

2. To promote the exotic ethnic cultures of Jiuzhaigou: There are a lot of cultures and festivals on behalf of Tibetan and Qiang on Jiuzhaigou where tourists could

attend at traditional festivals, taste local food and wine, watch traditional sporting events, enjoy with local people, study a way of life and ethnic's knowledge, and take part in local leisure activities, such as Guozhuang Dance, Tibetan Drama, Mountain God Day and Sanyan Day. However, most of tourists do not know cultures and lack festival information, and also do not know how to attend these activities. Park Authority should give more info mation about exotic ethnic cultures to tourists, and promote these cultural activities on the list of tourists agenda by arranging the ethnic performances and guide travelers to Tibetans' houses. There should be more promotional materials to give information about various interesting cultures and festivals on Jiuzhaigou.

During tourists' tour, they will want to buy local products as a memento of their trip or gift for their friends and relatives. Now, tourists just can buy some common tourist' souvenirs same with other resorts at tour service center. Public and Park Authority should develop some unique souvenirs with characters of Tibetan and Qiang people cultures, and offer visitors large number of the local artwork and handicrafts, such as Tanka Drawing, Bamboo Flute, Tibetan Jewry and so on.

3. To coordinate between ethnic residents and natural environment of Jiuzhaigou: Jiuzhaigou is inhabited by various Tibetan and Qiang peoples for centuries. This is a clean plot of land where humans and nature coexist in harmony. Local government should control the number of inside residents of the Park, and move some inside residents out from National Park to peripheral areas around Jiuzhaigou National Park. In order to protect nature of the park, the residents are forbidden to do agriculture

activities, and rely on government subside as well as tourism. On the one hand, local government should offer residents with occupational technology education enabling them to adapt the situation and engage in relative tourism profession on skilled. On the other hand, local government also should educate the residents to protect and maintain the natural environment in which they live, and import and apply new system to properly dispose waster water and garbage from residents and tourists.

Park Authority should further improve environment quality, protect natural resources and cultural heritages, enhance regional economy growth, make a better life for local people, offer perfect tourism infrastructure, attract more tourists and push forward the development of the tourism.

4. To improve transportation facilities: The national road from Chengdu to Jiuzhaigou is narrow and crowed. In the peak season of tourism, it has emerged the phenomenon of traffic jam. The construction of a new high way should be completed as soon as possible.

5. To improve accommodation facilities: Jiuzhaigou has various grades of accommodation ranging from 5-star hotels to guesthouses. However, most of hotel operators lack hotel management skills, the hotel staffs should be trained to improve the service quality. The hotel operators should strengthen the knowledge of management and set up staff training center, during low season of housing, open the class to train staffs' service skills. By the way, private sectors should enforce the standard of foods and drinks and proper control over pricing.

6. To improve travel agency facilities: travel agency should perfect tourists'

package that arrange the adapted itinerary for tourists, offering high quality service and low price, leading rational consume in tourists, providing accurate and reliable tourism information, furthering promote the resort by advertisement on medias and booklets.

7. To rationalize the prices of admission tickets on Jiuzhaigou: the prices of admission tickets on Jiuzhaigou consist of the prices of entrance tickets which is 230 RMB and the prices of sightseeing vehicles tickets which is 80RMB, which is one of the highest price of admission tickets among the National Park resorts in China. From the statistics data of demographic characters, 44.5% of tourists' monthly incomes are less than 200$(1600RMB), the price of admission ticket takes up one fifth of tourists' monthly incomes. 45% of tourists who choose Jiuzhiagou to travel are retirees and stud ents who belong to no or low incomes classes. The price of admission ticket is far exceeding the capability of budget tourists.

Therefore, Park Authority should readjust prices of admission tickets in terms of income level of tourists, and might formulate various prices of admission tickets for tourists, such as one day sightseeing tickets, two days sightseeing tickets, the price including vehicle, and the price excepted vehicle.

6.6 Recommendation for further research

Further research about any issue of tourism in Jiuzhaigou, Sichuan province could be conducted regarding tourists' attitudes and satisfaction at Jiuzhaigou. Further research regarding tourism at Jiuzhaigou National Park also should be conducted with residents of Jiuzhaigou regarding economic, social and environment impacts caused

by tourism development at Jiuzhaigou, and focus on foreigner tourists to see the opinion of foreigner tourist's perspectives.

6.7 Conclusion

Thirteen push factors resulted in four underlying dominances. The most important four ones were "Visiting for closing nature", "Traveling to fulfill my dream of visiting the place", "Traveling for share travel experience with familiar', "Visiting for together as a family to facilitate kinship ties". This suggests that tourists to Jiuzhaigou are likely to consider Jiuzhaigou to be valuable recreational resources that can provide opportunities to appreciate natural scenery, to realize their dream and improve human relationship. Thus, in conformity to these tourists' motivations, a strategic development plan for the whole area should be in store while the superior natural resources of Jiuzhaigou National Park are being exploited. At the same time, ties should be strengthened with neighboring resorts Huanglong Mountain, Wolong Panda Zoo, Tibetan Village, with respect to developing tourist products on specific themes, namely, Tibetan culture, Qiang people culture, Buddhism culture, and promoting eco-tourism in nearby area, with the hope that various needs of tourists can be satisfied.

Twelve pull factors produced four underlying dominances. Tourists to Jiuzhaigou had relatively high opinion of "The unique water resources and beautiful scenery of', "The air environment and the climate", "The unpolluted and primitive natural and cultural environment", "The exotic ethnic cultures". This finding reflects the fact that Jiuzhaigou National Park occupies important position in people's minds

because of unique water resources, beautiful scenery and exotic ethnic culture, and is strongly attractive. Being granted as the "enjoyable air environment and cool temperate climate" and "unpolluted and primitive natural and cultural environment", the attraction of Jiuzhaigou National Park has been enhanced for the comfortable environment. To retain this strong attraction, a sustainable development of resources, the ecosystem and the tourism industry should be maintained under the guideline of overall planning and ever lasting utilization to combine short-term profits with long-terms interests.

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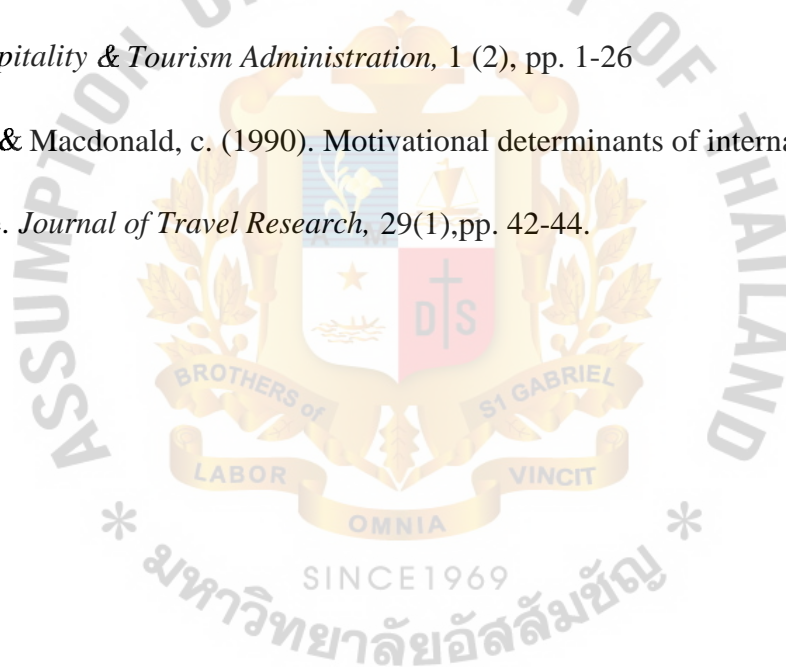
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APPENDIX A

The history events of Jiuzhaigou

1978	On December 15, 1978, the State Council issued its approval document [Guofa 1978 No. 256] for the Report on Strengthening the Works of Conservation and Domestication of Giant Pandas, and the report on establishing the Nanping-Jiuzhaigou Nature Reserve.
1979	In 1979, Sichuan Revolutionary Committee issued the document [Chuangefa 1979 No. 36] for setting up the Administrative Office of Sichuan Nanping-Jiuzhaigou Nature Reserve.
1982	In 1982, the State Council issued its approval notification [Guofa 1982 No. 136] for the Ministry of Construction's Report: Review and Approval of the First Group of State-Protected Places of Scenic Interest, that listed Nanping-Jiuzhaigou as the Place of Scenic Interest.
1983	In 1983, the Administrative Office of the Jiuzhaigou Nature Reserve of Sichuan Nanping County was renamed as the Administrative Division of Sichuan Nanping-Jiuzhaigou Nature Reserve.
1984	In 1984, the State Council issued the document [Guofa 1984 No. 136] to list Jiuzhaigou into the first group of state-level key places of scenic interest, and establish correspondingly the Administration of Sichuan Nanping County Jiuzhaigou Nature Reserve.
1989	In 1989, Jiuzhaigou Township was established.
1991	In 1991, relevant government organs started applications for inclusion of Jiuzhaigou in the World Natu- ral Heritage list.
1992	In June 1992, the UN experts concluded their comments on Jiuzhaigou, "It is an incredible place of great natural beauty. It meets the full standards and terms for the Natural Heritage and thereby shall be in- cluded in." On December 14, 1992, the 16th Session of UNESCO WHZ Committee held a meeting at Santa Fe , New Mexico , USA , during which the delegates unanimously voted to include Jiuzhaigou in the World Natural Heritage list.
1993	On February 28, 1993, the issuing ceremony of the World Natural Heritage credentials and news brief-ing were held at the Great Hall of People, Beijing , China , where Secretary General Majore of UNESCO awarded the credentials to representatives of Wulingyuan, Jiuzhaigou and Huanglong World Natural Heritage Administrations.
1994	On May 17, 1994, Sichuan People's Government issued the document [Chuanfu 1994 No. 188] to confirm Jiuzhaigou as the state-level Forest and Wildlife Nature Reserve. In July 1994, the Ministry of Forestry issued the document [Linhan Huzi 1994 No. 174] to confirm Jiuzhaigou as the state-level Nature Reserve.

On August 16, 1994, the Ministry of Forestry, based on the document "Notification on Standardizing the Names of State-Level Nature Reserves [Linhuzi 1998 No. 97], renamed the Administrative Division of Sichuan Nanping-Jiuzhaigou Nature Reserve as the Administrative Division of Sichuan Jiuzhaigou State-Level Nature Reserve.

1995   On September 14, 1995, Jiuzhaigou was included by UNESCO MAB in the China Biosphere and in the recommendation list for the World Biosphere.

1998   In 1998, UNESCO issued Jiuzhaigou the credential of the World Biosphere.

In March 2000, at the request of the Ministry of Forestry, the Administrative Division of Jiuzhaigou

2000

State-Level Nature Reserve was renamed as the Administration of Jiuzhaigou State-Level Nature Reserve.

2002   In 2002, Jiuzhaigou passed authentication of the Green Globe 21.

2003   In 2003 in Jiuzhaigou Place of Scenic Interest, commercial facilities were removed.

Source from Travel China guide.com

APPENDIX B

调查问卷

QUESTIONNAIRE
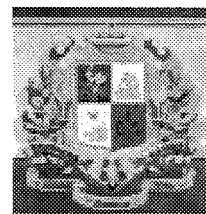
尊敬的游客朋　：

　　AAU 大学 MBA-TRM　业的　　学生。这是　份研究"拉动　素和推动素激励旅游者到九寨　旅游"的调查问卷。耽误　家几分钟的时间　　下

　　卷仅仅是为了　　目　，　　会对您所提供的资料保密。

谢谢您的合作！

Dear Respondent:

　　I am a student of AU's MBA-TRM Program. I am doing a thesis on "Push and Pull Factors Motivating Tourists to Visit Jiuzhaigou National Park, Sichuan, China". Please spare me few minutes to respond to the following questionnaire. This research is conducted for academic purpose only, and the information would be kept confidential.

　　Thank you for your kind cooperation.

Yanqiong, Jia

一部分：基本特征

Part1: Demographic Characteristics

1. 国籍 (Nationality):

中国 (Chinese)　　　　　亚洲 (Asian)

欧洲 (European)　　　　　(American)

如果你来自　他的国家，请　后面横线填写 (Other, please specify):_____

2. 　 (Age):

º 20　以下（包括 20）(Below 20)　　º 21-40　211ff]（21—40）

º 41-60　　　（41-60）　　　　º 60 t　（"Wt 60）(Over60)

3: 性别 (Gender):

❏ (Male)   ❏t (Female)

4. 婚姻状况 (Marital Status):

E未婚(single)   ❏已 (Married)

5. 化程度 (Education Level):

❏高 以丁 (Under High School)   ❏高ᵮ (High School)

❏大学学士 (Bachelor's Degree)   士 (Master's Degree)

¬博士 (Doctor's Degree)

6. 收A (Income Level) (per month):

n200 X元以丅 (Below $200)   ᵒ201-500 美元之间 ($201-$500)

ᵒ501-800 美元之间($501-$800)   ᵒ801-1000 美元之间 ($801-$1,000)

ᵒ1000 美元以上 (Over $1,000)

7. lig业 (Occupation):

O 公ㄌ员 (Government employee)

❏企业老板 (Owner of private business)

❏ 业X 或技术人员 (Professional or technician

(Employee of private business)

❏农民 (Agriculturist)   ᵒ MI* (Retiree)   (Student)

第二部分：推动

Part II: Push Factors

最能描述您来九寨沟旅

游的原因的程度上打勾。一共包括以下五种程度：

Here we are interested in your reasons for visiting Jiuzhaigou National Park. For each statement below, circle the number that best describes your reasons for visiting here. Please rate the following push factors that motivate you to visit Jiuzhaigou, using Five-Point Rating Scale():

5 = 强烈赞成 (Strongly Agree)

4 = RA (Agree)

3 = 3L (Neutral)

2 = 不赞成 (Disagree)

1 = 不赞成 (Strongly Disagree)

条目 **Items**	程度 **Rating Scale**				
	5	4	3	2	1
8. 我　九寨沟旅游是为了摆脱单调的日常生活。(I travel to the jiuzaigou for escaping from the monotonous routine life.)					
9. 我选择九寨沟作为旅　　的地是为了夕 息和放松。(I choose the jiuzaigou as a traveling destination in order to physical and mental rest or relax.)					
10. 我参观九ＡＡ是为了提Ａ我的身体健康。 (I visit jiuzhaigou for my healthy improvement.)					
11. 我游览九寨沟是因ḏ我想通过娱乐使我恢复精力。(I visit Jiuzhaigou because I would like to get some recreation to refresh myself.)					
12. 我游览九寨沟是因为我想接近自然。 (I visit Jiuzhaigou because I want to be close **to nature.)**					
13. 我游览九寨沟是因为我想ఠ　＞数民族的文化。(I visit Jiuzhaigou because I would like to experience the ethnic culture.)					
14. 我游览九寨沟是因为我想增加一　　于九寨沟地区，					

地人和事的知识。(I visit Jiuzhaigou because I want to increase some knowledge about destination, people and things.)					
15. 我游览九寨沟是因为我想和家人一起旅游，以此来增进 SM. (I visit Jiuzhaigou because I would like to be together as a family to facilitate kinship ties.)					
16. 我游览九寨沟为了遇到不同的人,结识新朋 。(I visit Jiuzhaigou for meeting new and different people.)					
17. 我参观九寨沟是为了回家以后，可以与家人 起分享旅游的经历。(I visit Jiuzhaigou because I can share travel experience with my familiar people after returning home.)					
18. 我游览九寨沟是为了实现我来这里的梦想。(I visit Jiuzhaigou in order to fulfill my dream of visiting the place.)					
19. 我游览九寨沟的目OVA't了拜访亲戚和朋友。(I visit Jiuzhaigou to impress relations and friends.)					
20. 我游览九寨沟因为我想 我的朋 去欣赏它的美景。(I visit Jiuzhaigou because I want to take my friends who have never been there to appreciate its beauty.)					

第三部分：拉动

Part III: Pull Factors

这部分主要调： l寨沟对你的吸引力。请 您认为最能描述九寨沟特征的程度上打勾。一共包括以下五种程度：

Here we are interest in your view about what makes Jiuzhaigou National Park attractive. For each statement below, circle the number that best describes how you feel about Jiuzhaigou on the following 12 attributes. Please rate the following pull factors that motivate you to visit Jiuzhaigou, using Five-Point Rating Scale:

5 =强烈 R A (Strongly Agree)

4 =赞成 (Agree)

3 =中 A (Neutral)

2 =不赞成 (Disagree)

1 =强烈不赞成 (Strongly Disagree)

条目 Items	程度 Rating Scale				
	5	4	3	2	1
21. 九寨沟作为世界自然遗产的名 ，是我选择这里作为旅游目的地的原因。(The reputation of Jiuzhaigou as World Natural Heritage attracts me to choose the resort as a destination).					
22. 九寨沟独特的水资源和美丽的风景吸引我去游览。(The unique water resources and beautiful scenery of Jiuzhaigou attracts me to visit.)					
23. 九寨沟独特的藏族， 族，彝族文化，吸引我去这个胜 游 (The exotic ethnic cultures of Jiuzhaigou that have the culture of Tibetan, Qiang, Yi people, attracts me to this resort.)					
24. 九寨沟丰富的植物和动物资源吸引我去这个胜地旅游。(An abundance of vegetation and fauna of Jiuzhaigou attracts me to this resort.)					
25. 九寨沟宜人的 境和凉爽的气候吸引我去这个胜地旅游。(The enjoyable air environment and the cool temperate climate of Jiuzhaigou attracts me choose the resort as a destination.)					
26. 九寨沟无污染的、原始的自然环境与文化氛围吸引我去这里游览。(The unpolluted and primitive natural and cultural environment of Jiuzhaigou attracts me to visiting here.)					
27. 九寨沟少数民族居住的房屋和自然环境之间的和谐搭配吸 我去这里游览。(The harmony of Jiuzhaigou between the architecture of ethnic resident and natural environment attracts me to visiting here.)					

28. 九寨 A 的　通设施很便利 (Transportation facilities to and around Jiuzhaigou are convenient.)				
29. A 寨沟的住宿设施很好 (Accommodation facilities on Jiuzhaigou are good.)				
30. 九寨沟的旅行社很　便。(Travel Agency facilities on Jiuzhaigou are good.)				
31. 九寨沟有　　的其它基础设施，像购物中心和旅游服务 41 心。(Other infrastructure facilities like shopping center and tour service center on Jiuzhaigou are good enough.)				
32. 九寨沟的门票价格很适中。(The prices of admission tickets on Jiuzhaigou are acceptable.)				

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APPENDIX C

Statistical Analysis

nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	366	95.3	95.3	95.3
	Asian	12	3.1	3.1	98.4
	European	4	1.0	1.0	99.5
	American	2	.5	.5	100.0
	Total	384	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	33	8.6	8.6	8.6
	21-40	158	41.1	41.1	49.7
	41-60	130	33.9	33.9	83.6
	over 60	63	16.4	16.4	100.0
	Total	384	100.0	100.0	

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	175	45.6	45.6	45.6
	female	209	54.4	54.4	100.0
	Total	384	100.0	100.0	

marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	98	25.5	25.5	25.5
	married	286	74.5	74.5	100.0
	Total	384	100.0	100.0	

education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under high school	24	6.3	6.3	6.3
	high school	112	29.2	29.2	35.4
	bachelor's degree	193	50.3	50.3	85.7
	master's degree	51	13.3	13.3	99.0
	doctor's degree	4	1.0	1.0	100.0
	Total	384	100.0	100.0	

Statistical Analysis

income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below $200	171	44.5	44.5	44.5
	$201-$500	173	45.1	45.1	89.6
	$501-$800	31	8.1	8.1	97.7
	$801-$1,000	4	1.0	1.0	98.7
	over$1,000	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	government employee	47	12.2	12.2	12.2
	owner of private business	20	5.2	5.2	17.4
	professinal or technician	69	18.0	18.0	35.4
	employee of private business	67	17.4	17.4	52.9
	agriculturist	8	2.1	2.1	54.9
	retiree	90	23.4	23.4	78.4
	student	83	21.6	21.6	100.0
	Total	384	100.0	100.0	

APPENDIX D

Hypothesis Testing

H1

ANOVA

nationali

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.035	51	.138	1.231	.146
Within Groups	37.205	332	.112		
Total	44.240	383			

H2

ANOVA

a e

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	67.218	51	1.318	2.005	.000
Within Groups	218.279	332	.657		
Total	285.497	383			

H3

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
total	male	175	3.1575	.35171	.02659
	female	209	3.2605	.42764	.02958

Independent Samples Test

		Levene's Test for quality of Variance		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
total	Equal varian assumed	3.299	.070	-2.546	382	.011	-.10299	.04046	-.18255	-.02344
	Equal varian not assumed			-2.590	381.885	.010	-.10299	.03977	-.18119	-.02479

Hypothesis Testing

H4

Group Statistics

	marital status	N	Mean	Std. Deviation	Std. Error Mean
total	single	98	3.3441	.32813	.03315
	married	286	3.1688	.40991	.02424

Independent Samples Test

		Levene's Test for Equality of Variance		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	ig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
total	Equal varian assumed	4.974	.026	3.832	382	.000	.17527	.04574	.08534	.26520
	Equal varian not assumed			4.268	208.211	.000	.17527	.04106	.09432	.25622

H5

ANOVA

education level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.444	51	.832	1.341	.069
Within Groups	205.991	332	.620		
Total	248.435	383			

H6

ANOVA

income level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.155	51	.611	1.034	.417
Within Groups	196.197	332	.591		
Total	227.352	383			

Hypothesis Testing

H7

ANOVA

occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	272.310	51	5.339	1.339	.070
Within Groups	1323.625	332	3.987		
Total	1595.935	383			

H8

Correlations

		pull	push
pull	Pearson Correlation	1	.427**
	Sig. (2-tailed)		.000
	N	384	384
push	Pearson Correlation	.427**	1
	Sig. (2-tailed)	.000	
	N	384	384

. Correlation is significant at the 0.01 level

MBA -TRM
Grammar Checking form

Form signed by Proofreader of the Thesis

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of internationally acceptable writing standards for a masters degree in business.

Signed __/____
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