

Traveling Motivation and Satisfaction of Tourists: An Empirical Study of
Taroko National Park in Taiwan

陳棟樑, 李堯賢

Finance

Management

hsien@chu.edu.tw

Abstract

National parks in Taiwan have always been hot spots for domestic and international tourists. In recent years, however, the number of tourists who visit Taroko National Park has decreased. This has been concerned by the tourism industry. Therefore, the objective of this study is to investigate relationships between push and pull factors in traveler's motivation and satisfaction.

Keyword : Traveling , Motivation,