



PUSH AND PULL FACTORS MOTIVATING TOURISTS TO CHOOSE
HONGHE PREFECTURE, YUNNAN, CHINA, AS A DESTINATION

by
TING TING HAN

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

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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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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.

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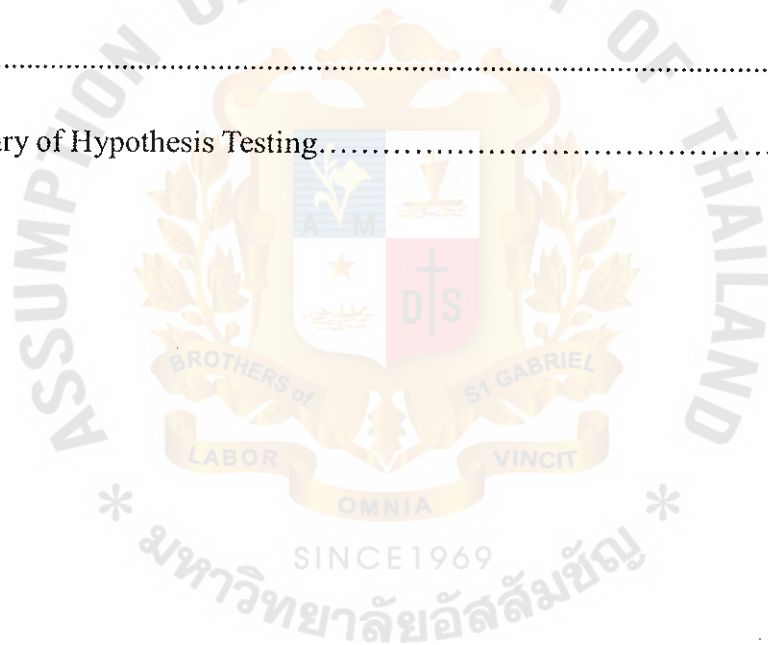
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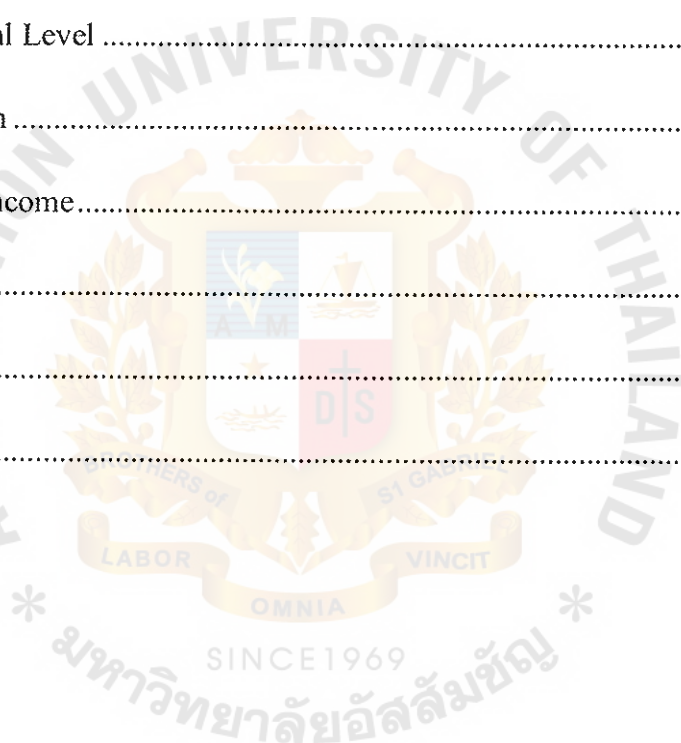
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CHAPTER I

GENERALITIES OF THE STUDY

This chapter consists of 7 parts: Background of the Study, Statement of the Problems, Research Objectives, Scope of the Research, Limitation of the Research, Significance of the Study, and Definition of Terms.

1.1 Background of the Study

1.1.1 China Tourism Development

China had 120.29 million inbound travelers in 2005, increasing by 10.3% higher than in 2004, among whom, foreign travelers were 20.26 million, up by 19.6%, and 100.03 million tourists were from Hong Kong, Macau and Taiwan, up by 8.6%. Over 46.81 million inbound travelers stayed overnight, increasing by 12.1%. According to the spot-check results of inbound tourism expenditure approved by the National Bureau of Statistics of China in 2005, China's tourism (foreign exchange) revenue was US 29.296 billion, increasing by 13.82% higher than in 2004. In 2005, the number of travel agencies in China was 16,846, among which 1,507 were newly founded, increasing by 9.82% more than in 2004. The number of international agencies increased to 118, up to 18.02% higher than in 2004. The total asset of travel agencies all over China was RMB 41.926 billion, declining by 1.21% less than in 2004, RMB 23.202 billion were in debt, decreasing by 0.77% lower than in 2004.

Due to the SARS, in 2003, both Asian tourists to China and its proportion to inbound foreign travelers declined heavily. A majority of about 60% inbound tourists

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to China had been Asian ever since 2000; In the first Quarter of 2006, Asian tourists to China accounted for 62.25% of the total foreign travelers.

The developmental target of China's tourism program during the Eleventh Five-year Plan period is: the average annual growth of the inbound tourists, the inbound tourists staying overnight, and domestic tourists are all to increase by 8%, with the average annual revenue from international & domestic tourism rising by 12% and 10%, respectively. By 2010, the income from international and domestic tourism is expected to hit USD 53 billion and RMB 850, separately, and the total tourism revenue is expected to hit RMB 1.27 trillion. The tourism industry absorbs 500,000 employees each year, and the total number of the direct employment will reach 10 million by 2010.

(http://www.researchandmarkets.com/reportinfo.asp?report_id=363286)

1.1.2 Yunnan Province Tourism Development

Since China's policy of reforms and opening-up to the outside world in 1978, by taking advantage of tourism resources and of trend of fast development of tourism both at domestic and abroad, and by taking a series of measures to facilitate tourism development in Yunnan, tourism has been growing at a speedy rate and continuously developed in Yunnan province. In 2002 foreign tourist arrivals rose from 1,229 to 1.3 million with an annual increase rate of 33.4%, and the revenue from foreign exchange rose from U.S \$830,000 to U.S \$420 million with an annual increase by 29.6%. Domestic tourist arrivals rose from 129,000 to 51 million with an annual increase rate

of 28.3%, and the yield from the domestic tourists rose from RMB10 million to RMB25.5 billion with an annual increase rate of 38.7%. The total yield from the tourism rose from RMB15 million to RMB28.9 billion with an increase rate of 37.1%.

Tourism has achieved a rapid growth in Yunnan since Kunming, the capital city, successfully hosted the '99 World Horticultural Exposition from May to October 1999 , which attracted more than 10 million Chinese and foreign visitors.

Tourism has helped to promote the catering trade, transportation service, economic development and accelerate the city construction and its embellishment. Moreover, contact with tourists from afar has widened the horizons of the locals. It has become a consensus of local authorities that tourism is a vanguard industry in opening the province to the outside world. Tourism has been listed by the provincial government as one of the six pillar industries in economic development since 1988. Kunming, Dali and Lijiang are the top three cities in terms of tourists' arrivals and revenue in Yunnan Province.

(http://www.rockmekong.org/events/html_file/socialResearchCHM/files/Qiu%20Xueqin)

1.1.3 Honghe Prefecture Tourism Development

The Honghe Hani and Yi Nationalities Autonomous Prefecture is one of the various multicultural and ethnically diverse regions in Yunnan Province. The prefecture has a varied and rugged terrain with mountain ridges and valleys in the South and hills and vast forests in the North. The prefecture also has plentiful natural

resources, dazzling local scenery and colorful costumes worn by the ethnic nationalities.

Tourism in Honghe has been developed at a fast pace since 1997 when the Prefecture Tourism Bureau was reformed. In order to build a strong tourism prefecture, the local government invested much in destination infrastructure, and encouraged development of relevant service sectors. By the end of 2005, all together there are 147 tourism enterprises which consist of 14 tourism administration, 26 travel agencies, 69 star-rated hotels, and 21 scenic spots. Tourism industries fixed assets now has exceeded 10 billion RMB.

(http://www.hh.gov.cn/wlfzgh/fzgh/2003/2003-04/2003-04-23/1051084169_71/index.html)

Table 1.1: Honghe Prefecture Tourists Arrivals from 2002 to 2007

Items	International	Increase from last year	Domestic	Increase from last year	Total	Increase from last year
2002	25,500	8.3%	2851,000	12.17%	2876,000	12.34%
2003	22,200	- 12.9%	3,290,200	15.4%	3,313,800	15.2%
2004	23,700	6.8%	3,754,100	14.1%	3,777,700	14%
2005	30,300	28%	4,529,400	21%	4,559,700	21%
2006	48,700	60.46%	5,787,100	27.77%	5,835,800	28%
2007	69,000	42.42%	7,527,000	36.14%	7,596,000	30.16%

Source: Statistic Department of Yunnan Tourism Bureau

Table 1.2: Tourism Revenue from 2002 to 2007 in Honghe Prefecture

Items	Foreign revenue(USD)	Increase from last year	Domestic revenue(RMB)	Increase from last year	Total revenue(RMB)	Increase from last year
2002	25,499,500	11.3%	6,136,533,500	27.36%	10,160,000,000	9.3%
2003	20,667,100	-18.95%	8,390,000,000	35.72%	11,900,000,000	17.3%
2004	27,383,800	32.5%	11,070,000,000	31.9%	13,320,000,000	31.8%
2005	32,532,800	18.8%	17,640,000,000	59.4%	20,240,000,000	52%
2006	45,355,800	39.4%	20,660,000,000	17.1%	24,440,000,000	20.2%
2007	68,000,000	31.34%	30,200,000,000	33.59%	35,600,000,000	33.24%

Source: Statistic Department of Yunnan Tourism Bureau

The total tourism revenue in 2006 was 24.44 million yuan, increased by 20.2%, that ranked 7th in Yunnan Province. It was 6.5% of GDP in the Prefecture. In 2007, the total tourism arrival was 7.596 million with an average growth rate of 21.4% during the past 5 years. The total tourism revenue was 35.66 billion. The average growth rate was 28.5%.

1.2 Statement of the Problems

The statistics as enumerated above serve to highlight the popularity of Honghe Prefecture. The area is attracting more and more tourists, both domestic and international, whose aim desire is to experience the exotic culture of the Hani and Yi nationality. Tourism has played a vital role in the economic development of Honghe prefecture since 1997. However, there is a big gap between tourism development situation now and the aim of being a strong tourism prefecture for Dali and Lijiang are

the first two names that tourists come up with when they talk about Yunnan, while Honghe is rarely known. According to the local tourism bureau, the tourism product development is relatively inefficient. First of all, there are plenty of representational tourism products which lack public awareness. At the same time, most of the tourism products are of the sight seeing type and there is no other complementary tourism revenue increasing way. Moreover, most of the domestic tourists are generally from within Yunnan Province, who stay shorter, spend less, and have little power to push tourism development in Honghe. Furthermore, the various scenic spots in Honghe are scattered and faraway from each other (It is 500 km from Alu Cave to Hekou, and it takes 5 to 6 hours to drive from Jianshui to Yuanyang). Shortage of fund, human resources and poor tourism management are also the reasons why Honghe is not famous or attractive in both domestic and international tourism market.

It is clear that the Prefecture knows what abundant tourism resources it has, but there is a lack of understanding on what customers need and want. It is essential to match the supply with the demand. Although motivation is only one variable explaining tourist behaviour, it is regarded as one of the most important variables because it is an impelling and compelling force behind all behaviour (Crompton 1979, Iso-Ahola 1982). The study of tourist motivations based on the concepts of push and pull (destination attributes) factors has been generally accepted (Crompton 1979, Dann 1981, Uysal 1993, Jamrozy, 1994). To effectively market a particular destination, it is necessary to understand both push and pull factors and the relationship between them.

Therefore, the purpose of this research is to examine the push and pull factors that

illustrate what motivates visitors to visit here and what kinds of visitors are attracted to Honghe Prefecture.

The research is important to Honghe prefecture in the following ways: Firstly, by understanding visitor motivations, administrators and tour operators can provide what visitors desire. Secondly, in turn, visitors have the opportunity to financially contribute to historic preservation and the sustainability of valuable cultural sites. Without tourism, and proper tourism management, some of these sites will deteriorate and simply fade away. If the administrator can provide what tourists need and in turn get financial contribution which will help the protection of the cultural sites. Thirdly, for the scenic spot of cultural and natural heritage, the opinion of stakeholders must be taking into consideration. The result of the research could help administrators in decision making. Therefore, there must be balance and understanding between stakeholders. Understanding tourist motivations will allow site managers to appropriately tailor sites that will interest visitors, thus making Honghe financially successful.

Most of the research studies on push and pull theory was conducted by foreign researchers. There are few research studies similar to tourist motivation in Honghe Prefecture. Therefore this research will identify push and pull factors that influence the tourists' choice of Honghe as a destination.

1.3 Research Objectives

The research is conducted with the following objectives:

- To find out the demographic characteristics of the tourists visiting Honghe prefecture.
- To find out the push factors that motivates the tourists visiting Honghe prefecture.
- To find out the pull factors that motivates the tourists visiting Honghe prefecture.
- To find out is there any relationship between push and pull factors that motivate the tourists visiting Honghe prefecture.
- To conduct qualitative research by means of personal interviews with the Honghe tourism authorities and various of operators of restaurants, hotels, transportation, entertainment providers and travel agencies in Honghe Prefecture.

1.4 Scope of the Research

The questionnaire would be distributed to 384 domestic and international tourists visiting Honghe prefecture from February to March 2008.

1.5 Limitation of the Research

The research is conducted within the specific time period covering the month of February to March 2008, so in generalizing the findings allowances should be made for variation that could happen during different periods of time.

Another limitation of this study concerns the nature of the secondary data. The push and pull items considered in the instrument do not include all possible dimensions of motivation.

1.6 Significance of the Study

The findings from this research could provide knowledge of people's travel motivations and its association with the destination selection. The motivation of tourists will enable the marketing and the planning of tourism to examine if what the visitors experience is consistent with the tourists' expectation. The management of tourism would understand what tourists need and want, and how they are satisfied in proper ways. Understanding push and pull factors is a key element in tourism planning development that could minimize the negative impacts of tourism while maximizing the positive impacts.

1.7 Definition of Terms

Destination: An area with different natural attributes, features, or attractions that appeal to non local visitors, which are tourists. (Coltman, 1989)

Motivation: A psychological condition in which an individual is oriented towards and tries to achieve a kind of fulfillment (Bromley, 1990).

Push factors: The push factors are internal to individuals, and install a desire for people to want to travel. (Dann, 1977)

Pull factors: The pull factors are external to individuals, and affect where, when, and how people travel, given the initial desire to travel. (Dann, 1977)

Tourist: The World Tourism Organization defines tourists as people who "travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity

remunerated from within the place visited".



CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter consists of 4 parts: Demographic Characteristics, Tourism Motivation Theories, Honghe Prefecture Tourism Products, and Empirical Studies and Other Related Studies.

2.1 Demographic Characteristics

The service and hospitality industry needs to consider its customers potential in terms of numbers, age, gender, income, occupation and so on as the buyers differ from each other by their needs, what they want, and how much they are prepared to pay (Morrison & 1989). It is necessary to identify the demographic characteristics of the tourists in order to realize their motivation style.

2.1.1 Nationality

To a large degree, nationality reflects the organizational necessities of implementing marketing programs in different parts of the world, but it also reflects the considerable differences that exist in tourist behavior between different nationals. (Jha, 1995)

2.1.2 Gender

Since much travel and tourism behavior is group (especially family) and not individual in nature, sex is probably not such an important segmentation variable for

the tourism industry as for many other products. Certainly, single-sex groups of travelers do exist and recent trends in employment have created niche market opportunities in catering independent and solitary and they may have specific requirements for security which may not be true for male business travelers (Bartos, 1982)

2.1.3 Age

The influence of age can be interpreted in terms of anticipation and maturity. As tourists become conscious of the weight of years, they are willing to anticipate health and mental constraints due to age. Young people preferred vacations which gave opportunities for activity-based holidays while older travelers sought restful destinations with sight-seeing opportunities. (Swarbrooke, 1999)

2.1.4 Family Size

For general tourism, the most common distinction that is made concerning family size relates to whether children are present or not – as in the second US market example quoted above. Otherwise, family size is most relevant to the accommodation sector of the tourism product. Operators have no plan an appropriate mix of room sizes and numbers to accommodate their customer profile. In the accommodation sector, it should be noted that family or group size is also critically linked to pricing structures. There is a general expectation that economies of scale gained from a large family grouping will be passed on to the tourist through a marginal pricing policy. In effect, this is likely to be completely realistic response to the more constrained financial

situations which large families tend to experience. (Jha, 1995).

2.1.5 Educational Level

The target group index includes “terminal education age” as one of its variables. Whether an individual leaves school at 16, 18 or after higher education at 21 can indicate their ambitions, intelligence, academic ability or curiosity about the world in which they live. Continuing in education may also increase their opportunity to practice sports, music or arts. They may be more likely to speak a foreign language. Above all, they will be better qualified for professional or managerial careers. (Holloway 1995)

2.1.6 Occupation

Although often related to income, occupation is a separate segmentation variable. Typical occupational categories include professional, manager, proprietor, clerical, sales, retired, student, and home maker. Occupational segmenting gives marketers insights into income, education, and interests. It is also used to tailor specialized travel products for specific occupational groups. A tour operator, for example, may package a literary tour of Great Britain for a target market of high school English teachers. (Burke, 2000)

2.1.7 Income Level

Economic status, which itself strongly depends upon age, family and occupation, has a direct influence on the vacation and travel experience. Not surprisingly, high

levels of income are associated with increased tourism activity and in particular with a higher incidence of long haul travel. One important implication is that high-income owners are less concerned with financial considerations when assessing destination options, and less likely to alter their travel plans in the event of an economic recession. Destinations that cater to high-income earners are therefore themselves less susceptible to recession-induced slumps in visitation. (Weaver, 2000)

2.2 Tourism Motivation Theories

2.2.1 Motivation Theories

Motivation refers to a psychological condition in which an individual is oriented towards and tries to achieve a kind of fulfillment (Bromley, 1990). Iso-Ahola (1980) holds that a motivation is often viewed as an internal factor that directs and integrates an individual's behavior. Tourist motivation can be defined as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience". (Pearce, Morrison & Rutledge, 1998)

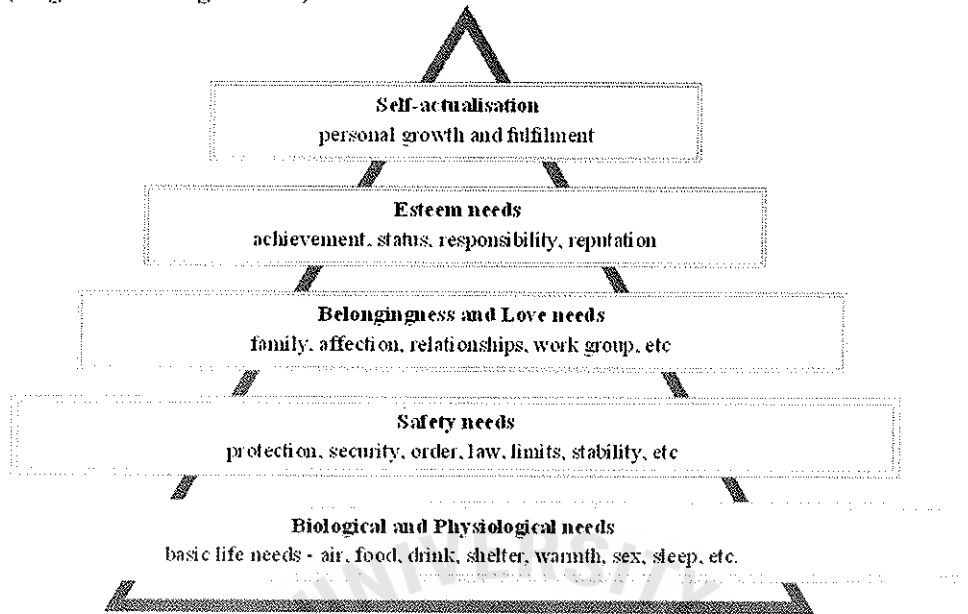
The literature of Consumer behavior considers that motivation represents individual internal forces that lead to action (Schiffman & Kanuk, 1978). It is important to stress that the selection of a certain holiday destination implies a desire for some kind of benefit. Because of this, motivations play a fundamental role in destination choice, as they constitute internal thoughts which lead tourist behavior towards certain ends (Nahab, 1975); in other words, they are the reasons why people

take a holiday (Santos, 1983). In this aspect, tourist motivations are characteristics of individuals that influence the choice of destinations. (Gartner, 1993; Kim & Lee, 2002; Moutinho, 1987; Sirakaya, 1992; Sirakaya, Mclellan, & Uysal, 1996).

One of the most frequently used theoretical frame works to explain tourism motivation is Maslow's(1970) needs of hierarchy; Maslow's model have affected a great number of tourist motivation studies (Chon, 1989; Pearce 1982;). Maslow argued that needs can be grouped in categories and that these categories of needs are arranged in a hierarchical fashion, with the more basic or primary needs at the bottom of hierarchy. (Figure2.1) He suggested that only when the needs at the most basic level are satisfied does the next set of needs become relevant. It is not clear whether this hierarchy holds true for travel motivations. Travelers are capable of experiencing, expressing, and pursuing needs from several of the steps in the hierarchy at the same time. What it does show is that travel permits several needs to be fulfilled at the same time. (Joseph, 1999)

Figure 2.1: Maslow's Needs of Hierarchy

(original five-stage model)



Source: Maslow 1970

McIntosh and Goeldner (1984) classified motivations according to the following typologies:

- (1) Physical motivators, which are related to physical relaxation and rest, sporting activities and specific medical treatment. All are connected with the individual's bodily health and well being.
- (2) Cultural motivators, such as discovering new geographical areas, are connected with the individual's desire to travel in order to learn about other countries and their people and their cultural heritage expressed in art, music, literature, folklore, etc.
- (3) Interpersonal motivators, such as socializing and meeting new people, are related to a desire to visit relatives, friends, or to escape from one's family, workmates, or neighborhoods, or to meet new people and forge new friendships, or simply to escape from the routine of everyday life.
- (4) Status and Prestige motivators, which are identified with the needs of personal

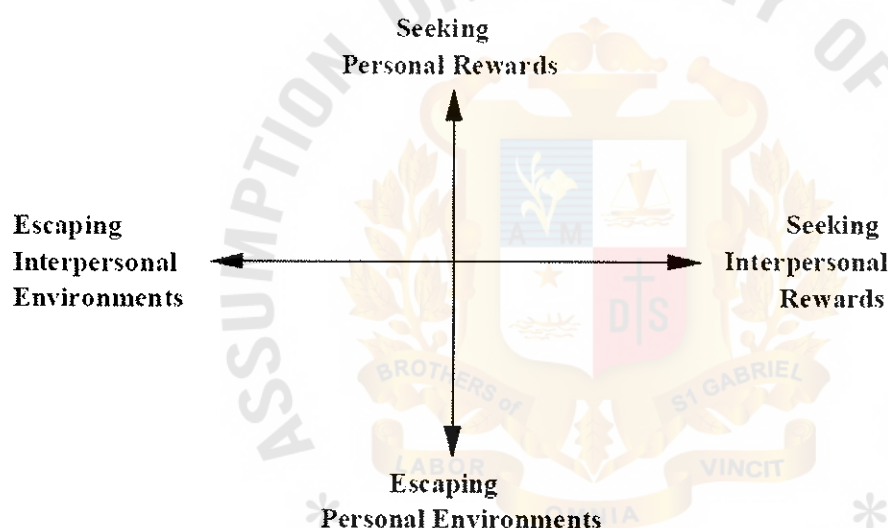
esteem and personal development, such as self-esteem and self-actualization. These are related to travel for business or professional interests, for the purpose of education and the pursuit of hobbies.

Besides overlaps between motives, it is doubtful whether tourists seek to satisfy one single need rather than an aggregate of distinct needs simultaneously (Pearce 1993). This approach fails to explain how the individual's travel needs are associated with different components of destination environments. (Onome Daniel A. 2004)

Iso-Ahola's (1982) dichotomous model (seeking/ escaping, personal/ interpersonal) has provided another theoretical facet for tourist motivation study. The seeking component involves the motivational force which drives an individual to seek psychological (intrinsic) rewards through travel in a contrasting environment. In comparison, the escaping component involves leaving the everyday environment behind and perhaps introducing change or novelty to a daily routine. In addition to the distinction between seeking and escaping, Iso-Ahola states that these two dimensions are further separated into personal and interpersonal components. Tourists seek personal rewards in the form of personal competence or mastery (i.e., refining skills in a sport/hobby) and interpersonal rewards by engaging in activities that promote social contact. By escaping personal environments, tourists hope to avoid personal problems, stress, and/or troubles. If one hopes to escape interpersonal environments, the tourist is avoiding routine social contacts/commitments (i.e., boss, family). Adaptable people will probably swing like a balanced pendulum between personal and interpersonal motives or needs, depending on the environmental components at the destination.

According to Iso-Ahola, this dichotomy of motives is not mutually exclusive, and it is often possible for an individual to be engaged in both motives simultaneously (Iso-Ahola 1983, 1990). Unlike most previous travel motivation theories that emphasized only human needs or push factors, this theory also points to the association between human needs and the attractions of destination environments/facilities as the determinants of travel motivations. (Onome Daniel A. 2004)

Figure 2.2: The Escaping and Seeking Dimensions of Leisure Motivation.



Source: Seppo E. Iso-Ahola, “Social Psychological Foundations of leisure and resultant implication for Leisure Counseling” Leisure Counseling: Concepts and Applications, E.T. Dowd, Ed (1984) P 111

An examination of the literature indicates that travel motivations based on the push and pull factors has been widely discussed. (Crompton, 1979; Dann, 1977; Goossens, 2000; Jang & Cai, 2002; Yuan & McDonald, 1990). Dann’s (1977) 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 area.]] Uysal, M., & Hagan, L.A.R.1993]]

2.2.2 Push & Pull Factors

The push and pull concept provides reasons as to why people travel. One is that people are pushed into making travel decision by internal forces. The other is that they are pulled into travel decisions by external forces such as destination attributes. In other words, push motivation is an internal energy to an individual and increases the desire for people to travel whereas pull motivation is a force external to an individual and influences where people travel, given the initial desire to travel (Dann, 1977). Common push factors found in most of the studies include knowledge-seeking, relaxation, family togetherness, while most frequently seen pull factors are natural and historic environment, cost, facilities, safety, and ease to access.

Within Iso-Ahola's model, "escaping" motivation indicates the desire to leave everyday life while "seeking" motivation indicates the desire to obtain intrinsic reward for future behaviors. These two motivational factors are also divided into two dimensions, namely, the personal dimension and the interpersonal dimension. This has been a popular model for tourist motivation studies (Crompton & McKay, 1997; Mannell & Iso-Ahola 1987; Ross & Iso-Ahola, 1991). The four dimensions he proposed are considered latent and act as push factors as an individual pursues recreation activities. (David, Muzzaffer, Uysal 2006).

Witt and Mountinho (1989) suggest that there are three important components of

destinations that make them attractive or act as 'pull forces' to visitors: (1) Static factors – this includes climate, distance to travel facilities, historic/cultural features, natural and cultural landscapes; (2) Dynamic factors – including accommodation and catering services, personal attention, entertainment/sports, political atmosphere, trends in tourism; (3) Current decision factors – which include marketing strategies and prices in both the destination region and the tourist's area of origin.

According to The Encyclopedia of Tourism (2000), pull factors are divided into five types. The attractions of the place are considered to be the first, most influential pull factor, which creates the need to visit a destination. The second significant pull factor is defined as the amenities at the destination. These may be viewed as infrastructure, accommodation, transportation, catering services, entertainment, shopping facilities and visitor information. These elements are not the factors within decision making process for choosing a destination; however, lack of these components may result in loss of potential tourists. Accessibility stands for the third pull factor, which is present and imperative when choosing a destination. The ideas and beliefs that tourists hold about toward a destination are defined as the fourth pull factor. Each tourist when planning a trip has an image of a destination. The level of satisfaction after experiencing a destination is dependent on the extent to which the image is relative to the reality. Finally, one of the key factors in destination selection appears to be the price, the sum of what it cost for travel, accommodation and participation in a range of selected services when there. The price varies by choice of accommodation, seasonality and the distance to destination.

It is argued that the motivation to travel can only relate to push factors (e.g., Witt & Wright 1992); others see push factors in terms of needs (e.g., Pearce 1982). Dann (1977) also noted that pull factors, to date, had taken precedence in tourism research and that there had been a lack of enthusiasm for push factors. This is supported by Crompton (1979) and Taylor (1974) who note the travel industry has also been conditioned to focus on pull factors.

To compensate for the lack of push focus, both Dann (1977) and Crompton (1979) sought to understand the push factor more thoroughly.

In his study of tourists in Barbados, Dann (1977) suggested that anomie and ego-enhancement created a push factor within travelers. He argued that the presence of such factors is conducive to the creation of a fantasy world, one to which he plans a periodic escape. Dann's anomie refers to a society whose norms governing interaction have lost their integrative force and where lawlessness and meaninglessness prevail. This lack of meaning has evolved into possible push factors, where the desire to transcend the feeling of isolation obtained in everyday life pushes people to get away from it all. Dann also found ego-enhancement to be a push factor. He states that man needs to be recognized, to feel superior to those below him. One means of this advancement is via travel. A tourist can go to a place where his social position is unknown and where he can feel superior by dint of this lack of knowledge. Additionally, on his return a further boost can be given to his ego in the recounting of his holiday experiences.

Crompton (1979) deviated from traditional means of looking at push and pull. Previously, socio-psychological motives explained the initial decision to go on a

vacation but the subsequent destination choice was a function of the pulling power of the destination. Crompton felt not only are socio-psychological motives useful in explaining the initial push or arousal to take a vacation, but “...they may have directive potential to direct the tourist towards a particular destination”. Crompton (1979) empirically identified nine motivations of pleasure vacationers which influence the selection of a destination. These motivations were classified as socio-psychological: escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction (push motives). The two remaining motivations: novelty and education formed the alternate “cultural” category (pull motives). Novelty and education, which were noted to be, “...at least partially aroused by the particular qualities that a destination offered”. However, the other seven motives were found to be unrelated to destination attributes. Indeed, Crompton (1979) found respondents in his study traveled for socio-psychological push factors unrelated to a specific destination. This theory emphasizes two stages in a decision to travel, push factors occur first and are those that make you want to travel, pull factors affect where you travel, given the initial desire to travel.

2.2.3 The Relationship between Push and Pull Factors

Muzaffer and Hagan (1993) suggested that ‘push factors’ within the individual, such as escape, adventure, social interaction and education, are complemented by the destination’s attractiveness, or ‘pull’ factors of cultural events, historic sites, newness,

local customs and traditions and facilities/amenities in motivating the destination visit. They proposed further that information effectiveness and destination marketing serve as catalysts for the exchange.

For analytical purposes, push factors precede pull factors both logically and temporarily, since the decision whether or not to travel is prior to a specific choice of destination. In practice, however such decision making may be virtually simultaneous. It follows from the above that the most effective forms of tourism promotion are those which attempt to match the pull factors of the destination with the push factors in the client. (Jafari, J. 2000)

To effectively market a particular destination, it is necessary to understand both push and pull factors and the relationship between them. Knowledge about the interaction of these two dimensions of tourist motivation can help marketers and developers of tourist destination areas determine the most successful coupling of push and pull factors.

Uysal and Jurowski[1993]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). The study showed that a reciprocal relationship existed between the push and pull factors, which can have product development implications in tourism.

Klenosky (2002) provided a thoughtful discussion of the push-pull motivational frame work using means-end theory. Means-end theory provides a practical framework for examining the relationships between the pull attributes of a destination

(i.e., "the means") and the higher level motivational forces important to the individual traveler ("the ends"). To the extent that these higher level forces correspond to the push factors that influenced one's decision to travel in the first place, the means-end perspective provides a useful alternative approach for examining the relationship between push and pull factors in motivating and guiding travel behavior. This study showed that although much research has been done on the degree to which pull attributes are related to specific push factors, more research is needed on how push and pull factors are related. Previous studies into these issues have provided insight into the relationship between push and pull factors using secondary data from large scale survey research projects. This limited the range of motivational factors and interrelationships that might be identified. (Klenosky 2002)

As a result, although not the sole motivators for travel, push-pull factors provide a simple, concrete division that is easily understood. Therefore, for the purpose of this study, the factors provide manageable categories of motivations.

2.3 Honghe Prefecture Tourism Products

According to the Tourism Bureau of Honghe Prefecture, most of the tourists come here to experience exotic culture of various minority nationalities and natural landscape. The Honghe Hani and Yi Nationalities Autonomous Prefecture is a multicultural and ethnically diverse region principally inhabited by Hani and Yi nationalities. It was named after the Honghe River which flows from the west to the

east across its cities and counties. The prefecture has a varied and rugged terrain with mountain ridges and valleys in the South and hills and vast forests in the North. The prefecture also has plentiful natural resources, dazzling local scenery and colorful costumes worn by the ethnic nationalities.

Dann stated in 1977 that tourists are pulled into travel decisions by external forces, such as destination attributes. According to Encyclopedia of Tourism (2000) the pull factors can be classified into five categories:

1. The attractions of the place
2. The amenities at the destination.
3. Accessibility
4. The ideas and beliefs that tourists hold about toward a destination.
5. Price, the sum of what it costs for travel, accommodation and participation in a range of selected services when there.

The pull factors of Honghe Prefecture are stated as the following:

2.3.1 The Attractions of Honghe

The Terraced Fields in Yuanyang which was placed into preparatory list of World Heritage is the most famous scenic spot in Honghe Prefecture. Archaeological findings from the region suggest that Yunnan is one of the original birthplaces of the ancient Chinese civilization, and can even be considered one of the oldest birthplaces for mankind itself in Asia and the world. The Yuanyang terraced fields, for example, have an extremely long history that scholars believe dates back more than 1,300 years.

Honghe Hani nationality is famous for cultivating terraced fields and he has created an environmental wonder in mountain area. Hani culture is a terraced field agricultural civilization, which has a perfect agricultural system and an agro-worship system as well, the concept of worship is built on the basis that man and nature are in harmony, countless terraced fields are evidence of this belief.

Honghe terraced fields have a long history. From the data in Chinese characters, they have already had a history of for more than 1,300 years. In Yuanyang, the area of terraced fields amount to more than 11,000 hectares, and for more than 3,000 steps of which stretch from the foot of a hill up to the top.

The best place to view the terraced fields is in the south of Yuanyang County, where the mountains are covered with terraces extending 2,000 meters, from the mountain top down to the valley. In winter and spring each year, the valley is filled with heavy mist, and the two mountains are like islands floating in a sea of cloud. Between the terraces, which reflect silver light, are stretches of green tea plantations. With plenty of rain and heavy mists, the Yunwu Tea (cloud and mist tea) produced in the town by the Yi ethnic group is extremely refreshing.

The Jianshui Confucius Temple, the biggest temple in Yunnan Province, is located near the north Gate to Jianshui. Its scale is second only to that of the Qufu Confucius temple in Shandong Province and is now one of the provincial historical relics. It is recorded that the Jianshui Confucius Temple was built in 1285. The temple covers an area of 114mu, imitating the style of the Qufu Confucius Temple, namely, a central - axis structure like a palace. This complex includes a main hall, two side - halls,

three pavilions, four gates, five clan halls and eight memorial archways, all of which are kept in good splendor.

The Private Garden of the Zhu Family, a must see, lies in Jianxin Street, Jianshui County and has a total area of 20,000 square meters and a floor space of 5,000 square meters. This grand complex is a typical local residence with distinctive features. As it was built by Zhu Chaoying and his brother in the late Qing Dynasty, it got the name "the Private Garden of the Zhu Family". With the well - arranged yards and well - furnished rooms and halls, the structure of the architecture can be described as "streamlined" it enjoys the fame "the Daguan Garden at a Border Town". Large and magnificent buildings like the Private Garden of the Zhu family are now rarely seen in China. Today, it is one of the provincial cultural relics.

Known as one of "the biggest and most splendid cave in Asia," **the Swallow Cave Scenic Region** is located in the mountains 30 km east of Jianshui, and consists of a dry cave, a water cave and a 30,000-square-meter natural forest, with a total area of 100,000 square meters. Every year between spring and summer, thousands of swallows will fly here from Malaysia, building nests and giving birth to and raising young swallows. Thus, it is named "the Swallow Cave". The local environment is a perfect dwelling for swallows because steep cliffs make it impossible for mice and snakes to come up, and bushes and grassland outside the cave help produce insects that provide abundant food for swifts. The special ecosystem makes a grand scene-"the gathering of thousands of swallows".

Yunnan Red vineyard is situated in Mile County. Yunnan Red Wine which is

produced in this vineyard is called the aromatic queen from Chama Ancient Route. One of the grapes Rose Honey was brought to Yunnan more than 100 years ago by a French churchman. Now this grape is distinct in French, but it has been growing in Yunnan for a hundred years. After a tour of the whole wine production factory, tourists could have a rest at the restaurant and taste wine.

Mount Daweishan Scenic Area, a national forest park, three km away from Pingbian county seat, covers an area of over 650,000 acres. At the elevation of 225-2365 meters, there are 3619 species of higher plants that belong to, approximately 1055 genera 88 families in the Mount Daweishan, 55 species rare plants of which are under special state protection, another 60 of which are under special province and prefecture protection. There are mossy ever-green broad-leaved forest in the hilly land and mossy dwarf shrub on mountainous top and other important vegetation zones. There are 555 species (and subspecies) of wild animals that belong to 325 genera 111 families 35 orders in Mount Daweishan, of which 10 and 42 species are respectively listed as the first order and second order of wild animals for protection in China. There are 165 species that belong to 55 families 9 orders in the mountain.

Cultural attraction

It is a tradition for girls of Yi ethnic group to perform **Dragon Dance**. Their joyful singing and dancing, as well as special costumes, as can be seen in the skilful women dragon dance and unique tobacco box dance, showcase the happiness and cultural spirit of the Yunnan ethnic minorities as they welcome the arrival of spring.

Around the time of China's Spring Festival, the Hanis celebrate the Yangmatu

Festival in honor of their heroes and pray for the union of the Hani people and good harvests. **The Long-Dragon Banquet** starts at noon with the thundering of drums and gongs. But nobody stirs, not until the respected elders, dressed in dark blue clothes and black scarves, are seated. The banquet begins with contributions of dishes to the elders, who taste them first. Then, people take their seats and enjoy a feast of more than 1,000 dishes. The entire population feasts on a 1,000 meter long street where everyone kneels and all the tables are lined up together. The villagers are more than happy to welcome visitors to join them. Many tourists, having experienced these heart-warming events, feel as if they have found a new home that they never wish to leave.

Every year from August 8 to 10 during the famous "**Bird's Nest Festival**", some local people will climb up the dazzling 50-meter-high cliffs to fetch these nests. During the three days, many people will gather here and watch the dangerous but exciting nest-collecting activity. Swallows build their nests with grass and their nutritious saliva. The steamed swallows 'nest is a delicacy-edible bird's nest.

The Torch Festival, the Carnival of the Yi Nationality, is held at night from June 24 to June 26 on the lunar calendar. When night falls, the Yis in groups will walk to neighboring villages, carrying torches with rosin powder and exchanging good wishes. The Yis in Lunan and Guishan will play their three—stringed musical instrument and dance in their own styles, and wrestling and bullfighting are very popular with them. The Yis in Mile will also hold the traditional fire—worship ceremony.

2.3.2 Amenities

It could be interpreted as infrastructure, accommodation, transportation, catering services, entertainment, shopping facilities and visitor information.

Accommodation: Altogether there are 66 star-rated hotels in Honghe prefecture. (One Star: 23; Two Stars: 28; Three Stars: 13; Four Stars: 2) Most of the hotels are under 3 stars standard. It would be hard for Honghe to meet high class demands.

Transportation:

Highways: The road from Kunming to Gejiu is a highway. It takes 4 hours by bus from Kunming to Honghe's capital city Jianshui. There are scheduled buses from Kunming to all counties of Honghe everyday and buses go through every country too. Road from Kunming to Hanoi is Kunming to Jianshui (220km), Yuanyang (90km), Jingpin (150km), Hekou (180km), and Hanoi (320km).

Railways: Yunnan-Vietnam railway which was constructed in 1908 by French is one of the main railways in Honghe. It is one of the two narrow gauge railways in China and the only railroad from Yunnan to Southeast Asian countries. It takes 17 hours to finish a 460 km railway that starts from Kunming North Railway Station, goes through Kaiyuan, Mengzi, and Hekou, and ends in Hanoi Vietnam, whereas it takes only 10 hours by highway. Another railway, Mengbao railway which is 142km long is from Bise Rail Station to Baoxiu.

Waterways: Yuanjiang—Honghe (Red) River is one of the six major river systems in Yunnan. It flows through 14 counties/cities within Yunnan Province and enters into Northwest Vietnam. It has become as an important way of Yunnan-Vietnam water

passage.

Local Cuisine and Drink:

Local cuisine and drink is one of the reasons that Yunnan people come to Honghe. Various kinds of food attract lots of people.

Cross-bridge Rice Noodle is a traditional Yunnan dish born out of one woman's desire to provide her husband with hot meals. The essence of cross-bridge rice noodles is the chicken broth. The best broth is made with the bones of old chickens, old ducks, and spring pigs. Like hotpot, you can put pretty much anything you like into the chicken soup, with only rice noodles a mandatory ingredient. However, traditional items include thin slices of mullet fish, Yunnan ham, chicken, and fatty pork. Toss everything at once into the chicken soup and wait one to two minutes for all your items to cook through.

Steam Pot Chicken is the ceramic steam pot, a squat, and round, lidded vessel with an internal spout, or chimney that allows steam to enter and circulate but not escape. Chicken cooked by this technique produces a superior soup entirely from steam and natural juices. This dish, called steam Pot Chicken (qiguoji) comes first on the list of Yunnan's specialties. A remarkable feature, which should not put anybody off, is the inclusion of natural medicinal ingredients used by the Chinese both to enhance flavour and to promote health. These might include ginseng, herbs or dried Himalayan caterpillars.

Yunnan Red Wine is produced by a Hong Kong company which took on a state winery. Sales of Yunnan Red Wine are strong in the boom towns of Guangdong

province and among tourists. Yunnan Red is the largest single wine brand in southwestern China. Yunnan Red Wine co. ltd mainly produces red dry wine of high quality, so it first introduced in species which are fit for red wine.

Gifts and Souvenirs:

Jianshui violet pottery and tin containers are the most representative products in Honghe. Jianshui Violet Pottery has a manufacturing history of at least 900 years. It is characterized by its refined texture, pleasing luster, melodious sound, beautiful shapes and simple elegance. The famous Yunnan dish “Steam pot Chicken” is cooked in a steam pot made of Jianshui violet pottery. The pottery handicrafts have become one of the major exports of the province.

Gejiu is a city famous for tin in China. Containers made of tin have the following functions: food in a tin container will not go bad or become stale for a long time; alcoholic drink in a tin vessel is pleasantly cool in summer while it gets warm quickly in winter when it is heated. They are exquisite and pleasing but practical and popular.

2.3.3 Accessibility

Bus is the best choice for tourists. It takes 3.5 hours by bus from Kunming, the capital city of Yunnan Province to Jianshui, the capital of Honghe. It will take 1 to 4 hours to go from Jianshui to other scenic spots within Honghe. The two Rail roads in Honghe and water way are only for product transportation purpose now. The Honghe airport is still under construction and by then Honghe can be accessed by air. It will be more convenient for tourists from other Provinces and abroad to come to Honghe.

2.4 Empirical Studies and Other Related Studies

Hyounggon Kim, Macos C.Borges, and Jinhyung Chon (2005) conducted Impacts of environmental values on tourism motivation. It took place in the city of Goias, Brazil which has launched the international festival of Environmental Film and Video (FICA) in an attempt to increase tourism revenue and foster an awareness of environmental issues. As an initiative to help develop more effective marketing strategies, this study examined the festival attendee's socio-demographic/ travel characteristics and psychological constructs (motivations and environmental values) using an on-site intercept survey. Specially, this research examined festival attendee's motivational differences based on the level of their pro-environment values, which were measured by the New Environmental Paradigm (NEP) scale. The results indicate that there are some significant motivational differences among the environmental concern groups: Low NEP group, Middle NEP group, and High NEP group. Social marketing approach is recommended for the development of environmentally friendly tourism events.

David Snepenger, Jesses King, Eric Marshall, and Muzaffer Uysal (2006) modeled Iso-Ahola's motivation theory in the tourism context. Iso-Ahola's theory asserts that personal escape, personal seeking, interpersonal escape, and interpersonal seeking motivate tourism and recreation. This article operationalizes and empirically tests Iso-Ahola's theory for similar tourism and recreation experiences. The motivation dimensions are monitored using scenario-based data for sporting events, beaches, amusement parks, and natural parks. The first investigation used confirmatory analysis

to explore the efficacy of six competing motivational structures. Three of these competing models achieved superior and similar fit statistics, with one model incorporating the most parsimonious structure. This model gives equal and direct salience to each of the four motivations. The second investigation examined the differences in motivation levels for tourism and recreation experiences. Tourism experiences exhibited higher levels of motivation, particularly for the personal seeking and personal escape dimensions. The third investigation found no relationship between the number of recent domestic and international vacations and tourism motivations among the subjects.

Juan L. Nicolau & Francisco J. Mas (2005) conducted the research of the influence of distance and prices on the choice of tourist destination. The literature of tourist destination choices pays great attention to the direct impact of the attributes of “distance to the destination” and “prices of the destination”, but does not reach any consensus around them regarding their-inhibitory or attraction-effect. Alternatively, our study proposes that the effects of distance and prices are moderated by tourist motivations at the moment of choosing a destination, which leads us to make hypotheses to explain this decision through the interaction between destination attributes and the personal motivations of the individual tourists. The methodology applied estimates random coefficient logic models, which control possible correlations between different destinations and consider tourist heterogeneity. The empirical application carried out in Spain on a sample of 2127 individuals, shows that the dissuasive influence of distance and prices on the selection of destination is moderated

by motivations, in the sense that the motivation has a direct(increasing and dissuasive effect) or inverse (reducing the dissuasive effect) moderating effect on the influences of distance and prices.

SooCheong(Shawn) Jang & Chi-Mei Emily Wu (2004) conducted seniors' travel motivation and the influential factors. The senior market draws attention in the tourism industry mainly because of its substantial size, increasing purchasing power and time flexibility after retirement. The primary objectives of this study were to delineate the travel motivations of Taiwanese seniors and to discover what variables are important in explaining the variances of the motivations. Using factor analysis, this study identified five push and three pull motivation factors. Among them, “knowledge-seeking” and “cleanliness & safety” appeared to be the most important push and pull motivations, respectively. Subsequent regression analyses indicated that health status and positive and negative affects significantly contribute to accounting for the travel motivations of Taiwanese seniors.

Norman, W. C., and M. N. Carlson (1999) conducted An Investigation of the Seeking-Escaping Theory as a Segmentation Tool in Tourism Marketing. The purpose of this study was to determine the efficacy of using seeking and escaping travel motives as a market segmentation base utilizing Iso-Ahola's (1993) two dimensional theory of tourist motivation. This motivational theory proposes that two forces simultaneously influence an individual's behavior. The seeking component involves the motivational forces that drive an individual to seek psychological (intrinsic) rewards through travel in a contrasting environment. The escaping

component involves leaving the everyday environment behind and perhaps introducing change or novelty to a daily routine. The research found that valid seeking/escaping segments could be constructed using the process outlined by Iso-Ahola (1984). The study also found that the process had modest usefulness in the market segmentation of potential travelers. The research was successful in incorporating a motivational theory in market segmentation research application and revealed that the dialectic nature of pleasure travel has potential in better understanding travel behavior and as a tourism segmentation tool.



CHAPTER III

RESEARCH FRAME WORK

This chapter consists of five: Theoretical Framework, Variables used in this study, Conceptual Framework, Research hypothesis and Operationalization of the independent and dependent variables.

3.1 Theoretical Framework

The model used in this study consists of two principal variables that are type of independent variable, including demographic characteristics, and dependent variables: push factors and pull factors. Both of the motivation variables were developed on the basis of a review of the related literature and were modified to apply to the research site and target population.

3.2 Variables Used in This Study

3.2.1 Independent Variables

Demographic characteristics

1. Gender: The research would try to find out whether difference in gender would influence tourists' choice in Honghe Prefecture.
2. Age: Marketing professionals know that people of different ages generally has different needs. Age usually have a major influence on buying behaviors.
3. Nationality: The research would try to find out whether difference in Nationality would influence tourists' attitudes toward Honghe Prefecture.

4. Education: Generally, the more education people get, the more likely they are to travel.
5. Occupation: It is interesting to find out whether people with different occupations would have different perceptions regarding various attributes of the destination.
6. Income level: The research would try to find out whether difference in Nationality would influence their spending in the destination. How much people spend on travel is generally related to how much they earn.
7. Family size: It is interesting to find different family sizes would have different requirements on dynamic destination attributes.

3.2.2 Dependent Variables

Dependent variables in this study include push and pull factors that motivate tourists to choose Honghe as a destination.

Push factors

Iso-Ahola's four dimensions of motivation theory are used here to explain the Push factors for tourists to choose Honghe as a destination.

Factor 1. Personal escape:

- To get away from my normal environment
- To have a change in pace from my everyday life
- To overcome a bad mood

Factor 2. Interpersonal escape:

- To avoid people who annoyed me

- To get away from a stressful social environment
- To avoid interactions with others

Factor 3. Personal seeking

- To tell others about my experience
- To feel good about myself
- To experience new things by myself

Factor 4. Interpersonal seeking

- To be with people of similar interests
- To bring friends/family closer
- To meet new people

Pull Factors

Factor 1. Attractions

- Natural attraction
- Built attractions
- Cultural attraction
- Social attraction

Factor 2. Amenities

- Infrastructure
- Accommodation
- Transportation
- Catering services
- Shopping facilities

- Visitor information.

Factor 3. Accessibility

- Ease of access from the origin to the destination
- Ease of movement within and among destinations

Factor 4. Destination image

- Image of destination

Factor 5. Price

- Accommodation price
- Transportation price
- Food price
- Gifts and souvenirs price
- Entrance ticket price

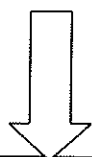


3.3 Conceptual Framework

Independent Variables

Demographic characteristics:

- | | | | |
|---------------|-----------------|----------------|--------------|
| 1. Gender | 2. Age | 3. Nationality | 4. Education |
| 5. Occupation | 6. Income level | 7. Family size | |



Dependent Variables

Push factors

1. Personal escape:

-To get away from my normal environment

-To have a change in pace from my everyday life

-To overcome a bad mood

2. Interpersonal escape:

-To avoid people who annoyed me

-To get away from a stressful social environment

-To avoid interactions with others

3. Personal seeking

-To tell others about my experience

-To feel good about myself

-To experience new things by myself

4. Interpersonal seeking

-To be with people of similar interests

-To bring friends/family closer

-To meet new people



Pull factor

1. Attractions

- Natural attraction

- Built attractions

- Cultural attraction

- Social attraction

2. Amenities

- Infrastructure

- Accommodation

- Transportation

- Catering services

- Shopping facilities

- Visitor information.

3. Accessibility

-Ease of access from the origin to the destination

- Ease of movement within and among destinations

4. Destination image

- Image of destination

5. Price

- Food price

- Accommodation price

- Entrance ticket price

- Gifts and souvenirs price

- Transportation price

3.4 Research Hypothesis

Demographic Characteristics

Ho1:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by gender .
Ha1:	There is difference among tourists in choosing Honghe as a tourist destination when classified by gender .
Ho2:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by age .
Ha2:	There is difference among tourists in choosing Honghe as a tourist destination when classified by age .
Ho3:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by nationality .
Ha3:	There is difference among tourists in choosing Honghe as a tourist destination when classified by nationality .
Ho4:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by education .
Ha4:	There is difference among tourists in choosing Honghe as a tourist destination when classified by education .
Ho5:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by occupation .
Ha5:	There is difference among tourists in choosing Honghe as a tourist destination when classified by occupation .
Ho6:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by income .
Ha6:	There is difference among tourists in choosing Honghe as a tourist destination when classified by income .
Ho7:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by family size .
Ha7:	There is difference among tourists in choosing Honghe as a tourist destination when classified by family size .

Push and Pull Factors

Ho8:	There is no relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.
Ha8:	There is relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.

3.5 Operationalization of Independent and Dependent Variables

3.5.1 Operationalization of Independent variables

Independent Variables	Definition	Components	Level of Measurement	Question Number
<u>Demographic</u>				
-Nationality	-The status of belonging to a particular nation by birth or naturalization	- Chinese - Foreigner	Nominal	Q.1
-Gender	- The social attributes and opportunities associated with being male and female	-Male -Female	Nominal	Q.2

Independent Variables	Definition	Components	Level of Measurement	Question Number
<u>Demographic</u>				
-Age	-The period of time during which someone exists.	<ul style="list-style-type: none"> - Below 20 - 20—29 - 30—39 - 40—49 - Above 50 	Ordinal	Q.3
- Family size	- The number of people living in the same home as the child	<ul style="list-style-type: none"> - Large:5 and above - Medium: (3—4) - Small :(1—2) - Single 	Nominal	Q.4
- Education	- knowledge acquired by learning and instruction	<ul style="list-style-type: none"> - Elementary school - High school - Bachelor's Degree - Master's Degree 	Nominal	Q.5

Independent Variables	Definition	Components	Level of Measurement	Question Number
<u>Demographic</u>				
- Occupation	- The principal activity in one's life that he does to earn money	<ul style="list-style-type: none"> - Student - Clerical - Sales - Professional - Proprietor - Manager - Home-maker - Retired 	Nominal	Q.6
- Income level	- Monthly salary amount	<ul style="list-style-type: none"> - Below \$ 100 - \$101-\$300 - \$301-\$600 - Over \$600 	Nominal	Q.7

3.5.2 Operationalization of Dependent Variables

Dependent Variables	Definition	Components	Level of Measurement	Question Number
<u>Push</u>				
1. Personal escape:	- The motivational force which drives an individual to seek psychological (intrinsic) rewards in the form of personal competence or mastery	-To get away from my normal environment	Interval	Q.8
		-To have a change in pace from my everyday life	Interval	Q.9
		-To overcome a bad mood	Interval	Q.10
2 .Interpersonal escape:	- The motivational force which drives an individual to seek psychological rewards in the form of interpersonal competence or	-To avoid people who annoyed me	Interval	Q.11
		-To get away from a stressful social environment	Interval	Q.12
		-To avoid interactions with others	Interval	Q.13

	mastery			
Independent Variables	Definition	Components	Level of Measurement	Question Number
<u>Push</u>				
3. Personal seeking	- Leaving the everyday personal environment behind and perhaps introducing change or novelty to a daily routine.	-To tell others about my experience	Interval	Q.14
		-To feel good about myself	Interval	Q.15
		-To experience new things by myself	Interval	Q.16
4. Interpersonal seeking	- Leaving the everyday personal environment behind and perhaps introducing change or novelty to a daily routine.	-To be with people of similar interests	Interval	Q.17
		-To bring friends/family closer	Interval	Q.18
		-To meet new people	Interval	Q.19

Dependent Variables	Definition	Components	Level of Measurement	Question Number
<u>Pull</u>				
1. Attractions	Elements that draw a tourist to a particular destination.	<ul style="list-style-type: none"> - Natural attraction - Built attractions - Cultural attraction - Social attraction 	Interval Interval Interval Interval	Q. 20 Q.21 Q.22 Q.23
2. Amenities	The elements within the destination or linked to it which makes it possible for tourists to stay there and to enjoy attractions	<ul style="list-style-type: none"> - Infrastructure -Accommodation - Transportation - Catering services - Shopping facilities - Visitor information. 	Interval Interval Interval Interval Interval Interval	Q. 24 Q.25 Q.26 Q.27 Q.28 Q.29

		- Gifts and souvenir price	Interval	Q.36
		- Entrance tickets price	Interval	Q.37



CHAPTER IV

RESEARCH METHODOLOGY

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

Sample size definition

This research was conducted with tourists visiting Honghe Prefecture during February to March of this year. According to the Honghe Tourism Bureau, the tourist arrival in Honghe Prefecture is 75.960 million in the year of 2007. According to the table of Theoretical sample size for different sizes of population and a 95 percent level of certainty, the appropriate size of this research would be 384.

Table 4.1: Theoretical sample size for different sizes of population and a 95 percent level of certainty

Population	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	365	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	1,065	2,400

Source: Gary Anderson, Fundamentals of Educational Research, 1996, P.202

4.2 Research Instrument and Questionnaire

The principle instrument of data collection for the survey was questionnaire which was developed based on the previous comprehensive review of travel motivation literature. The questionnaire was designed to obtain data on tourists' sociodemographic characteristics and motivations for them to choose Honghe as a destination. 12 push and 18 pull items of travel motivation were rated on a 5-point-Likert scale (5= strongly agree, 4 = agree, 3= neutral, 2= disagree, 1= strongly disagree) to obtain the level of importance on the motivational items. The questionnaire was available in both English and Chinese. Tourists had the option of choosing the language (Chinese/English) at their convenience.

4.3 Collection of Data

The researcher distributed 384 questionnaires. One part of the data were obtained through questionnaire survey of tourists that were randomly sampled in four representative tourism destinations in Honghe: The private Garden of the Zhu Family in Jianshui, The swallow cave scenic spot, Yuan yang County, and Yunnan Red vineyard in Honghe. The respondents were asked to answer the questions based on their travel experience in Honghe. Another part of the data were obtained through questionnaire survey of group tourists. The questionnaires were distributed and collected by local tour guide when the tour group returned from Honghe.

4.4 Reliability Test or Pre-test

Cronbach’s Reliability Test was used in the pretest to examine the variability of questionnaire. 30 questionnaires were distributed in the private Garden of the Zhu Family in Jianshui, The swallow cave scenic spot, Yuan yang County, and Yunnan Red vineyard. Since the result is of Alpha coefficient, which was 0.764 greater than 0.60, the questionnaire was considered reliable.

Table 4.4: Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.764	30

4.5 Statistical Treatment of Data

The results of 384 questionnaires were entered into a data file and processed by Statistical Package for the Social Science (SPSS) version 14.

4.5.1 Descriptive Statistics

In this study, the respondents’ demographic profile which includes Nationality, Gender, Age, Family size, Educational level, Occupation, Income level were analyzed

4.5.2 Inferential Statistics

T-test

The t-test is the most elementary experimental comparison that involves two samples. This may take the form of comparing a conventional control condition and experimental condition or two groups that have received differing level of the independent variable. (Saiyod, 1995)

ANOVA

ANOVA stands for variance, which tests for significant mean differences in variables among multiple groups. (Jennings, 1995) The ANOVA is based on the same logic of t-test, but ANOVA is applied to more complex designs. (Nation, 1997)

Pearson's Correlation Coefficient

It is a statistical 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)

Additional Qualitative Study

In comparing qualitative and quantitative methods, Wright (1995) argues that because quantitative methods by themselves are not sufficient, what is required is the capability to study the non-linear, interactive, interdependent phenomena that make up the fields of international management. She suggests that qualitative methods provide such capability and warns that because of the dangers of hypothesizing in advance of data in such unknown waters, we also need an inductive approach that is more common to qualitative methods.

In addition to the quantitative study by means of questionnaire, the researcher had also conducted an additional qualitative study by means of observation and personal interviews with managers of travel agencies, hotel operators, as well as some selected tourists to get additional information to support the findings from the quantitative study. Tourists were randomly chosen to answer some additional questions after they finished

the questionnaires. The interview questions include: “Which scenic spot impress you the most in Honghe Prefecture?”, “What difficulties did you encounter when you are traveling in Honghe?” and “How to stimulate the tourism development in Honghe?” etc.



CHAPTER V

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter presents the results from data analysis and a critical discussion of the results. It consists of four sections: Tourists demographic characteristics, results of hypothesis testing, discussion of statistical results, and results from additional qualitative study.

5.1 Demographic Characteristics

The results of statistical analysis concerning demographic and travel characteristics 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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	343	89.3	89.3	89.3
	Foreigner	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

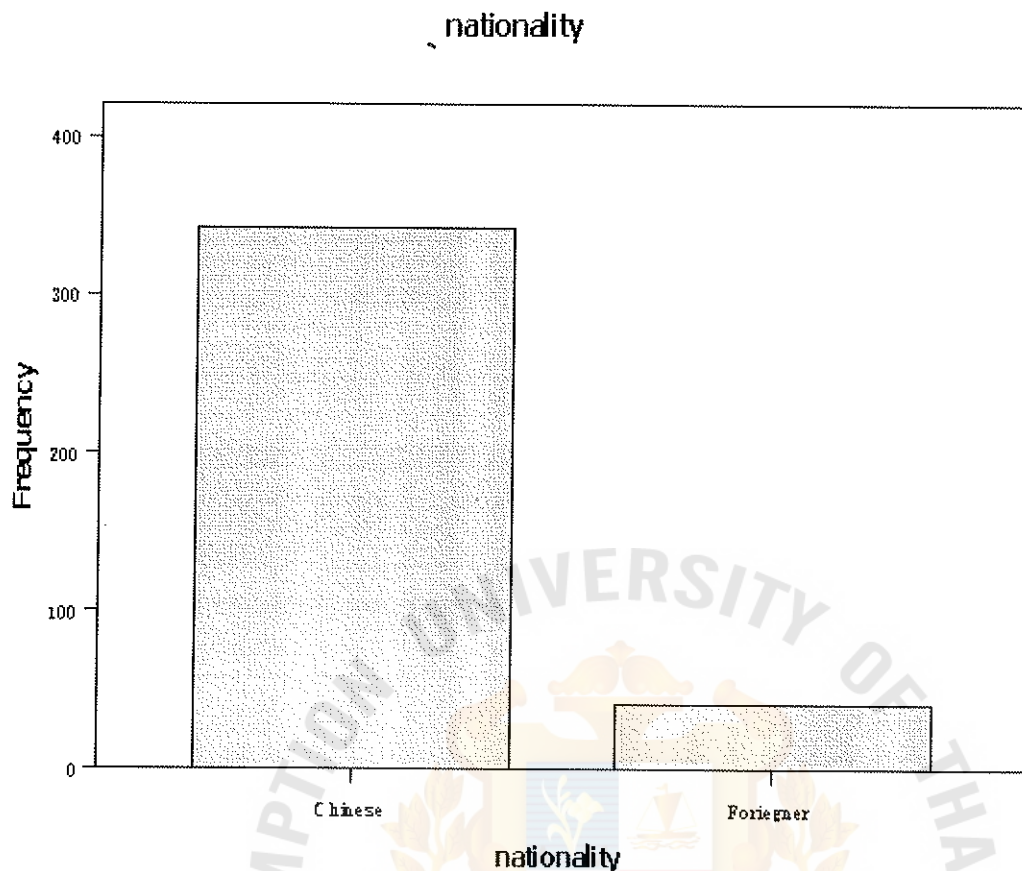


Figure 5.1.1: Nationality

From the total respondents of 384, the majority of the respondents is Chinese, which is 343 (89.3%), and 41 are foreigners (10.7%) as shown above in Table 5.1.1 and Figure 5.1.1.

5.1.2 Gender

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

Table 5.1.2: Summary of Respondents by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	165	43.0	43.0	43.0
	Female	219	57.0	57.0	100.0
	Total	384	100.0	100.0	

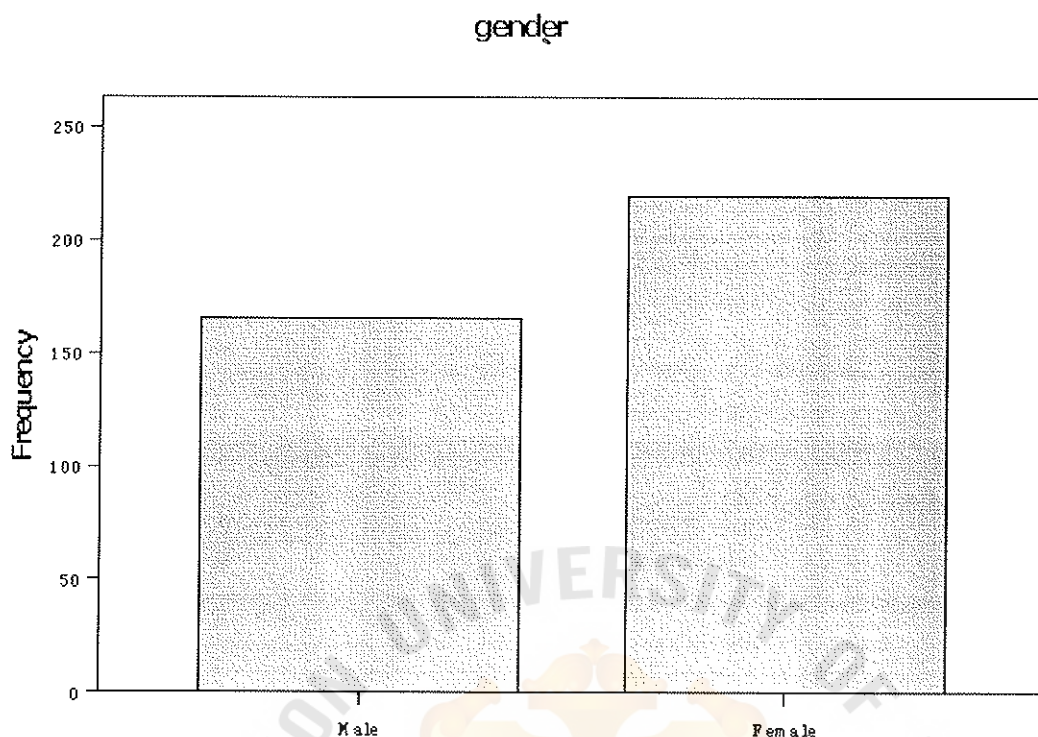


Figure 5.1.2: Gender

As shown by Table 5.1.2 and Figure 5.1.2, 165 respondents (43%) were male and 219 respondents (57%) were female. Therefore, it can be concluded that the majority of respondents (57%) were female.

5.1.3 Age

The age groups of respondents are presented in Table 5.1.3 and Figure 5.1.3

Table 5.1.3: Summary of Respondents by Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	28	7.3	7.3	7.3
	20-29	52	13.5	13.5	20.8
	30-39	77	20.1	20.1	40.9
	40-49	178	46.4	46.4	87.2
	Above 50	49	12.8	12.8	100.0
	Total	384	100.0	100.0	

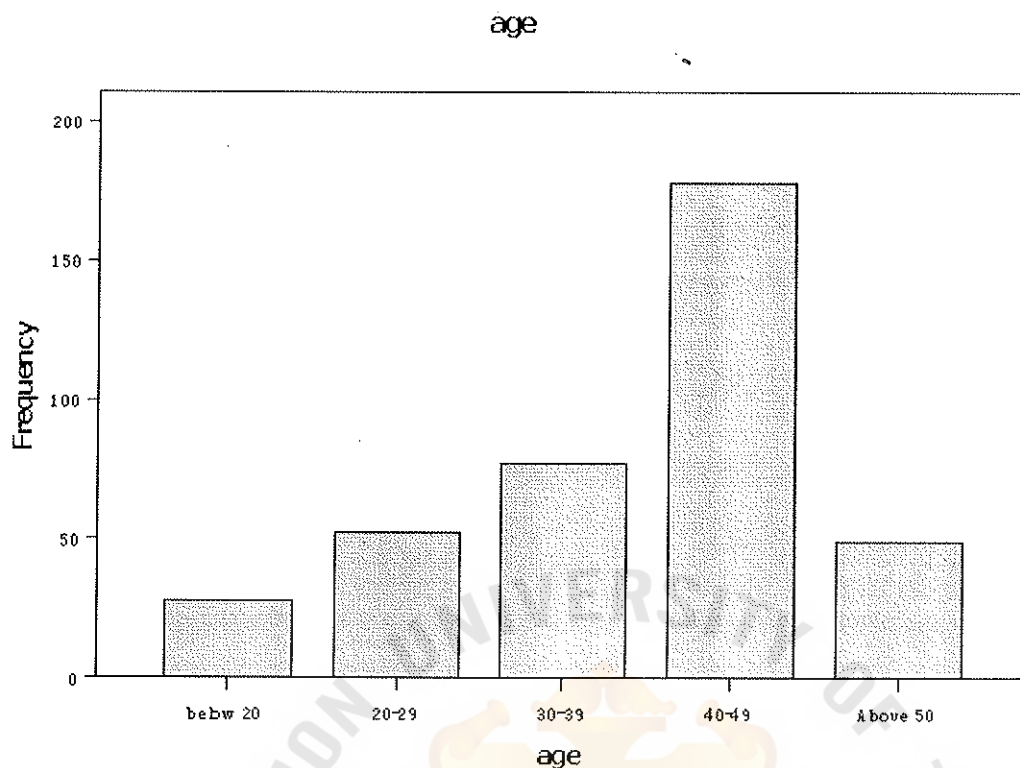


Figure 5.1.3: Age

Table 5.1.3 and Figure 5.1.3 showed that 28 respondents (7.3%) were below 20 years old, 52 respondents (13.5%) were 20-29 years old, 77 respondents (22.1%) were 30-39 years old, 178 respondents (46.4%) were 40-49 years old, 49 respondents (12.8%) were over 50 years old. It can be concluded that the majority of respondents (46.4%) were 40-49 years old.

5.1.4 Family Size

The family size groups of respondents are presented in Table 5.1.4 and Figure 5.1.4.

Table 5.1.4: Summary of Respondents by Family Size

Family size

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid single	4	1.0	1.0	1.0
2	102	26.6	26.6	27.6
3-4	257	66.9	66.9	94.5
5 and above	21	5.5	5.5	100.0
Total	384	100.0	100.0	

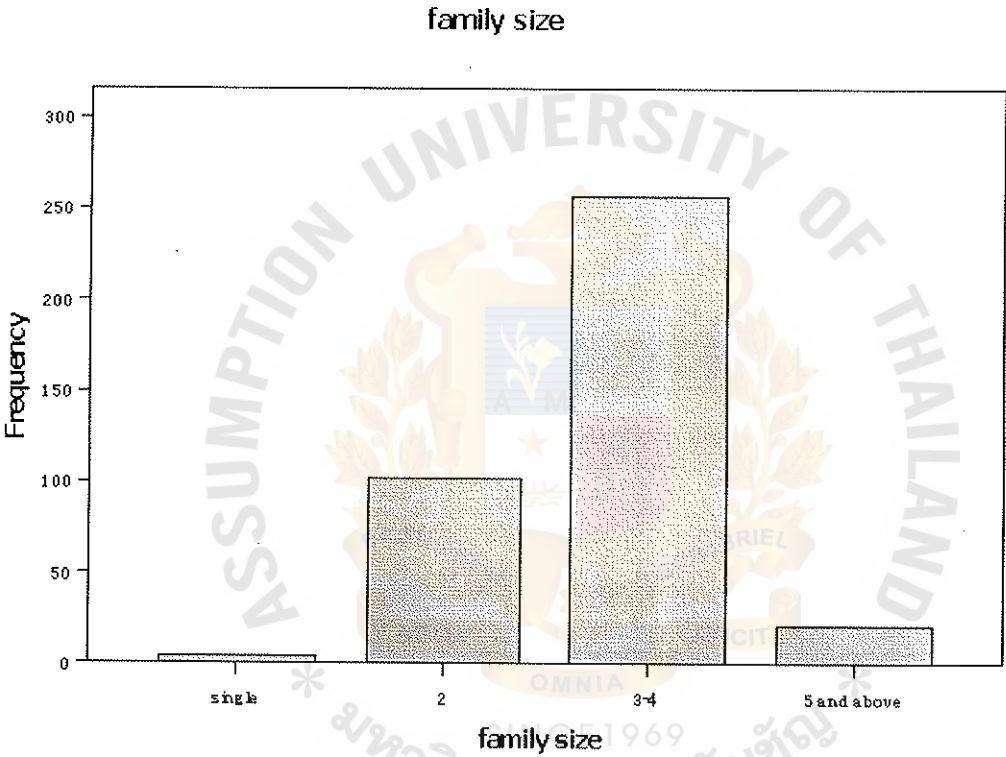


Figure 5.1.4: Family Size

From the total respondents of 384, the majority of respondents 257 (66.9%) had 3-4 family members. 102 respondents (26.6%) family size were 2, 21 respondents had 5 or more than 5 family members, and 4 respondents were single.

5.1.5 Educational 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
Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	119	31.0	31.0	31.0
	Bachelor Degree	224	58.3	58.3	89.3
	Master Degree	40	10.4	10.4	99.7
	Doctor Degree	1	.3	.3	100.0
	Total	384	100.0	100.0	

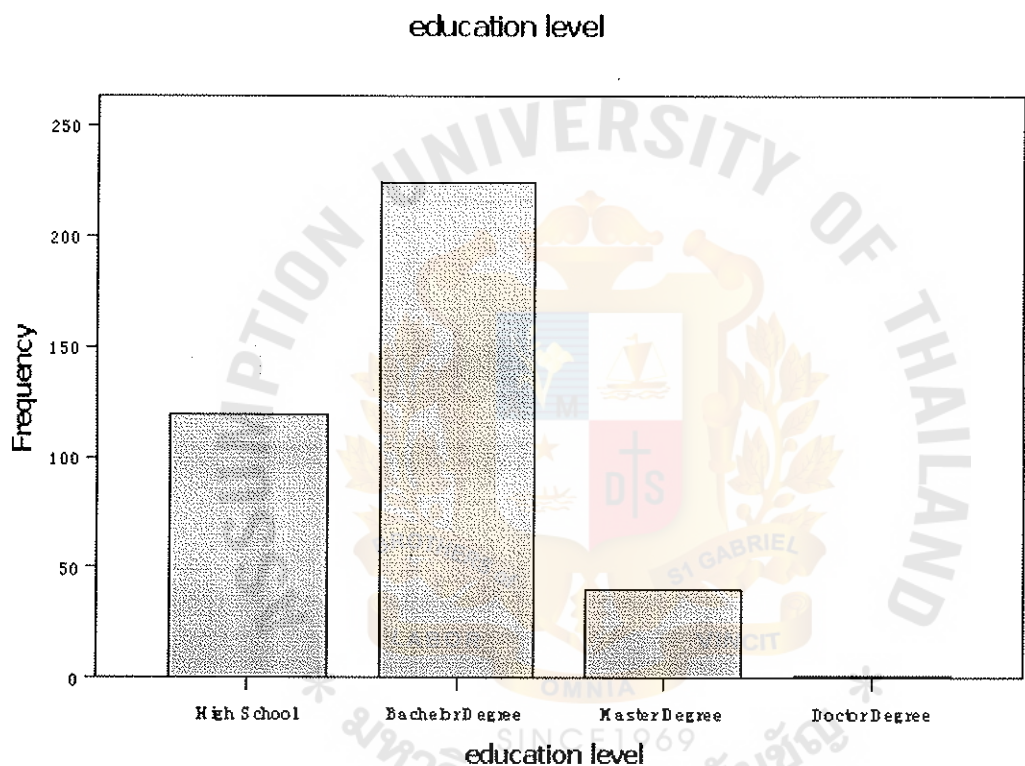


Figure 5.1.5: Educational Level

As shown by Table 5.1.2 and Figure 5.1.2, 224 respondents (58.3%) had Bachelor’s degree, 119 respondents (31.0%) reached high school educational level, 40 respondents (10.4%) had Master’s degree, and only 1 respondent (0.3%) had Doctoral Degree.

5.1.6 Occupation

The occupational groups of respondents are presented in Table 5.1.6and Figure

5.1.6.

Table 5.1.6: Summary of Respondents by Occupation

		Occupation			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	52	13.5	13.5	13.5
	Clerical	170	44.3	44.3	57.8
	Professional	26	6.8	6.8	64.6
	Proprietor	21	5.5	5.5	70.1
	Manager	43	11.2	11.2	81.3
	Home-maker	29	7.6	7.6	88.8
	Others	43	11.2	11.2	100.0
	Total	384	100.0	100.0	

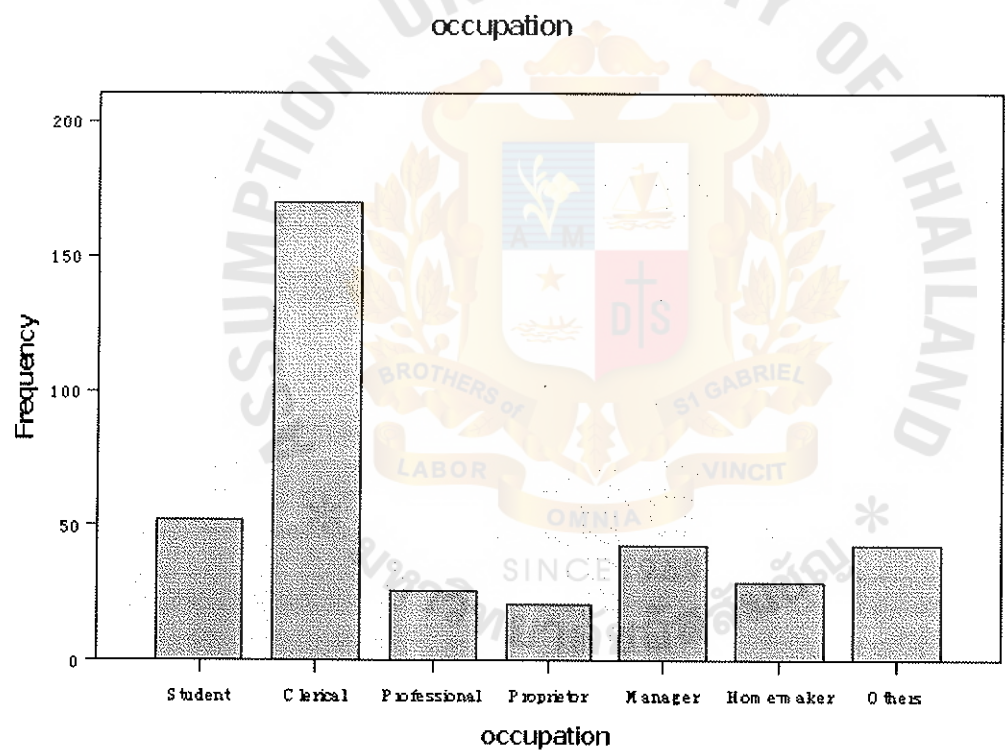


Figure 5.1.6: Occupation

From the Table 5.1.6 and Figure 5.1.6 shown above, 170 (44.3%) respondents were clerical, 52 (13.5%) respondents were students, 43 (11.2%) respondents were managers, 29(7.6%) respondents were home-makers, 26 (6.8%) respondents were professionals, 21 (5.5%) were proprietors, and 43 (11.2%) respondents had other occupations.

5.1.7 Monthly Income

The monthly income groups of respondents are presented in Table 5.1.7 and Figure 5.1.7.

Table 5.1.7: Summary of respondents by Monthly Income

Monthly Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below US\$ 100	77	20.1	20.1	20.1
	US\$ 101 to US\$ 300	133	34.6	34.6	54.7
	Above US\$ 301	174	45.3	45.3	100.0
	Total	384	100.0	100.0	

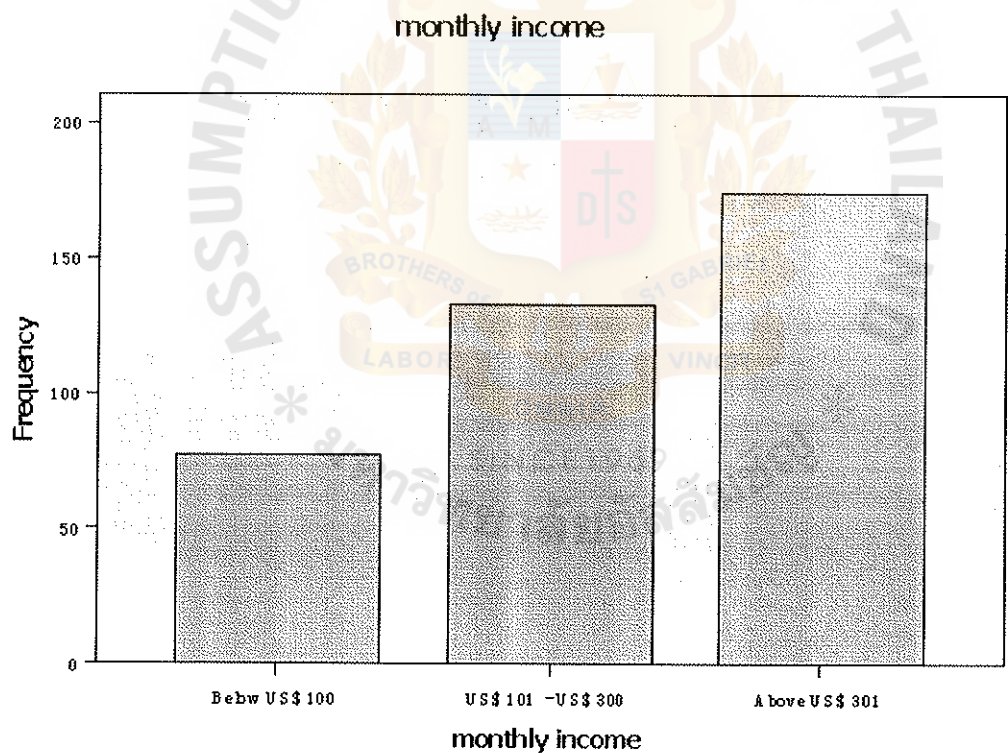


Figure 5.1.7: Monthly Income

As shown by Table 5.1.7 and Figure 5.1.7, 174 (45.3%) respondents had monthly income of more than 301 USD, 133 respondents (34.6%) had 101-300 USD every month, and 77 respondents (20.1%) had less than 100 USD income per month.

5.2 Results of Hypothesis Testing

This study tested 8 hypotheses using T-test, ANOVA, and Pearson’s correlation Coefficient as follows:

Hypothesis 1:

H01: There is no difference among tourists in choosing Honghe as a tourist destination when classified by gender.

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

Table 5.2.1 T-test for Hypothesis 1
Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
choose	Male	165	110.9879	12.02791	.93637
	Female	219	104.2694	15.90959	1.07507

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
choose	Equal variances assumed	77.583	.000	4.535	382	.000	6.71847	1.48157	3.80542	9.63153

Equal varia nces not assu med			4.712	381.9 93	.000	6.718 47	1.425 68	3.915 31	9.521 64
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As shown in Table 5.2.1, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination when classified by gender.

Hypothesis 2:

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

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

Table 5.2.2 One-way ANOVA for Hypothesis 2
ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	157.290	22	7.150	12.213	.000
Within Groups	211.335	361	.585		
Total	368.625	383			

As shown in Table 5.2.2, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination when classified by age.

Hypothesis 3:

Ho3: There is no difference among tourists in choosing Honghe as a tourist destination

when classified by **nationality**.

Ha3: There is difference among tourists in choosing Honghe as a tourist destination
when classified by **nationality**.

Table 5.2.3 T-test for Hypothesis 3
Group Statistics

	nationality	N	Mean	Std. Deviation	Std. Error Mean
choose	Chinese	343	105.8484	14.93124	.80621
	Foreigner	41	118.0976	5.94056	.92776

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
choose	Equal variances assumed	115.632	.000	-5.199	382	.000	-12.24916	2.35607	-16.88164	-7.61668
	Equal variances not assumed			-9.966	115.516	.000	-12.24916	1.22911	-14.68368	-9.81465

As shown in Table 5.2.3, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination regarding the attention to get away from his

normal environment when classified by nationality.

Hypothesis 4:

Ho4: There is no difference among tourists in choosing Honghe as a tourist destination when classified by **education**.

Ha4: There is difference among tourists in choosing Honghe as a tourist destination when classified by **education**.

Table 5.2.4 One-way ANOVA for Hypothesis 4
ANOVA

Education Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.427	22	2.019	7.069	.000
Within Groups	103.133	361	.286		
Total	147.560	383			

As shown in Table 5.2.4, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination regarding the attention to get away from his normal environment when classified by education.

Hypothesis 5:

Ho5: There is no difference among tourists in choosing Honghe as a tourist destination when classified by **occupation**.

Ha5: There is difference among tourists in choosing Honghe as a tourist destination when classified by **occupation**.

Table 5.2.5 One-way ANOVA for Hypothesis 5
ANOVA

Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1110.311	22	50.469	46.999	.000
Within Groups	387.647	361	1.074		
Total	1497.958	383			

As shown in Table 5.2.5, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination when classified by occupation.

Hypothesis 6:

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

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

Table 5.2.6 One-way ANOVA for Hypothesis 6
ANOVA

Monthly Income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	138.492	22	6.295	25.823	.000
Within Groups	88.005	361	.244		
Total	226.497	383			

As shown in Table 5.2.6, the significance value is 0.000 which is greater than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination when classified by income.

Hypothesis 7:

Ho7: There is no difference among tourists in choosing Honghe as a tourist destination

when classified by **family size**.

Ha7: There is difference among tourists in choosing Honghe as a tourist destination

when classified by **family size**.

Table 5.2.7 One-way ANOVA for Hypothesis 7
ANOVA

Family Size					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.122	22	2.506	6.708	.000
Within Groups	134.837	361	.374		
Total	189.958	383			

As shown in Table 5.2.7, the significance value is 0.000 which is less than 0.05, the null hypothesis is rejected, and meaning there is difference among tourists in choosing Honghe as a tourist destination when classified by family size.

Hypothesis 8:

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

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

Table 5.2.8 Pearson's Correlation Coefficient for Hypothesis 8
Correlations

			Push	pull
Spearman's rho	Push	Correlation Coefficient	1.000	.819(**)
		Sig. (2-tailed)	.	.000
		N	384	384
	pull	Correlation Coefficient	.819(**)	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 5.2.211 the significance value is 0.000 which is less than 0.01, the null hypothesis is rejected, and meaning there is relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.

5.3 Discussion of Statistical Results

5.3.1 Descriptive Statistics of Push Factors Motivating Tourists to Choose Honghe as a Destination.

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

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I travel to get away from my normal environment	384	1	5	3.23	1.373
I travel to have a change in pace from my everyday life	384	1	5	3.44	.844
I travel to overcome a bad mood	384	2	5	3.68	.793
I travel to get away from a stressful social environment	384	1	5	3.52	1.004
I travel to avoid people who annoyed me	384	1	5	3.19	1.283
I travel to tell others about my experience	384	1	5	3.23	1.185
I travel to avoid interactions with others	384	1	5	3.29	1.134
I travel to feel good about myself	384	1	5	3.89	.896
I travel to be with	384	1	5	3.66	.960

people of similar interests					
I travel to meet new people	384	1	5	3.37	.817
I travel to experience new things by myself	384	3	5	3.97	.540
I travel to bring friends/family closer	384	1	5	3.47	1.124
Valid N (listwise)	384				

From Table 5.3.1, the mean value for tourists choosing Honghe as a destination could be interpreted as follows:

4.5 – 5	most important;
3.5 – 4.4	important;
2.5 – 3.4	neutral;
1.5 – 2.4	little important;
1.0 – 1.4	very little important.

From table 5.3.1 push factors that are considered as important in motivating tourists to visit Honghe are “*travel to experience new things*” (m=3.97), “*travel to feel good about myself*” (m=3.89), “*travel to overcome a bad mood*” (m=3.68), “*travel to be with people of similar interests*” (m=3.66), “*travel to get away from a stressful social environment*” (m=3.52), “*travel to bring friends/family closer*” (m=3.47), and “*travel to have a change in pace from my everyday life*” (m=3.44). The push factors that are considered as neither important nor unimportant in motivating tourists to visit Honghe are “*travel to meet new people*” (m=3.37), “*travel to avoid interactions with others*” (m=3.29), “*travel to tell others about my experience*” (m=3.23), and “*travel to avoid people who annoyed me*” (m=3.19).

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

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

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The natural scenery and comfortable climate of Honghe attracts me to visit here.	384	1	5	3.66	1.040
The historical manmade sight of Honghe attracts me to visit here.	384	2	5	3.69	.789
The spectacular Yi and Hani culture around Honghe attract me to visit here.	384	1	5	3.40	.914
The interesting friendly local people of Honghe attract me to visit here.	384	3	5	3.71	.607
The infrastructure of Honghe is good.	384	1	5	3.47	.896
The accommodations in and around Honghe is comfortable.	384	1	5	3.51	.864
The transportation facilities in and around Honghe is convenient and safe.	384	1	5	3.52	.804
The food and drinks in Honghe are delicious.	384	1	5	3.74	.831
The shopping centers in Honghe are good.	384	1	5	3.58	.881
The visitor information in Honghe is accurate and useful.	384	1	5	3.44	.818
It is easy for visitors to reach Honghe	384	1	5	3.84	.812
It is easy for visitors to move from one scenic spot to another around Honghe.	384	2	5	3.47	.689
Honghe Prefecture has a positive tourism	384	1	5	3.48	.814

image.					
The cost of transportation in and around Honghe is acceptable.	384	2	5	3.84	.729
The price of accommodation in Honghe is reasonable.	384	2	5	3.76	.686
The prices of food and drinks are acceptable.	384	2	5	3.76	.706
The prices of gifts and souvenirs in Honghe are reasonable.	384	1	5	3.61	.725
The prices for entrance tickets into attraction places are acceptable.	384	2	5	3.77	.721
Valid N (listwise)	384				

From table 5.3.1, pull factors that are considered as important in motivating tourists to visit Honghe are “It is easy for visitors to reach Honghe” (m=3.84) “The cost of transportation in and around Honghe is acceptable.” (m=3.84), “The prices for entrance tickets into attraction places are acceptable.” (m=3.77), “The price of accommodation in Honghe is reasonable.” (m=3.76), “The prices of food and drinks are acceptable.” (m=3.76), “The food and drinks in Honghe are delicious.” (m=3.74), “The interesting friendly local people of Honghe attract me to visit here.” (m=3.71), “The historical manmade sight of Honghe attracts me to visit here.” (m=3.69), “The natural scenery and comfortable climate of Honghe attracts me to visit here.” (m=3.66), “The prices of gifts and souvenirs in Honghe are reasonable.” (m=3.61), “The shopping centers in Honghe are good.” (m=3.58), “The transportation facilities in and around Honghe is convenient and safe.” (m=3.52), “The accommodations in and around Honghe is comfortable.” (m=3.51). “Honghe Prefecture has a positive

tourism image.” (m=3.48), “The infrastructure of Honghe is good.” (m=3.47), and “It is easy for visitors to move from one scenic spot to another around Honghe.” (m=3.47), “The visitor information in Honghe is accurate and useful.” (m=3.44), and “The spectacular Yi and Hani culture around Honghe attract me to visit here.” (m=3.40).

5.4 Result from Additional Qualitative study

In addition to the quantitative study, the researcher would also conduct additional qualitative study by means of observation and personal interviews with managers of travel agencies, hotel operators, as well as some selected tourists to get additional information to support the findings from quantitative study. The followings are the results of the interview.

5.4.1 The Feedbacks Concerning Push Factors Motivating Tourists to Choose Honghe as a Destination.

Ms.Liu, 50 years old, nurse in Kunming Hospital, said: Jian shui is where I met my husband when we were both serving for the Army Hospital. Every time we go to the old hospital site which reminds us of the happy old time and I really like the red lanterns and ancient buildings on the street.. Another aim of coming here is to buy vegetables and bean curd which are much better than the ones in Kunming city, and bring them back to Kunming to share with my family and friends.

Mr. Zhang, 27 years old, employee of a foreign company said: In my spare time I enjoy watching series, and recently there is a series named The Garden of Zhu Family

which is the same name as the real place and it was shot in the real place too. I promised to my wife we will visit here, and now I finally have a 3 day holiday. My wife and I both have full time jobs, it's a precious holiday to us. Plus the barbecue here is the most delicious, especially the bean curd made with Ximen well water.

Mr.Chen 31 years old: I planned this family trip long time ago. On the way, my wife and I had a very pleasant trip in Yunnan Red Wine yard. It's our first time visiting a wine yard. Everything is so interesting and we feel so noble. I never know there was such a special place with western vineyard view. I will definitely go again to learn more about wine culture.

5.4.2 The Feedbacks Concerning Pull Factors Motivating Tourists to Choose Honghe as a Destination.

Natural and manmade scenery

Mr. Li, 30 years old, employee of a company, said: The weather is warmer and more mois than Kunming's. This morning when I was waiting for the sunrise on mountain, it's not very cold. The sunrise is unbelievable and I will go to Bada (Hani village) to see sunset this evening.

Mrs. Zhao, 45 years old, company employee: Jianshui Confusion's temple is the second largest Confusion's temple in China, so I believe if I pray that my daughter will have good luck in University entrance examination, it will come true. The lantern, the flagging and horse carriage on the street make me feel like living in ancient times.

Mr. Cai, 45 years old, a teacher form Zhe jiang Art college, said: I've heard about Yuanyang's rice field long tome ago. Spring and winter are the best seasons. I saw

Yuanyang pictures which are unbelievably beautiful. Now I have half a month opportunity to do sketches. I have just tasted cross bridge rice noodle. We plan to spend three days to visit Jianshui, for I heard the ancient building there is wonderful.

Image

Mr. Wang, 28 years old, travel agency manager, said: as a tour operator I figured Honghe has an aboriginal image. I mean not only Honghe has an untouched natural view like Yuan yang rice terrace and Dawei Mountain oxygen bar which are pretty aboriginal, but also its hotel and restaurant are aboriginal too. Lots of foreign tourists complain that the hotels there are terrible, and food is not delicious but expensive. Now only retired foreign tourists like to go there, and even if we informed them the hotels and food would be not so satisfactory, they don't care.

Yi and Hani culture and local people

Mr. Barbazan, 60 years old, French: I'm interested in local nationalities, and besides what tour guide told me, I wish to communicate with local people, but the problem is language barrier. No body speaks English except tour guide. I hope next time I can join their long street banquet. Besides we know it's an undeveloped place and we don't expect high class hotel and fancy restaurant. Anyway sanitation is not satisfactory and the road is winding.

Ms. Geller, 63 years old, retired, English: A friend of mine recommends me Yuan yang rice fields; however it is not well known in my country. The Brochure I had was issued in 2002 which is not updated. Now Yuan yang has changed a lot. The rice terrace is unbelievable. Compared to Dali and Lijiang Yuan yang is more original. I

mean there are too many tourists in Lijiang and Dali and the place is commercialized. Yuan yang people are naive and friendly. About the food, I hope they will not charge us so much just because we are foreigners.

Transportation

Mr. Jones, 21 years old, American student in Yunnan Normal University said: my friends and I came here for the famous rice terrace. A little bit Chinese I learned in University makes it easier for us to travel. We could go to almost every spot by scheduled van which is very cheap. The road is bad but that's fun.

Historical buildings

Miss. Gao, 32 years old, tour guide: I've been a tour guide in Tuan shan Village for 3 years. I was born in this village. The government decides to move all the villagers out and build this village into a park. Some of the villagers feel fine for they are moving to better places but others donot for they don't want to leave home they have lived half of their lives in. I think the government should communicate more with the villages and think twice about the construction plan.

Accommodation

Ms. Chen, manager of the Chen's hotel in Yuanyang, said my hotel is famous on internet, and we pay great attention to sanitation, plus the hotel has a great view of clouds surrounding the mountain, and that's why lots of independent tourists choose to stay here. We offer free manual map of Yuanyang in Chinese, English and Japanese. It doesn't matter my employees don't speak English; they can use gestures to communicate with foreign guests.

CHAPTER VI

SUMMARY AND RECOMMENDATIONS

This chapter consists of six parts: summary of tourists' demographic characteristics, summary of push factors motivating tourists to choose Honghe as a destination, summary of pull factors motivating tourists to choose Honghe as a destination, summary of hypothesis testing, recommendations to improve pull factors motivating tourists to choose Honghe as a destination, and recommendations for further research.

6.1 Summary of Tourists' Demographic Characteristics

Table 6.1 Summary of Tourists' Demographic Characteristics

Tourists' Demographic	Findings
Nationality	Chinese (89.3%), Foreigner (10.7%)
Gender	Male (43%), Female (57%)
Age	Below 20 (7.3), 20-29(13.5%), 30-39(20.1%), 40-49(46.4%), Above 50 (12.8%)
Family size	Single (1%), 2(26.6%), 3-4(66.9%), 5 and above (5.5%)
Education Level	High School (31%), Bachelor's Degree (58.3%), Master's Degree (10.4%), Doctoral Degree (0.3%)
Occupation	Student (13.5 %), Clerical (44.3%), Professional(6.8%), Proprietor(5.5%), Manager(11.2%), Home-maker(7.6%), Others(11.2%)
Monthly income	Below US\$ (20.1%), 100 US\$ 101 to US\$ 300 (34.6%), Above US\$ 301 (45.3%)

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

Table 6.2: Summary of push factors motivating tourists to choose Honghe as a destination

Push Factors	Mean
1. I travel to get away from my normal environment	3.23
2. I travel to have a change in pace from my everyday life	3.44
3. I travel to overcome a bad mood	3.68
4. I travel to get away from a stressful social environment	3.52
5. I travel to avoid people who annoyed me	3.19
6. I travel to tell others about my experience	3.23
7. I travel to avoid interactions with others	3.29
8. I travel to feel good about myself	3.89
9. I travel to be with people of similar interests	3.66
10. I travel to meet new people	3.37
11. I travel to experience new things by myself	3.97
12. I travel to bring friends/family closer	3.47

As shown in Table 6.2, the means for push factors motivating tourists to choose Honghe as a destination was 3.23 for travel to get away from my normal environment, 3.44 for travel to have a change in pace from my everyday life, 3.68 for travel to overcome a bad mood, 3.52 for travel to get away from a stressful social environment, 3.19 for travel to avoid people who annoyed me, 3.23 for travel to tell others about my experience, 3.29 for travel to avoid interactions with others, 3.89 for travel to feel good

about myself, 3.66 for travel to be with people of similar interests, 3.37 for travel to meet new people, 3.97 for travel to experience new things by myself, 3.47 for travel to bring friends/family closer. Most of the push factors are considered as important in motivating tourists to visit Honghe, while “*travel to meet new people*”, “*travel to avoid interactions with others*”, “*travel to tell others about my experience*”, and “*travel to avoid people who annoyed me*” are considered as neutral.

6.3 Summary of Pull Factors Motivating Tourists to Choose Honghe as a destination

Table 6.3: Summary of Pull Factors Motivating Tourists to Choose Honghe as a destination

Pull Factors	Mean
1. The natural scenery and comfortable climate of Honghe attracts me to visit here.	3.66
2. The historical manmade sight of Honghe attracts me to visit here.	3.69
3. The spectacular Yi and Hani culture around Honghe attracts me to visit here.	3.40
4. The interesting friendly local people of Honghe attract me to visit here.	3.71
5. The infrastructure of Honghe is good.	3.47
6. The accommodations in and around Honghe are comfortable.	3.51
7. The transportation facilities in and around Honghe are convenient and safe.	3.52
8. The food and drinks in Honghe are delicious.	3.74
9. The shopping centers in Honghe are good.	3.58
10. The visitors' information in Honghe is accurate and useful.	3.44
11. It is easy for visitors to reach Honghe	3.84
12. It is easy for visitors to move from one scenic spot to another around Honghe.	3.47

13. Honghe Prefecture has a positive tourism image.	3.48
14. The cost of transportation in and around Honghe is acceptable.	3.84
15. The price of accommodation in Honghe is reasonable.	3.76
16. The prices of food and drinks are acceptable.	3.76
17. The prices of gifts and souvenirs in Honghe are reasonable.	3.61
18. The prices for entrance tickets into attraction places are acceptable.	3.77

As shown in Table 6.3, the means for pull factors motivating tourists to choose Honghe as a destination was 3.66 for the natural scenery and comfortable climate, 3.69 for the historical manmade sight, 3.40 for the spectacular Yi and Hani culture, 3.71 for the interesting friendly local people, 3.47 for the infrastructure, 3.51 for the accommodations, 3.52 for convenient and safe transportation facilities, 3.74 for The food and drinks, 3.58 for shopping centers, 3.44 for the visitor information , 3.84 for the ease for visitors to reach Honghe, 3.47 for the ease for visitors to move from one scenic spot to another around Honghe, 3.48 for tourism image, 3.84 for the cost of transportation, 3.76 for the price of accommodation, 3.76 for the prices of food and drinks, 3.61 for the prices of gifts and souvenirs, 3.77 for the prices for entrance tickets. All of the pull factors are considered as important in motivating tourists to visit Honghe.

6.4 Summary of Hypothesis Testing

Table 6.4: Summary of Hypothesis Testing

Hypothesis		Statistical Tool	Results
H01:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by gender .	T- test	Rejected

Ho2:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by age .	ANOVA	Rejected
Ho3:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by nationality .	T- test	Rejected
Ho4:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by education .	ANOVA	Rejected
Ho5:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by occupation .	ANOVA	Rejected
Ho6:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by income .	ANOVA	Rejected
Ho7:	There is no difference among tourists in choosing Honghe as a tourist destination when classified by family size .	ANOVA	Rejected
Ho8:	There is no relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.	Pearson's Correlation Coefficient	Rejected

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.

Hypothesis 8 is rejected which means there is a relationship between push factors and pull factors in motivating tourists to choose Honghe as a tourist destination.

6.5 Recommendations to Improve Pull Factors Motivating Tourists to Choose Honghe as a Destination

Based on the result of quantitative study by means of a questionnaire survey, and

the qualitative study by means of personal interview with tourists, travel agency managers and hotel managers and researcher's observation the following recommendations were made regarding improving the pull factors motivating tourists to choose Honghe as a destination.

Improvement in attractions: in order to reach the goal of being a strong tourism prefecture, the suggestions to improve attractions are as follows:

According to the research result, lots of the respondents held that Honghe had a positive image. However, it did not have a famous and unique image. Honghe should find a way to establish a distinctive image, and differentiate itself with other tourist spots in Yunnan. In terms of history and ancient buildings, Honghe could not match Beijing and Xi'an. Honghe could not be compared with Huangshan and Jiuzhaigou in natural scenery. Yuan yang terraced rice is the only unique view, so it could be the representative scenic spot whose fame of world natural heritage should be stressed when Honghe Prefecture is promoted. From the experience of other big tourism spots developing process, it could be concluded that they all used promotion to increase their value. Every year a large amount of money was invested in the promotion of Dali and Lijiang. Therefore, the government should invest more in Honghe's tourism promotion to enforce its impression to people.

Improvement in food and drinks: The Jianshui government invested to build an ancient view street, however the tourist revenue was not increased accordingly. Since the results form research showed that most of the tourists come to Honghe for its delicious food and drinks, it is suggested a local food center be established on the

traditional view street to attract more tourists.

Improvement in gifts and souvenir: Honghe has abundant special local products, like Jianshui birds nest, Yunnan Red Wine, Yuan yang Tea, Jianshui violet pottery, and Hani embroidery. All the scenic spots in Honghe should develop tourist gifts and souvenir according to the local feature. Quality gifts and souvenir with proper price would push the branding of Honghe tourism industry. Since the tourist spots in Honghe were scattered, the shopping places were scattered, too. Formal tourist shopping center should be established and managed to make it convenient for tourists to buy souvenirs and stimulate tourists consumption.

Improvement in transportation: The road condition in Honghe was getting better and better. It took hours by bus from Kunming to Honghe's capital city Jianshui. Most of the tourists thought that the transportation to gain access to Honghe was convenient and the price was acceptable. However, it was not easy for visitors to move from one scenic spot to another. The roads connecting every county were winding and tough, and some of the villages of terraced fields in Yuanyang were inaccessible by van. The government should invest more and concentrate on transportation development and make sure every road to a scenic spot is in ideal condition. In the near future, with the construction of Honghe airport in Mengzi, Honghe Prefecture could be accessible by both domestic and abroad tourists.

Improvement in accommodation: Lack of high class hotel was a problem for both foreign and domestic tourists. By the development of people's living standard, comfortable tourism accommodation was required by more and more tourists. If the

hotels could be endowed with nationality culture flavor, they would be more attractive to tourists. Furthermore, high class hotel should be equipped with matched services. Proper human resources should be got by hotel operators to be in accordance with the hotel facilities. In this way tourist would be willing to stay longer and spend more.

Other recommendations: A scenic spot could not develop sustainably without culture. As shown by the research, the spectacular Yi and Hani culture around Honghe ranked the last among all pull factors. The reason was that the access for tourists to know about the culture was inefficient. For example, the Hani and Yi culture have to be elaborated by local Hani and Yi people, but due to literacy and language level the culture could not be conveyed to tourists. In order to publicize spectacular Hani and Yi culture, professional tour guide should be trained. Culture museum, representative sculptures or buildings, and culture villages should be established too. Qingkou Hani culture village in Yuan yang was a successful example. The center square in the village offer villagers an activity place. Part of the ticket revenue was distributed to villagers as cleaning allowance. In this village tourists learned more about Hani culture and villager revenue increased too which was a sustainable development. Other scenic spots could try to build similar culture village to make their culture shown and at the same time to improve local people's living standard.

The various scenic spots in Honghe were scattered and faraway from each other, and it was not easy for visitors to move from one scenic spot to another. In the view of tour operator, establishing theme tourist routes could be a good way to solve this problem. For example, theme travel package like Jianshui and Shiping ancient

building—Yuanyang terraced rice fields; Mile nationality culture—Luxi Alugu Cave; Mengzi rural view—Hekou to Vietnam tour could be offered to the tourists.

The government should pay more attention to how to get local people involved into the tourism development. The fund for heritage protection which comes from government fund and tourism revenue was invested in roads, hotels, restaurants, ect, infrastructure by government. Residents thought it was government action which had nothing to do with them, and feel no need to take part in. If the government wants to use tourism to protect heritage, local people should be involved into tourism directly , get benefits from tourism, and then understand how important it is to protect the heritage and how their behaviour would affect heritage protection. The government should communicate with local people, make them more involved in tourism and get their opinion on heritage protection. In this way, the tourism management could minimize the negative impacts of tourism while maximizing the positive impacts.

6.6 Recommendations for Further Research

This research has identified there is a relationship between push and pull factors that motivate tourists to choose Honghe Prefecture as a destination, however further research on what kind of relation ship between push and pull factors should be carried out to predict future travel patterns and tourist market segmentation. Research on tourists' attitude, satisfaction and destination image could be conducted to further analyze tourist motivation.

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Appendix A



Questionnaire

Dear Respondent:

I am a student of MBA-TRM program of Assumption University, doing a Master Degree thesis on **Push and pull factors for tourist to choose Honghe Prefecture as a destination**. Please spend a few minutes to answer the following questions. Your information will be used for academic purpose only, and will be kept confidential.

Thanks for your kind cooperation.

Part 1 Demographic/Tourist characteristics

1. What is your nationality?
☐ Chinese ☐ Foreigner.
2. What is your gender?
☐ Male ☐ Female
3. What is your age?
☐ below 20 ☐ 20-29 ☐ 30-39 ☐ 40-49 ☐ Above 50
4. How many people are there in your family?
☐ Single ☐ 2 ☐ 3-4 ☐ 5 and above
5. What is your educational level?
☐ High School ☐ Bachelor Degree ☐ Master Degree ☐ Doctor Degree
6. What is your occupation?
☐ Student ☐ Clerical ☐ Professional
☐ Proprietor ☐ Manager ☐ Home-maker ☐ Others.
7. What is your monthly income (US\$)?
☐ Below US\$ 100
☐ US\$ 101 – US\$ 300
☐ Above US\$ 301

Part 2

Please rate the push and pull factors that motivate you to choose Honghe as a destination using the following five-point scale:

- 5 = Strongly Agree

4 = Agree

3 = Neuter
- 2 = Disagree

1 = Strongly Disagree

Research Items	Rating Scales				
	5	4	3	2	1
<u>Push factors</u>					
Personal escape					
8. I travel to get away from my normal environment					
9. I travel to have a change in pace from my everyday life					
10. I travel to overcome a bad mood					
Interpersonal escape					
11. I travel to avoid people who annoyed me					
12. I travel to get away from a stressful social environment					
13. I travel to avoid interactions with others					
Personal seeking					
14. I travel to tell others about my experience					
15. I travel to feel good about myself					
16. I travel to experience new things by myself					
Interpersonal seeking					
17. I travel to be with people of similar interests					
18. I travel to bring friends/family closer					
19. I travel to meet new people					

Research Items	Rating Scales				
	5	4	3	2	1
<u>Pull factors</u>					
Attractions					
20. The natural scenery and comfortable climate of Honghe attracts me to visit here.					
21. The historical manmade sight of Honghe attracts me to visit here.					
22. The spectacular Yi and Hani culture around Honghe attract me to visit here.					
23. The interesting friendly local people of Honghe attract me to visit here.					
Amenities					
24. The infrastructure of Honghe is good.					
25. The accommodations in and around Honghe is comfortable.					
26. The transportation facilities in and around Honghe is convenient and safe.					
27. The food and drinks in Honghe are delicious.					
28. The shopping centers in Honghe are good.					
29. The visitor information in Honghe is accurate and useful.					
Accessibility					
30. It is easy for visitors to reach Honghe					
31. It is easy for visitors to move from one scenic spot to another around Honghe.					
Image					
32. Honghe Prefecture has a positive tourism image.					
Price					
33. The cost of transportation in and around Honghe is acceptable.					
34. The price of accommodation in Honghe is reasonable.					
35. The prices of food and drinks are acceptable.					
36. The prices of gifts and souvenirs in Honghe are reasonable.					
37. The prices for entrance tickets into attraction places are acceptable.					

[illegible]

Appendix B



Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	343	89.3	89.3	89.3
	Foreigner	41	10.7	10.7	100.0
	Total	384	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	165	43.0	43.0	43.0
	Female	219	57.0	57.0	100.0
	Total	384	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	28	7.3	7.3	7.3
	20-29	52	13.5	13.5	20.8
	30-39	77	20.1	20.1	40.9
	40-49	178	46.4	46.4	87.2
	Above 50	49	12.8	12.8	100.0
	Total	384	100.0	100.0	

Family size

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	4	1.0	1.0	1.0
	2	102	26.6	26.6	27.6
	3-4	257	66.9	66.9	94.5
	5 and above	21	5.5	5.5	100.0
	Total	384	100.0	100.0	

Statistical Analysis

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	119	31.0	31.0	31.0
	Bachelor Degree	224	58.3	58.3	89.3
	Master Degree	40	10.4	10.4	99.7
	Doctor Degree	1	.3	.3	100.0
	Total	384	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	52	13.5	13.5	13.5
	Clerical	170	44.3	44.3	57.8
	Professional	26	6.8	6.8	64.6
	Proprietor	21	5.5	5.5	70.1
	Manager	43	11.2	11.2	81.3
	Home-maker	29	7.6	7.6	88.8
	Others	43	11.2	11.2	100.0
	Total	384	100.0	100.0	

Monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below US\$ 100	77	20.1	20.1	20.1
	US\$ 101 to US\$ 300	133	34.6	34.6	54.7
	Above US\$ 301	174	45.3	45.3	100.0
	Total	384	100.0	100.0	

Statistical Analysis

Appendix C



ANOVA

Gender

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	47.873	22	2.176	16.993	.000
Within Groups	46.228	361	.128		
Total	94.102	383			

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	157.290	22	7.150	12.213	.000
Within Groups	211.335	361	.585		
Total	368.625	383			

ANOVA

Nationality

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.834	22	.674	11.172	.000
Within Groups	21.788	361	.060		
Total	36.622	383			

ANOVA

Education level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	44.427	22	2.019	7.069	.000
Within Groups	103.133	361	.286		
Total	147.560	383			

ANOVA

Occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1110.311	22	50.469	46.999	.000
Within Groups	387.647	361	1.074		
Total	1497.958	383			

ANOVA

Monthly income

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	138.492	22	6.295	25.823	.000
Within Groups	88.005	361	.244		
Total	226.497	383			

ANOVA

Family size

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	55.122	22	2.506	6.708	.000
Within Groups	134.837	361	.374		
Total	189.958	383			

Correlations

			Push	pull
Spearman's rho	Push	Correlation Coefficient	1.000	.819(**)
		Sig. (2-tailed)	.	.000
		N	384	384
	pull	Correlation Coefficient	.819(**)	1.000
		Sig. (2-tailed)	.000	.
		N	384	384

** Correlation is significant at the 0.01 level (2-tailed).