

Table 4) research variables correlation matrix

Variables	Needs	Purpose	Perception	Image	Commitment	loyalty	cooperation	Incentive	Attitude	Satisfaction
Needs	1									
Purpose	0.477	1								
Perception	0.553	0.476	1							
Image	0.505	0.442	0.513	1						
Commitment	0.478	0.425	0.485	0.464	1					
Loyalty	0.225	0.180	0.360	0.314	0.358	1				
Cooperation	0.343	0.352	0.308	0.230	0.535	0.236	1			
Incentive	0.801	0.881	0.551	0.501	0.489	0.207	0.341	1		
Attitude	0.574	0.487	0.887	0.835	0.517	0.382	0.275	0.564	1	

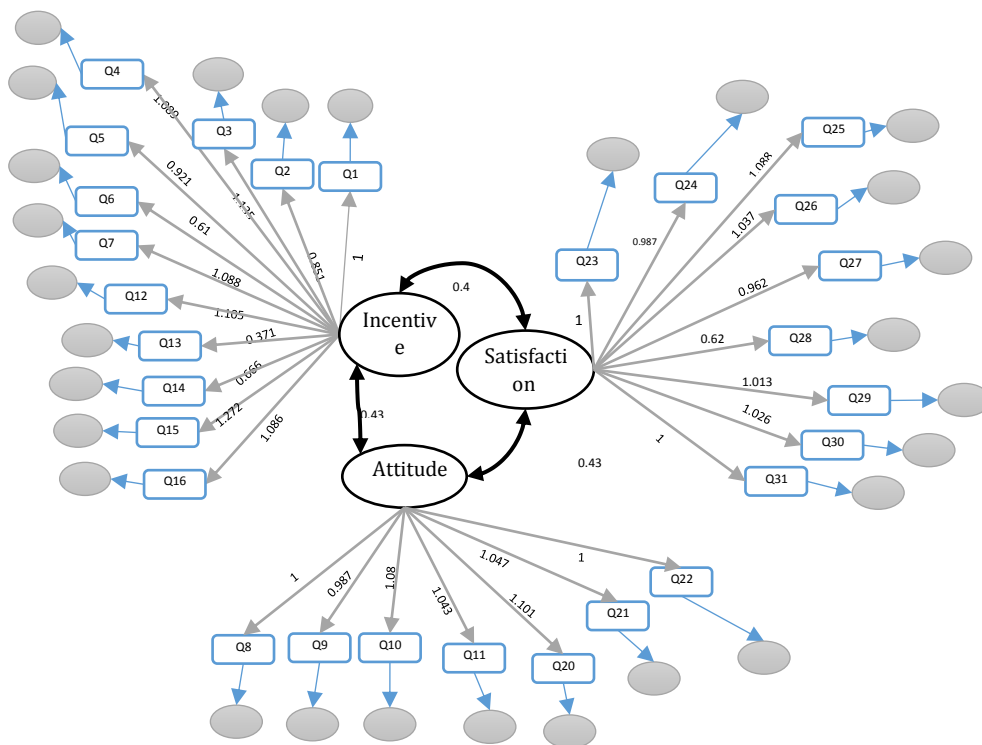


Figure 1) Fitness of the model and results of confirmatory factor analysis (CFA) for the questionnaire variables

Table 5) fitness indices of the confirmatory factor analysis

Indices	Symbol	Acceptable value	Ideal value	Measurement model
Degrees of freedom	Df	-	-	434
Chi-square	χ^2	$2df \leq \chi^2 \leq 3df$	$0 \leq \chi^2 \leq 2df$	2949
Optimized Chi-square	χ^2/df	$1 \leq \chi^2/df \leq 5$	$0 \leq \chi^2/df \leq 2$	6.79
Goodness of fit	GFI	$0.80 \leq GFI \leq 0.95$	$0.90 \leq GFI \leq 1.00$	0.686
Root mean residuals	RMR	$0 \leq RMR \leq 0.10$	$0 \leq RMR \leq 0.05$	0.141
Comparative fit index	CFI	$0.70 \leq CFI \leq 0.97$	$0.8 \leq CFI \leq 1.00$	0.551
Parsimony Goodness-of-Fit Index	PGFI	$0.50 \leq PGFI \leq 0.60$	$0.60 \leq PGFI \leq 1.00$	0.600
Parsimony Normed Fit Index	PNFI	$0.50 \leq PNFI \leq 0.60$	$0.60 \leq PNFI \leq 1.00$	0.480

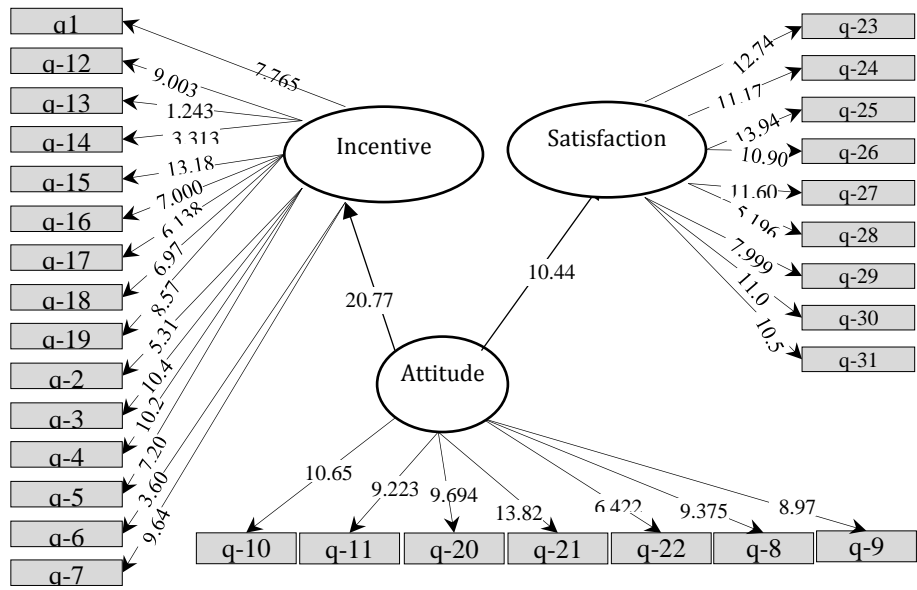


Figure 2) two-phase confirmatory factor analysis model in case of significance (t-value)

Table 6) the results of one sample t-test to describe the current situation of travelers' incentive parameter

Components		t-value	Degree of freedom	Significance level	Mean difference	Confidence intervals (95%)		
						Lower bound	Upper bound	
Visitors' needs	Growth needs	q1: self-esteem	50.894	383	0.001	3.1172	2.997	3.238
		q2: social	52.632	383	0.001	3.1979	3.078	3.317
		q2: social	49.324	383	0.001	3.0443	2.923	3.166
		q4: self-learning	53.063	383	0.001	3.0397	2.926	3.152
	Primary needs	q5: safety	56.410	383	0.001	3.2813	3.167	3.396
		q6:physiological (food)	58.569	383	0.001	3.5026	3.385	3.620
		q7:physiological (accommodation)	56.253	383	0.001	3.4036	3.285	3.523
Travel purposes	Push model	q12: travel time	52.673	383	0.001	3.2370	3.116	3.358
		q13:experience	53.342	383	0.001	3.2760	3.155	3.397
		q14:travel planning	50.300	383	0.001	3.34644	3.216	3.477
		q15:sacredness	48.194	383	0.001	3.0208	2.898	3.144
		q16: distance	47.434	383	0.001	3.2005	3.068	3.333
	Pull model	q17: destination attractions	42.009	383	0.001	3.0885	2.944	3.233
		q18: cultural atmosphere	50.500	383	0.001	3.1068	2.986	3.228
q19:convinience		60.558	383	0.001	3.5729	3.457	3.689	

Table 7) the results of one sample t-test to describe the current situation of travelers' behavioral attitude parameter

Components	t-value	Degree of freedom	Significance level	Mean difference	Confidence intervals (95%)		
					Lower bound	Upper bound	
Religious visitors' perception	q8: cognitive	48.568	383	0.001	3.2057	3.076	3.336
	q9: emotional	52.064	383	0.001	3.3438	3.217	3.470
	q10: interpretive	49.265	383	0.001	3.1641	3.038	3.290
	q11: valuation	52.427	383	0.001	3.2552	3.133	3.377
Destination imagination	q20: cognitive image	50.098	383	0.001	3.2656	3.137	3.394
	q21: constructive image	49.855	383	0.001	3.1823	3.057	3.308
	q22: emotional image	53.780	383	0.001	3.4557	3.329	3.582

Table 8) the results of one sample t-test to describe the current situation of travelers' behavioral satisfaction parameter

Components	t-value	Degree of freedom	Significance level	Mean difference	Confidence intervals (95%)		
					Lower bound	Upper bound	
Commitment	q23: dependence	44.493	383	0.001	3.0417	2.907	3.176
	q24: responsibility	46.863	383	0.001	3.1771	3.044	3.310
	q25: responsibility	46.357	383	0.001	3.0443	2.915	3.173
	q26: responsibility	42.901	383	0.001	2.9870	2.850	3.124
	q27: religious socializing	44.311	383	0.001	2.8594	2.732	2.986
Loyalty	q28: behavioral	54.714	383	0.001	3.4766	3.352	3.601
	q29: attitude	40.936	383	0.001	2.9271	2.786	3.608
Cooperation	q30: cooperation in religious groups	46.647	383	0.001	3.0417	2.913	3.170
	q31: cooperation in religious groups	46.136	383	0.001	2.8281	2.708	2.949