

Abstract

The research studies the push and pull factors motivating tourists to choose Honghe as a destination both in qualitative and quantitative ways. The number of tourists visiting Honghe in 2007 was 7,596,000 so a sample of 384 was selected. The non-random convenient sampling method was used to collect data from tourists visiting Honghe Prefecture from February to March, 2008. The quantitative research was conducted by means of questionnaires. Additional qualitative research was conducted by means of personal interviews with tourists, travel agency managers and hotel operators in Honghe. Inferential statistics in the forms of T-test and ANOVA was used for hypothesis testing.

The result showed that *“travel to experience new things”* was the most important push factors among all push factors, followed by *“travel to feel good about myself”*, and *“travel to overcome a bad mood”*, respectively. The two most important pull factors are *“the ease for visitors to reach Honghe”* and *“acceptable cost of transportation in and around Honghe”*. From the results of hypothesis testing, it shows that there is difference among tourists choosing Honghe as a destination when classified by gender, age, nationality, education, occupation, income and family size. There is relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.