

# Factors Affecting Revisit Intention Towards Temple Fair Tourism Destination

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**Abstract:** This study aimed to investigate the key psychological and cultural mechanisms shaping revisit intention toward temple fair tourism destinations in China. Specifically, it addressed three research objectives: (1) to identify the relationship between cultural identity and revisit intention; (2) to examine how the image of temple fair tourism destinations influences revisit intention; and (3) to explore the predictive roles of belief, engagement, and loyalty in shaping revisit intention. Through an online survey, 477 Chinese tourists had recently participated in temple fair tourism activities are collected. The analysis included descriptive statistics, reliability and validity tests, confirmatory factor analysis, and structural equation modeling. Findings reveal that cultural identity significantly predicts revisit intention both directly and indirectly through the mediating roles of engagement and loyalty. While destination image has a strong direct effect on revisit intention and significantly enhances engagement, its influence on loyalty was not statistically supported. In contrast, belief positively impacts revisit intention both directly and indirectly via engagement and loyalty, supporting the value-belief-norm framework. Across all models, engagement consistently emerged as a stronger mediator than loyalty. These results highlight the centrality of participatory and emotional mechanisms in translating cultural and perceptual factors into sustained tourist behaviors. The study contributes to cultural identity theory, image theory, value-belief-norm model, and relationship marketing theory by integrating cultural resonance, belief alignment, and engagement into a cohesive framework explaining tourist revisit intention.

**Keywords:** Cultural identity, Engagement, Loyalty, Miaohui, Revisit intention, Temple fair tourism

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## 1. INTRODUCTION

Globally, cultural events like Malaysia's Thaipusam and China's Harbin Ice and Snow Festival draw millions, underscoring cultural tourism's role in sustainable development (Kolm, 2012). In particular, temple fairs in China have become vital cultural events, offering not only economic benefits but also a unique platform for cultural exchange and preservation.

Temple fairs, also called Miaohui, are central to Chinese cultural tourism, combining religious observance, commerce, and entertainment (Zhang, 2021). Held across the country, these events attract large crowds and contribute significantly to local economies. Miaohui like

Beijing's Ditan and Chengdu's Qingyang offer immersive experiences through traditional performances, art, and cuisine, fostering cultural understanding (Cai & Liu, 2022). Temple fair tourism includes activities like intangible cultural heritage exhibitions and marketplaces for local crafts and delicacies, appealing to both domestic and international visitors. Economically, temple fairs play a critical role, supporting sectors such as hospitality, transportation, and retail; in 2022 alone, they generated approximately ¥1.2 billion across major cities, underscoring their economic impact (Times, 2023). As cultural tourism grows, temple fairs have experienced rapid development and diversification, particularly in major destinations like Beijing's Ditan and Longtan Temple Fairs, Chengdu's Qingyang Temple Fair, and Xi'an's Giant Wild Goose Pagoda Fair, each reflecting unique regional traditions and attracting substantial tourist footfall. Despite their popularity, temple fairs face challenges, including attracting a diverse tourist base, managing commercialization, and enhancing their appeal to international tourists (Kurennaya, 2022).

Research on temple fair tourism in China has examined various aspects of cultural tourism, emphasizing the cultural, economic, and social roles of temple fairs in heritage preservation and urban cultural identity (Chandan & Kumar, 2019). While studies have explored temple fairs' cultural and economic impact, few have analyzed how tourists' beliefs, cultural identities, and perceptions of destination image interact to influence both first-time and repeat visitations, which are crucial for sustainable tourism management (Bowen, 2022). Recent studies underscore the importance of cultural identity and destination image in tourist decision-making, yet empirical evidence on how these factors foster loyalty and revisit intentions specifically within temple fairs is limited (Zhang et al., 2022). Additionally, regional variations in temple fair practices, which combine unique religious, recreational, and commercial elements, remain underexplored, despite their potential to offer distinct cultural experiences (Du Cros & McKercher, 2020).

Understanding revisit intention is particularly important for temple fair tourism, as repeated visitation reflects not only tourists' sustained emotional and cultural attachment, but also enhances long-term destination competitiveness, strengthens cultural transmission, and contributes to economic stability. In this regard, exploring the psychological and cultural mechanisms that shape revisit intention can provide critical insights for both theoretical advancement and practical optimization of heritage-based tourism experiences. Further, this research aims to:

1) To identify the relationship between the cultural identity and revisit intention towards temple fair tourism.

2) To identify the relationship between the Image of temple fair tourism destination and revisit intention towards temple fair tourism.

3) To explore the role of belief of temple fair tourism, engagement to temple fair tourism and loyalty of temple fair tourism destination predict revisit intention towards temple fair tourism.

This study is systematically organized as follows: the following section will present the theoretical foundation and hypothesis development, followed by the methodology. The fourth section will reveal the findings, with the discussion and conclusion provided in the final section.

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1 Theoretical approach

Cultural identity theory (CIT) examines how individuals form and express their cultural identities through affiliation with particular cultural groups, shaped by shared values, traditions, and symbolic practices (Peterson & Stewart, 2020). Key components of CIT include cultural identification, authenticity perception, and a sense of belonging, which collectively influence behaviors and attitudes toward culturally meaningful experiences. In tourism, a strong identification with a destination's cultural elements fosters emotional attachment and a deep sense of belonging, leading to heightened engagement and loyalty. CIT thus serves as a framework for understanding the impact of tourists' cultural identities on their connection to culturally significant sites, such as temple fairs.

Image theory explores how tourists form perceptions of destinations through both cognitive and affective dimensions (Yang et al., 2022). Cognitive components refer to factual knowledge about the destination's attributes, while affective components reflect emotional responses to the destination. Together, these elements create an overall image that can significantly influence tourist behavior, satisfaction, and destination choice (Huethe Alcocer & López Ruiz, 2020). A favorable image of a culturally rich site, like a temple fair, enhances tourists' sense of cultural authenticity and emotional resonance with the destination, fostering loyalty and the intent to revisit.

Value-belief-norm (VBN) model explains how personal values, beliefs, and norms shape behavioral intentions, particularly in contexts of environmental and cultural preservation (Gkargkavouzi et al., 2019). The VBN model delineates a pathway from fundamental values (such as cultural appreciation) to specific beliefs about the destination's significance and preservation needs, which activate personal norms and guide pro-social behavior. In temple fair tourism, tourists' beliefs regarding the symbolic, experiential, and preservation value of these cultural events can enhance their engagement, loyalty, and commitment to heritage conservation. This model provides a comprehensive view of how culturally rooted values and beliefs translate into meaningful support for heritage tourism.

Relationship marketing theory (RMT) emphasizes the cultivation of long-term relationships between service providers and customers, with a focus on fostering engagement, loyalty, and satisfaction as cornerstones of sustained interactions (Cavaliere et al., 2021). Engagement in RMT encompasses emotional and cognitive involvement, while loyalty reflects a commitment to the destination or service, often resulting in repeat visitation and advocacy. In the context of temple fair tourism, RMT suggests that tourists who are deeply engaged with the fair's cultural and experiential offerings are likely to develop loyalty, increasing their likelihood to return and recommend the destination. This theory underscores the importance of relational connections in enhancing tourist retention through enduring emotional and experiential bonds.

### 2.2 Hypothesis development

Cultural identity significantly influences engagement in tourism by fostering a strong connection to cultural practices and enhancing individuals' desire to participate in related activities (Seyfi et al., 2020). When individuals identify with the cultural significance of an experience, their engagement levels increase, driven by egoistic beliefs and reciprocity norms

that align personal values with shared cultural expressions. Research shows that cultural background positively affects interaction and engagement with culturally relevant platforms, such as tourism sites and applications (Shao et al., 2021). From an identity perspective, cultural affiliation deepens commitment to heritage-aligned activities, promoting greater interaction and involvement (Essamri et al., 2019). Therefore, this study hypothesizes:

*H1. Cultural identity positively influences engagement to temple fair tourism.*

Individuals with a strong sense of cultural identity are more likely to develop loyalty toward destinations that reflect and resonate with their cultural values (Sharma et al., 2022). Shared cultural experiences, such as nonverbal interactions among visitors, enhance feelings of connection and commitment, thereby strengthening loyalty intentions (Choi & Kim, 2020). Destinations that embody cultural significance naturally attract individuals with aligned identities, reinforcing loyal behaviors (Liu et al., 2020). Moreover, consumer-brand identification, shaped by cultural identity, is a critical driver of loyalty, especially when the visitor experience aligns with the individual's cultural values (Shin et al., 2020). Therefore, this study proposes the following hypothesis:

*H2. Cultural identity positively influences loyalty of temple fair tourism destination.*

Destination quality, brand image, and electronic word-of-mouth (e-WOM) positively impact revisit intention, with cultural connections significantly enhancing tourists' likelihood of returning (Rahman et al., 2023). Tourists strongly identified with a destination's cultural elements are more inclined to revisit due to emotional and symbolic connections (Isa et al., 2020). Nostalgic emotions linked to cultural sites also reinforce attachment and loyalty, strengthening the perceived relevance of the destination. Therefore, the following hypothesis is proposed:

*H3. Cultural identity positively influences revisit intention towards temple fair tourism destination.*

Beliefs within brand communities on social media have been shown to significantly enhance consumer engagement and trust, demonstrating how shared values foster connection and commitment (Liu et al., 2018). Similarly, alignment between students' beliefs and their learning environment positively impacts motivation and engagement, highlighting the importance of shared values in driving participation (Gamage et al., 2021). Furthermore, belief in an organization's mission strengthens engagement among employees, while trust in influencer endorsements boosts brand engagement. Therefore, this study proposes:

*H4. Belief of temple fair tourism positively influences engagement to temple fair tourism.*

Belief in a heritage destination's brand, combined with cultural attachment, significantly strengthens loyalty by fostering shared values and commitment (Zou et al., 2022). Positive beliefs about a destination's experiential and economic value increase satisfaction and emotional connection, which enhance loyalty (Darvishmotevali et al., 2023). Moreover, belief in

brand image boosts trust and social identification, reinforcing loyalty. Tourists' cultural beliefs similarly strengthen loyalty within tourism contexts. Therefore, this study hypothesizes:

*H5. Belief of temple fair tourism positively influences loyalty of temple fair tourism destination.*

Destination brand authenticity and self-congruence positively influence tourist loyalty, as belief in a destination's authenticity increases the likelihood of revisitation (Chen et al., 2020). Similarly, place attachment and positive destination image enhance revisit intentions, with tourists' beliefs about the destination's value strengthening attachment and desire to return (Harrill et al., 2023). Moreover, destination brand equity and authenticity foster revisit intentions, with tourist satisfaction serving as a mediator. Given that, this study proposes:

*H6. Belief of temple fair tourism positively influences revisit intention towards temple fair tourism destination.*

A positive and authentic destination image enhances tourist engagement by aligning with self-congruent values, fostering attachment and loyalty (Pratt, 2019)s. Nostalgic emotions linked to destination images further strengthen behavioral engagement, as emotionally resonant visuals encourage active involvement. User-generated content also plays a role, with favorable images enhancing satisfaction and engagement through co-created experiences (Lam et al., 2020). Additionally, a well-crafted image boosts place attachment and revisit intentions, highlighting the importance of positive perceptions in sustaining engagement. Thus, the following hypothesis is proposed:

*H7. Image of temple fair tourism destination positively influences engagement to temple fair tourism.*

Port aesthetics, as part of destination image, indirectly boosts tourist loyalty by enhancing satisfaction, with positive visual and experiential elements encouraging repeat visits (Ghorbanzadeh et al., 2021). Likewise, a favorable image of Macau's food festivals strengthened loyalty, with experiential value and destination image reinforcing tourist commitment (Hsu et al., 2023). Additionally, social media-driven destination image promotes brand loyalty by enhancing trust and attachment. A strong destination image also increases loyalty through perceived value and satisfaction (Jeong & Kim, 2020). Therefore, this study hypothesizes:

*H8. Image of temple fair tourism destination positively influences loyalty of temple fair tourism destination.*

Port aesthetics, as part of destination image, indirectly boosts tourist loyalty by enhancing satisfaction, with positive visual and experiential elements encouraging repeat visits (Ghorbanzadeh et al., 2021). Likewise, a favorable image of Macau's food festivals strengthened loyalty, with experiential value and destination image reinforcing tourist commitment (Hsu et al., 2023). Additionally, social media-driven destination image promotes brand loyalty by enhancing trust and attachment. A strong destination image also increases loyalty through perceived value and satisfaction (Jeong & Kim, 2020). Thus, this study proposes:

*H9. Image of temple fair tourism destination positively influences revisit intention towards temple fair tourism destination.*

Engagement with a destination brand enhances revisit intentions by mediating the relationship between brand authenticity and loyalty, highlighting its role in maintaining tourist commitment (Yeh et al., 2024). Similarly, place attachment, as a form of engagement, directly impacts revisit intentions in ecotourism, showing that emotionally connected tourists are more likely to return (Dang & Weiss, 2021). Engagement also provides a competitive advantage by fostering emotional investment, motivating revisits through strengthened connections. During COVID-19, engagement proved essential for revisit intentions despite risks, indicating its potential to overcome barriers. Thus, the following hypothesis is proposed:

*H10. Engagement to temple fair tourism positively influences revisit intention towards temple fair tourism destination.*

Loyalty is a key predictor of revisit intention, as it demonstrates tourists' commitment and emotional attachment to a destination (Zou et al., 2022). Loyalty significantly influences revisit intentions across various sectors; for example, team loyalty motivates fans to return (Yun et al., 2021), while brand loyalty in hospitality positively impacts customers' purchase and revisit intentions. In tourism, destination loyalty strengthens revisit and recommendation intentions, reinforced by factors like brand attitude and positive word-of-mouth (Stylos & Bellou, 2019). Furthermore, personal involvement and place attachment enhance loyalty, supporting revisit intentions. Therefore, this study hypothesizes:

*H11. Loyalty of temple fair tourism destination positively influences revisit intention towards temple fair tourism destination.*

Engagement acts as a key mediator between cultural identity and revisit intention, capturing the emotional and participative bond that culturally aligned tourists form with a destination (Nusair et al., 2024). Engagement, often enhanced by social media and destination quality, positively influences revisit intention in festival tourism, with culturally connected tourists showing a greater likelihood to return. In heritage tourism, cultural identity fosters a stronger emotional connection, thereby increasing engagement and revisit intention (Rasoolimanesh et al., 2021). Additionally, festival attachment strengthens the impact of cultural identity on revisit intentions through emotional bonds. Therefore, this study hypothesizes:

*H12. Engagement to temple fair tourism mediates the relationship between cultural identity and revisit intention towards temple fair tourism destination.*

Engagement, particularly fostered through positive interactions with museum staff, significantly influences revisit intention, even when visitor satisfaction alone does not predict return visits (Toscani & Prendergast, 2022). This indicates that belief in a destination's value can drive revisit intention when strengthened by active engagement. Smart tourism technologies

also support belief-driven satisfaction and revisit intention through engaging experiences. Additionally, engagement mediates belief-related factors, as shown in the role of memorable experiences between self-congruity and revisit intention (Shen et al., 2019). Therefore, this study hypothesizes:

*H13. Engagement to temple fair tourism mediates the relationship between belief to temple fair tourism and revisit intention towards temple fair tourism destination.*

A positive destination image, enhanced by nostalgic emotions, directly influences tourist behavior, with engagement playing a crucial role in sustaining revisit intentions (Zhang et al., 2022). Similarly, visitor engagement mediates the relationship between city branding and revisit intention, as a favorable city image increases revisit intentions when visitors are highly engaged (Satar et al., 2024). Memorable tourism experiences shaped by destination image also boost engagement, encouraging revisits. Additionally, destination image and perceived value foster loyalty through enhanced engagement. Therefore, this study hypothesizes:

*H14. Engagement to temple fair tourism mediates the relationship between image of temple fair tourism destination and revisit intention towards temple fair tourism destination.*

Cultural identity is essential in fostering loyalty and trust within communities, as a shared identity reinforces commitment (Tsai & Hung, 2019). Similarly, studies on brand loyalty show that community identity mediates the link between information experiences and loyalty, where a sense of belonging strengthens brand loyalty. Engagement in community settings enhances loyalty, with cultural identity driving positive brand attachment (Cheng et al., 2024). Additionally, engagement mediates the relationship between identity and loyalty, as seen in organizational contexts. Thus, this study hypothesizes:

*H15. Engagement to temple fair tourism mediates the relationship between cultural identity and loyalty of temple fair tourism destination.*

Customer engagement in electronic brand communities enhances satisfaction and brand loyalty, serving as a mediator between belief and loyalty (Kaur et al., 2020). Similarly, social media engagement allows Millennials to co-create brand value, which strengthens loyalty, showing that belief-driven engagement activities reinforce brand commitment (Nahai, 2021). In the airline industry, engagement mediates the relationship between brand experience and loyalty, as experiential beliefs foster loyalty through engagement. Continuous interaction on social media also sustains brand loyalty, underscoring engagement's role in reinforcing belief-driven loyalty (Browning et al., 2020). Therefore, this study proposes the following hypothesis:

*H16. Engagement to temple fair tourism mediates the relationship between belief of temple fair tourism and loyalty of temple fair tourism destination.*

When aligned with brand self-concept, engagement indirectly influences loyalty, as positive

brand perceptions enhance consumer attachment and drive sustained loyalty (Nyadzayo et al., 2020). Social media engagement, supported by functional and hedonic brand images, boosts brand equity and fosters loyal behaviors. Additionally, satisfaction mediates the relationship between image and loyalty in tourism, with positive destination image paired with high engagement enhancing tourist loyalty (Lin, 2021). In electronic brand communities, engagement further strengthens the link between brand perceptions and loyalty (Kaur et al., 2020). Therefore, this study hypothesizes:

*H17. Engagement to temple fair tourism mediates the relationship between image of temple fair tourism destination and loyalty of temple fair tourism destination.*

Tourists' motivations grounded in cultural identity significantly impact their satisfaction and loyalty to a destination, thereby reinforcing revisit intention (Tian et al., 2020). Similarly, cultural identity in heritage tourism fosters place attachment and loyalty, which strengthens the desire to return (Vieira et al., 2020). A strong cultural connection enhances loyalty, promoting repeat visits. Additionally, culturally relevant tour guide interpretations boost loyalty, further influencing revisit intentions (Cheng et al., 2019). Thus, this study proposes the following hypothesis:

*H18. Loyalty of temple fair tourism destination mediates the relationship between cultural identity and revisit intention towards temple fair tourism destination.*

Loyalty strengthens tourists' attachment to cultural heritage sites, such as Emperor Qianlong's southern tour, which positively impacts their intention to revisit (Shi et al., 2023). Similarly, positive beliefs about a destination enhance loyalty, driving repeat visitation. Self-congruity research shows that tourists with high alignment between actual and ideal self-image display greater loyalty, leading to stronger revisit intentions (Han et al., 2019). Loyalty also mediates the relationship between service quality and revisit intentions, where positive destination beliefs foster repeat visits (Stylos & Bellou, 2019). Therefore, the following hypothesis is proposed:

*H19. Loyalty of temple fair tourism destination mediates the relationship between belief of temple fair tourism and revisit intention towards temple fair tourism destination.*

Destination images that evoke nostalgic emotions positively impact tourists' loyalty, subsequently fostering revisit intentions (Zhang, 2021). In urban tourism, positive destination images paired with visitor satisfaction enhance loyalty and revisit intentions. Similarly, in heritage tourism, favorable images and quality perceptions strengthen loyalty, leading to higher revisit rates (Chi et al., 2020). In the Philippines, destination image and tourist satisfaction were shown to drive revisit intentions through loyalty. Additionally, cultural interpretation improves destination image, reinforcing loyalty and increasing revisit intentions (Lee & Xue, 2020). Therefore, this study hypothesizes:



*H20. Loyalty of temple fair tourism destination mediates the relationship between image of temple fair tourism destination and revisit intention towards temple fair tourism destination.*

Engagement with destination brands, driven by perceived authenticity and brand congruence, strengthens tourists' loyalty, thereby fostering revisit intentions (Liu et al., 2020). Similarly, experiential motivation and customer engagement within experience-based environments enhance loyalty, fulfilling customer value needs and increasing revisit likelihood (Rasool et al., 2023). In tourism, engagement from memorable experiences boosts loyalty, which mediates the relationship between engagement and revisit intentions. On platforms like Airbnb, engagement builds trust and loyalty, supporting repeat visitation (Sallaku & Vigolo, 2024). Therefore, this study hypothesizes:

*H21. Loyalty of temple fair tourism destination mediates the relationship between engagement to temple fair tourism and revisit intention towards temple fair tourism destination.*

### 3. METHODOLOGY

This study collected data from Chinese tourists aged 21 to 50 who had attended temple fairs, using convenience sampling. An online survey was distributed via the Questionnaire Star Platform, utilizing a structured questionnaire to measure each variable. A total of 523 surveys were returned, of which 477 were valid responses.

This study implements a series of systematically organized questionnaires, each meticulously formulated to accurately assess essential variables utilizing a 5-point Likert scale: Cultural identity denotes the connection individuals perceive with the values, beliefs, and traditions of a specific cultural group, which in turn shapes their attitudes and attachments to culturally significant destinations. This variable includes components such as cultural attachment and alignment with cultural practices, both of which encourage engagement with cultural tourism. Adapted from Seyfi et al. (2020) and related tourism literature, the measurement assesses the degree to which tourists identify with and align themselves with the cultural aspects of temple fairs. Destination image encompasses tourists' cognitive and affective perceptions of a location, integrating both objective knowledge (cognitive) and emotional response (affective) components. This construct captures tourists' perceptions of the destination's attractiveness and cultural authenticity, influencing their engagement and loyalty. Adapted from Akgün et al. (2020), destination image includes cognitive evaluations of destination attributes alongside affective appeal, contributing to a comprehensive understanding of tourist perceptions. Engagement reflects the emotional and behavioral involvement of tourists with a destination, representing their investment and connection to the experience. Key components encompass emotional attachment and active participation, both of which are essential for fostering loyalty and revisitation. This variable, adapted from Hollebeek and Macky (2019), measures the depth of tourists' immersion in and interaction with the temple fair experience. Loyalty is conceptualized as the commitment of a tourist to revisit or recommend a destination, indicative of a strong attachment and satisfaction with the experience. This construct includes components such as revisit intention and advocacy, where loyal tourists exhibit a likelihood of both returning to and promoting the destination. Adapted from Stylos and Bellou (2019), loyalty is assessed by measuring tourists' revisit intentions and

their propensity to recommend temple fairs to others. Revisit intention refers to the likelihood that tourists will return to a destination, often driven by satisfaction and a meaningful connection to the experience. This construct includes elements such as likelihood of repeat visitation and emotional attachment to the destination. Adapted from Zhou et al. (2023), revisit intention captures tourists' predisposition to revisit temple fairs based on their prior experiences. For statistical analysis, this study employs descriptive analysis, reliability and validity analysis, confirmatory factors analysis (CFA), and structural equation modelling (SEM).

## 4. FINDINGS

### 4.1 Descriptive analysis

Table 1 summarizes the demographic characteristics of the 477 participants. The age distribution reveals that the primary visiting group is aged 41-50 (48.2%), followed by those aged 31-40 (26.6%) and 21-30 (25.2%), indicating a significant presence of middle-aged visitors in temple fair tourism. The gender distribution shows a slightly higher representation of female participants (53.9%) compared to males (46.1%), which provides a balanced perspective on gendered tourism preferences.

Regarding geographical distribution, participants are predominantly from East China (25.2%) and North China (21.0%), with additional representation from South China (18.9%), West China (17.8%), and Central China (17.2%). This broad geographical diversity allows insights into regional variations in temple fair tourism engagement.

Most participants hold a bachelor's degree (60.8%), with 19.9% having high school education or below, and 19.3% holding a master's degree or higher. Family income data indicate that the largest proportion of participants (31.4%) earn between 50,000-100,000 CNY, followed closely by those in the 100,000-200,000 CNY range (29.4%) and below 50,000 CNY (23.1%). This demographic diversity supports a comprehensive analysis of temple fair tourism across various socioeconomic backgrounds.

**Table 1** Essential information

		Frequency	Percentage
Gender	Male	220	46.1
	Female	257	53.9
Age	21-30	120	25.2
	31-40	127	26.6
	41-50	230	48.2
Geographical Distribution	North China	100	21.0
	East China	120	25.2
	South China	90	18.9
	Central China	82	17.2
	West China	85	17.8
Educational Level	High school or below	95	19.9
	Bachelor's degree	290	60.8
	Master's degree or higher	92	19.3
Family Income	Below 50,000 CNY	110	23.1

50,000-100,000 CNY	150	31.4
100,000-200,000 CNY	140	29.4
Above 200,000 CNY	77	16.1

#### 4.2 Reliability and validity

Table 2 presents the reliability and sampling adequacy statistics for the study's constructs. Cronbach's  $\alpha$  values indicate strong internal consistency across all variables, with Cultural Identity (CI), Belief (BT), Image (IT), and Engagement (ET) each showing  $\alpha$  values above 0.9 (0.968, 0.964, 0.945, and 0.966, respectively). Loyalty (LT) and Revisit Intention (RI) also demonstrate good reliability, with  $\alpha$  values of 0.928 and 0.876. These high Cronbach's  $\alpha$  values confirm that the measurement scales for each variable are consistent and reliable, supporting the robustness of the data for further analysis.

The Kaiser-Meyer-Olkin (KMO) values further support the data's suitability for factor analysis, with all variables exceeding the threshold of 0.8. CI, BT, IT, and ET display excellent KMO values (0.975, 0.962, 0.910, and 0.973, respectively), while LT and RI also show adequate KMO values of 0.863 and 0.837. These results indicate that the sample is well-suited for factor analysis, confirming that the data meet key requirements for identifying underlying variable structures.

Table 2 Reliability and validity

Dimension	Cronbach's $\alpha$	KMO Value
CI	0.968	0.975
BT	0.964	0.962
IT	0.945	0.910
ET	0.966	0.973
LT	0.928	0.863
RI	0.876	0.837

#### 4.3 Confirmatory factors analysis

Table 3 presents the results of the confirmatory factor analysis (CFA) for the study's primary constructs: Cultural Identity (CI), Belief (BT), Image (IT), Engagement (ET), Loyalty (LT), and Revisit Intention (RI). The analysis includes standardized factor loadings, z-values, average variance extracted (AVE), and composite reliability (CR), which collectively assess the measurement model's reliability and validity.

The standardized factor loadings for all items across the constructs are above the recommended threshold of 0.7, indicating that each item is a strong indicator of its respective construct. For instance, the factor loadings for CI range from 0.807 to 0.874, for BT from 0.808 to 0.893, and for IT from 0.860 to 0.909. Engagement (ET) items range from 0.739 to 0.898, Loyalty (LT) items from 0.863 to 0.911, and Revisit Intention (RI) items from 0.785 to 0.821. These high factor loadings demonstrate that the items adequately represent their underlying constructs, and the z-values, where reported, confirm that these loadings are statistically significant.

The AVE values for each construct exceed the minimum threshold of 0.5, which supports convergent validity for each dimension within the measurement model. Specifically, the AVE values are 0.715 for CI, 0.752 for BT, 0.775 for IT, 0.725 for ET, 0.767 for LT, and 0.639 for RI. These results indicate that each construct's items collectively explain a significant portion of variance, affirming that the items measure their intended latent variables accurately and cohesively.

Composite reliability (CR) values for all constructs are well above the recommended threshold of 0.7, indicating high internal consistency and reliability across all items for each construct. The CR values are particularly robust, with CI at 0.968, BT at 0.965, IT at 0.945, ET at 0.967, LT at 0.929, and RI at 0.876. These results demonstrate that each construct is consistently measured, supporting the overall reliability of the model and confirming the appropriateness of the constructs for further structural analysis.

In summary, the CFA results provide strong evidence for the measurement model's reliability and validity. Each construct demonstrates significant factor loadings, high AVE values that confirm convergent validity, and robust composite reliability scores. These findings validate the adequacy of Cultural Identity, Belief, Image, Engagement, Loyalty, and Revisit Intention as distinct constructs within this study, establishing a solid foundation for subsequent structural analyses.

**Table 3** Results of CFA

Dimension	Items	Standardized Loading	Z Value	AVE	CR
CI	CI1	0.850	-	0.715	0.968
	CI2	0.849	24.411		
	CI3	0.861	25.058		
	CI4	0.860	24.987		
	CI5	0.833	23.615		
	CI6	0.840	23.948		
	CI7	0.874	25.739		
	CI8	0.839	23.906		
	CI9	0.807	22.362		
	CI10	0.861	25.073		
	CI11	0.825	23.218		
	CI12	0.846	24.256		
BT	BT1	0.890	-	0.752	0.965
	BT2	0.808	24.007		
	BT3	0.843	26.111		
	BT4	0.874	28.197		
	BT5	0.884	28.964		
	BT6	0.879	28.618		
	BT7	0.864	27.510		
	BT8	0.893	29.670		
	BT9	0.868	27.786		
IT	IT1	0.898	-	0.775	0.945
	IT2	0.867	27.770		

	IT3	0.909	31.051		
	IT4	0.860	27.290		
	IT5	0.868	27.877		
	ET1	0.846	-		
	ET2	0.829	23.213		
	ET3	0.881	25.890		
	ET4	0.874	25.512		
	ET5	0.888	26.249		
ET	ET6	0.898	26.821	0.725	0.967
	ET7	0.862	24.872		
	ET8	0.856	24.552		
	ET9	0.852	24.355		
	ET10	0.834	23.448		
	ET11	0.739	19.368		
	LT1	0.865	-		
LT	LT2	0.863	25.085	0.767	0.929
	LT3	0.911	27.654		
	LT4	0.864	25.123		
	RI1	0.795	-		
RI	RI2	0.821	19.574	0.639	0.876
	RI3	0.785	18.488		
	RI4	0.797	18.854		

Table 4 displays the Pearson correlation coefficients for the study's primary constructs—Cultural Identity (CI), Belief (BT), Image (IT), Engagement (ET), Loyalty (LT), and Revisit Intention (RI). The diagonal values, presented in bold, represent the square roots of the Average Variance Extracted (AVE) for each construct, utilized here to assess discriminant validity.

The square root of the AVE for each construct, shown on the diagonal, is greater than the inter-construct correlations in the corresponding rows and columns. For instance, the square root of the AVE for Cultural Identity (CI) is 0.845, exceeding its correlations with Belief (BT) at 0.517, Image (IT) at 0.490, Engagement (ET) at 0.479, Loyalty (LT) at 0.456, and Revisit Intention (RI) at 0.618. This pattern is consistent across all constructs, confirming that each construct shares more variance with its own indicators than with other constructs. These results support discriminant validity, indicating that the constructs are conceptually distinct and effectively capture unique aspects of the study's variables.

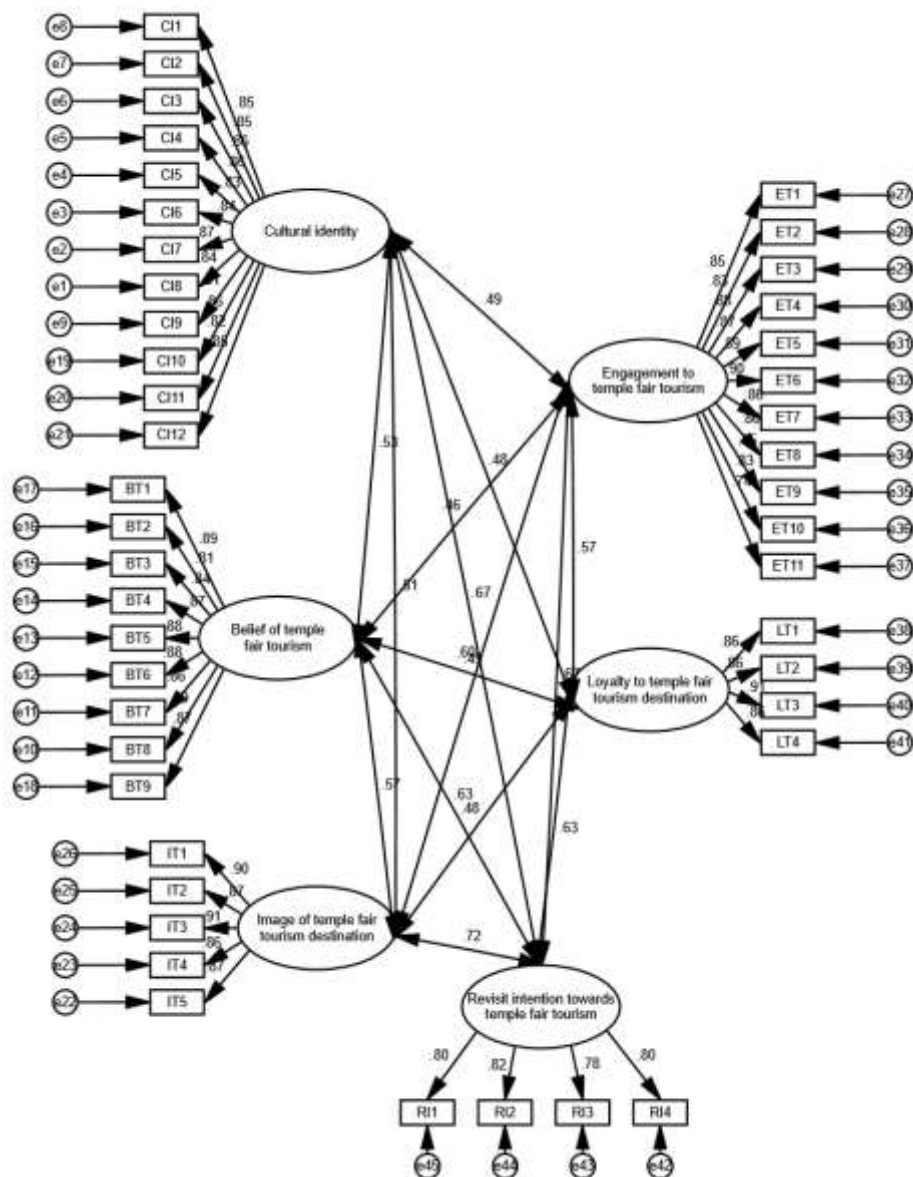
The correlation coefficients reveal moderate to strong relationships among constructs, with all values below 0.7, suggesting acceptable levels of multicollinearity. Revisit Intention (RI) exhibits the highest correlations with Image (IT) at 0.658 and Engagement (ET) at 0.623, indicating that these constructs are closely related to revisit intentions. Additionally, Cultural Identity (CI) and Belief (BT) show notable correlations with Revisit Intention, at 0.618 and 0.582, respectively, suggesting that both cultural identity and belief play significant roles in influencing revisit intentions.

**Table 4** Convergence validity

	CI	BT	IT	ET	LT	RI
CI	<b>0.845</b>					
BT	0.517	<b>0.867</b>				
IT	0.490	0.545	<b>0.881</b>			
ET	0.479	0.449	0.572	<b>0.852</b>		
LT	0.456	0.469	0.453	0.549	<b>0.876</b>	
RI	0.618	0.582	0.658	0.623	0.566	<b>0.800</b>

Note: The bold numbers on the diagonal represent the square roots of the AVE values.

**Figure 1** CFA for structural equation model



#### 4.4 Structural equation model

Table 5 displays the fit indices for the structural equation model, assessing overall model adequacy using criteria including  $\chi^2/df$ , GFI, RMSEA, RMR, CFI, and NFI. The  $\chi^2/df$  ratio is 1.537, below the threshold of 3, indicating a good fit. Although the Goodness-of-Fit Index (GFI) is 0.883, just under the ideal 0.9, this level is often acceptable in complex models. The Root Mean Square Error of Approximation (RMSEA) value is 0.035, well below 0.10, and the Root Mean Square Residual (RMR) is 0.046, meeting the  $<0.05$  standard, both of which reflect minimal residual error.

Additionally, the Comparative Fit Index (CFI) and Normed Fit Index (NFI) are 0.975 and 0.935, surpassing the recommended 0.9 benchmark, demonstrating robust model alignment with the data. Collectively, these indices confirm a strong model fit, validating the structural framework for hypothesis testing.

**Table 5** Model fit metrics

Fit index	$\chi^2/df$	GFI	RMSEA	RMR	CFI	NFI
Criteria standards	$<3$	$>0.9$	$<0.10$	$<0.05$	$>0.9$	$>0.9$
Result	1.537	0.883	0.035	0.046	0.975	0.935

Table 6 presents the results of the direct path analysis within the structural equation model, offering empirical evidence on the hypothesized relationships among the six core variables: Cultural Identity (CI), Belief (BT), Image (IT), Engagement (ET), Loyalty (LT), and Revisit Intention (RI). All standardized path coefficients ( $\beta$ ), standard errors (S.E.), critical ratios (C.R.), and p-values (P) are reported to assess both the strength and significance of each relationship.

H1 is supported ( $\beta = 0.225$ ,  $p < 0.001$ ), showing that Cultural Identity significantly and positively influences Engagement. This implies that tourists who strongly identify with the cultural elements of temple fairs are more likely to participate emotionally and behaviorally in fair-related activities. The relatively high standardized coefficient indicates that identity-driven cultural resonance is a key psychological driver of immersive tourist involvement.

H2 ( $\beta = 0.156$ ,  $p = 0.002$ ) and H3 ( $\beta = 0.252$ ,  $p < 0.001$ ) confirm that Cultural Identity also has a significant direct impact on both Loyalty and Revisit Intention. This means that when tourists feel a deep cultural connection to a temple fair, they are more likely to develop enduring commitment to the destination and exhibit behavioral intentions to revisit. These findings support cultural identity theory by underscoring its role not only in shaping attitudes but also in driving repeated behavioral outcomes.

H4 ( $\beta = 0.102$ ,  $p = 0.038$ ) confirms that Belief positively affects Engagement. Although the effect size is moderate, the result suggests that tourists' belief in the spiritual, symbolic, and heritage value of temple fairs enhances their motivation to engage more deeply with the tourism experience. This finding aligns with the value-belief-norm model, in which internalized values and beliefs stimulate pro-social and participatory actions.

H5 ( $\beta = 0.201$ ,  $p < 0.001$ ) and H6 ( $\beta = 0.146$ ,  $p < 0.001$ ) further demonstrate that Belief exerts strong positive effects on Loyalty and Revisit Intention. This indicates that when tourists perceive temple fairs as culturally meaningful and personally significant, they are more inclined

to develop sustained loyalty and repeat visitation. These effects reflect the belief component's cognitive and affective roles in reinforcing long-term behavioral outcomes.

H7 is strongly supported ( $\beta = 0.424$ ,  $p < 0.001$ ), showing that Image of the temple fair destination has the highest influence on Engagement among all predictors. This finding suggests that a favorable and emotionally evocative destination image—formed through tourists' perceptions of cultural authenticity, aesthetics, and symbolic atmosphere—effectively stimulates both interest and involvement. The high coefficient emphasizes the salience of image-based stimuli in tourism motivation.

H8 ( $\beta = 0.077$ ,  $p = 0.161$ ) is not supported, indicating that Image does not have a statistically significant direct effect on Loyalty. Although intuitively appealing, this result suggests that a positive image alone may not be sufficient to build lasting destination loyalty unless accompanied by deeper affective experiences or cognitive identification. This highlights the potential mediating role of Engagement between Image and Loyalty.

H9 ( $\beta = 0.315$ ,  $p < 0.001$ ) confirms that Image has a strong and significant effect on Revisit Intention. This suggests that tourists who perceive the temple fair as visually appealing and culturally enriching are more likely to return. The effect size, the largest among all direct paths to RI, highlights the centrality of image construction in destination branding strategies.

H10 ( $\beta = 0.358$ ,  $p < 0.001$ ) and H11 ( $\beta = 0.196$ ,  $p < 0.001$ ) support the idea that Engagement directly and positively predicts both Loyalty and Revisit Intention. These results underscore the importance of fostering emotional and participatory bonds with tourists. In particular, the high coefficient from Engagement to Loyalty validates the relationship marketing perspective, which posits that affective involvement builds stronger relational commitment over time.

H12 ( $\beta = 0.169$ ,  $p < 0.001$ ) indicates that Loyalty significantly contributes to Revisit Intention. This reinforces well-established marketing theory that tourist loyalty serves as a proximal determinant of repeat behavioral outcomes. A strong sense of attachment and satisfaction not only promotes return visits but also increases word-of-mouth advocacy and emotional brand alignment.

These results confirm that Cultural Identity, Belief, and Image each play crucial roles in shaping tourist Engagement, Loyalty, and Revisit Intention, either directly or indirectly. Engagement emerges as a central construct that bridges upstream psychological and perceptual antecedents with downstream loyalty behaviors, while Loyalty serves as a critical behavioral antecedent to sustained revisit intentions. The robustness of these path effects validates the conceptual model and provides empirical grounding for its application in cultural tourism research.

**Table 6** Direct path effects

Hypothesis	Path	B	$\beta$	S.E.	C.R.	P	Results
H1	CI→ET	0.234	0.225	0.049	4.741	***	Supported
H2	CI→LT	0.159	0.156	0.050	3.171	**	Supported
H3	CI→RI	0.237	0.252	0.039	6.133	***	Supported
H4	BT→ET	0.089	0.102	0.043	2.077	*	Supported
H5	BT→LT	0.170	0.201	0.043	3.963	***	Supported



H6	BT→RI	0.114	0.146	0.032	3.528	***	Supported
H7	IT→ET	0.428	0.424	0.052	8.259	***	Supported
H8	IT→LT	0.076	0.077	0.054	1.400	0.161	Not-Supported
H9	IT→RI	0.286	0.315	0.042	6.864	***	Supported
H10	ET→LT	0.349	0.358	0.051	6.859	***	Supported
H11	ET→RI	0.176	0.196	0.040	4.449	***	Supported
H12	LT→RI	0.156	0.169	0.039	4.008	***	Supported

Note: Cultural identity (CI); belief of temple fair tourism (BT); Image of temple fair tourism destination (IT); Engagement to a temple fair tourism destination (ET); loyalty to a temple fair tourism destination (LT); Revisit intention toward a temple fair tourism destination (RI). \*\*\*:  $p < 0.001$ ; \*\*:  $p < 0.01$ ; \*:  $p < 0.05$ .

Table 7 reports the results of the indirect path analysis, revealing the mediating roles of Engagement (ET) and Loyalty (LT) in the relationships between Cultural Identity (CI), Belief (BT), Image (IT), and Revisit Intention (RI). The analysis includes effect size estimates, standard errors (SE), 95% bias-corrected confidence intervals, and p-values, providing robust evidence for the proposed mediating mechanisms.

H13 (CI→ET→RI) demonstrates a significant mediating effect of engagement in the relationship between cultural identity and revisit intention (Estimate = 0.041, 95% CI [0.018, 0.081],  $p < 0.01$ ). This suggests that tourists with a stronger identification toward temple fair culture are more likely to engage emotionally and behaviorally with the destination, and this engagement, in turn, strengthens their intention to revisit. The result supports the theoretical proposition that engagement serves as a conduit through which cultural self-congruence translates into sustained behavioral intention.

H14 (BT→ET→RI) shows that belief exerts a positive indirect effect on revisit intention through engagement (Estimate = 0.016, 95% CI [0.001, 0.037],  $p < 0.05$ ). Although the effect size is relatively modest, the statistical significance indicates that internalized cultural beliefs regarding the symbolic and experiential value of temple fairs activate emotional involvement, which subsequently increases revisit likelihood. This finding confirms the explanatory value of belief within the value-belief-norm framework.

H15 (IT→ET→RI) yields a robust indirect effect of image on revisit intention via engagement (Estimate = 0.075, 95% CI [0.040, 0.124],  $p < 0.01$ ). This large and significant effect reflects the central role of perceived cultural richness and aesthetic appeal in stimulating engagement, which ultimately promotes repeat visitation. In practical terms, this implies that a culturally resonant and emotionally evocative destination image is essential to securing ongoing tourist participation.

The next set of hypotheses explores how engagement affects loyalty as a downstream mediating path:

H16 (CI→ET→LT) confirms that engagement mediates the link between cultural identity and loyalty (Estimate = 0.082, 95% CI [0.043, 0.134],  $p < 0.01$ ). This suggests that tourists who resonate culturally with temple fairs develop higher emotional and behavioral engagement, which in turn fosters deeper loyalty to the destination.

H17 (BT→ET→LT) shows that belief also affects loyalty indirectly through engagement (Estimate = 0.031, 95% CI [0.000, 0.062],  $p < 0.05$ ). Although the effect size is moderate, the

mediation is statistically significant, reinforcing the theoretical assumption that belief-driven engagement leads to loyalty formation.

H18 (IT→ET→LT) reveals a strong indirect effect from image to loyalty via engagement (Estimate = 0.149, 95% CI [0.101, 0.214],  $p < 0.01$ ), with the highest magnitude among all indirect paths in this table. This finding further highlights the vital mediating role of engagement, whereby a compelling destination image fosters emotional involvement, which then cultivates long-term loyalty.

Further, loyalty itself is examined as a mediator linking antecedents to revisit intention:

H19 (CI→LT→RI) presents a significant mediating effect (Estimate = 0.025, 95% CI [0.007, 0.054],  $p < 0.01$ ), indicating that cultural identity contributes to revisit intention not only directly but also indirectly through the enhancement of destination loyalty. This underscores loyalty as a behavioral expression of cultural alignment.

H20 (BT→LT→RI) is also significant (Estimate = 0.027, 95% CI [0.010, 0.054],  $p < 0.01$ ), suggesting that belief contributes to revisit intention by reinforcing trust and commitment through loyalty development.

H21 (IT→LT→RI) is not statistically supported (Estimate = 0.012, 95% CI [-0.002, 0.038],  $p = 0.076$ ), indicating that loyalty does not significantly mediate the relationship between destination image and revisit intention. This suggests that while image fosters engagement (as shown earlier), it does not translate into revisit behavior through loyalty alone unless reinforced by deeper cognitive-affective processing.

Finally, H22 (ET→LT→RI) reveals a significant chain mediation effect (Estimate = 0.054, 95% CI [0.027, 0.096],  $p < 0.01$ ), showing that engagement enhances revisit intention through its impact on loyalty. This affirms that tourist engagement not only builds affective bonds but also establishes a behavioral foundation for sustained destination loyalty, which is a critical precursor to repeated visitation.

These findings collectively indicate that Engagement and Loyalty function as pivotal psychological bridges, translating upstream variables—Cultural Identity, Belief, and Image—into downstream Revisit Intention. Among the mediating paths, engagement exerts stronger effects than loyalty in most cases, particularly in the link between image and revisit intention. The results provide empirical validation for the dual-mediation mechanism in cultural tourism contexts and reinforce the theoretical importance of fostering both emotional investment and relational continuity in destination marketing and heritage preservation.

**Table 7** Indirect path effects

H	Effects	Estimate	SE	Lower	Upper	P	Results
H13	CI→ET→RI	0.041	0.016	0.018	0.081	**	Supported
H14	BT→ET→RI	0.016	0.009	0.001	0.037	*	Supported
H15	IT→ET→RI	0.075	0.022	0.040	0.124	**	Supported
H16	CI→ET→LT	0.082	0.024	0.043	0.134	**	Supported
H17	BT→ET→LT	0.031	0.016	0.000	0.062	*	Supported
H18	IT→ET→LT	0.149	0.029	0.101	0.214	**	Supported
H19	CI→LT→RI	0.025	0.011	0.007	0.054	**	Supported
H20	BT→LT→RI	0.027	0.011	0.010	0.054	**	Supported
H21	IT→LT→RI	0.012	0.010	-0.002	0.038	0.076	Non-Supported

H22	ET→LT→RI	0.054	0.017	0.027	0.096	**	Supported
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Note: Cultural identity (CI); belief of temple fair tourism (BT); Image of temple fair tourism destination (IT); Engagement to a temple fair tourism destination (ET); loyalty to a temple fair tourism destination (LT); Revisit intention toward a temple fair tourism destination (RI); \*\*\*:  $p < 0.001$ ; \*\*:  $p < 0.01$ ; \*:  $p < 0.05$ .

Figure 2 illustrates the relationships among cultural identity, belief, image, engagement, loyalty, and revisit intention within the context of temple fair tourism. This model identifies the mediating roles of engagement and loyalty in linking cultural and perceptual factors (cultural identity, belief, and image) to tourists' revisit intention, highlighting how these elements channel cultural and experiential attributes into strengthened loyalty and revisit intentions. This pathway emphasizes the impact of tourists' cultural connections and perceptions on their engagement with and commitment to temple fair destinations, ultimately driving their likelihood of revisiting.

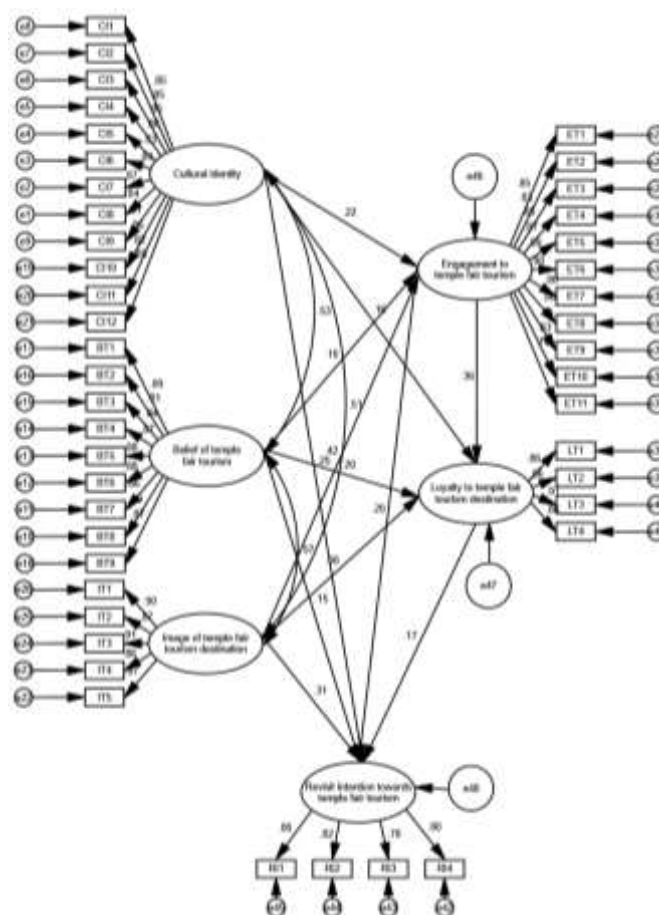


Figure 2 Structural equation model of this study

## 5. Discussion and conclusion

This study was designed to explore the cultural and psychological mechanisms underlying tourist revisit intention toward temple fair destinations in China, with specific reference to three research objectives. The empirical findings collectively affirm the centrality of cultural identity, belief, and destination image in shaping tourists' behavioral intentions, and further clarify the mediating roles of engagement and loyalty.

In addressing the first research objective—to examine the relationship between cultural identity and revisit intention—the results reveal that cultural identity exerts both direct and indirect effects. Not only does it significantly predict revisit intention (H3), but it also operates through two distinct mediating pathways: via engagement (H13) and via loyalty (H19). These findings align with cultural identity theory, highlighting how shared cultural values and a sense of belonging foster emotional investment and behavioral commitment. Engagement, in particular, emerges as a key conduit, suggesting that cultural identification does not translate into repeat behavior automatically, but must be activated through affective involvement. The significant mediating effect through loyalty further emphasizes the relational continuity formed when cultural resonance is reinforced over time. Thus, both the emotional (engagement) and attitudinal (loyalty) routes jointly reinforce the revisit behavior associated with cultural identity.

The second research objective focused on the role of destination image in revisit intention. Empirical evidence supports its strong direct effect on revisit intention (H9), and a significant indirect effect via engagement (H15). This underscores that an appealing and authentic image of temple fairs—particularly one that conveys cultural richness and symbolic resonance—can stimulate meaningful engagement and ultimately drive revisit behavior. However, contrary to the proposed hypothesis (H8), the direct effect of image on loyalty was not statistically supported, nor was the indirect effect via loyalty (H21). This divergence suggests that while image may inspire initial interest and emotional involvement, it alone is insufficient to cultivate long-term attitudinal loyalty without further experiential reinforcement. The absence of a direct image-to-loyalty link invites theoretical reflection: loyalty appears less influenced by surface-level visual or cognitive impressions and more reliant on immersive, culturally congruent experiences that foster attachment and trust. This result expands the understanding of image theory by distinguishing between its role in generating short-term revisit intentions and its limited capacity to build enduring loyalty.

The third research objective concerned how belief, engagement, and loyalty interact to influence revisit intention. The findings provide comprehensive support for the hypothesized relationships: belief significantly predicts engagement (H4), loyalty (H5), and revisit intention (H6), while its indirect effects via both engagement (H14) and loyalty (H20) are also confirmed. These results substantiate the value-belief-norm framework, suggesting that tourists' internalized beliefs about the symbolic and experiential value of temple fairs motivate pro-engagement behavior, which in turn strengthens revisit intention. Although the indirect effect via engagement is relatively modest in size, it remains statistically meaningful, illustrating that belief-anchored perceptions lead to emotional and participatory responses. Loyalty, in this

framework, acts as a more cognitive-affective consolidation of belief-driven attitudes, though the strength of the loyalty-mediated path is also moderate. Importantly, the joint mediation of engagement and loyalty (H22) suggests that repeat visitation is best explained through a sequential process: beliefs activate engagement, which then fosters loyalty, and together they culminate in revisit intention.

Overall, the structural equation model reveals that while most hypothesized paths were supported, the few non-significant relationships (notably H8 and H21) provide valuable theoretical insight. They caution against overgeneralizing the influence of destination image in cultural tourism settings and point to the necessity of deeper identity-based or belief-driven engagement to sustain tourist loyalty. These nuances contribute to a more refined theoretical understanding and reinforce the importance of considering both affective and cognitive mechanisms when modeling tourist behavioral intentions in culturally embedded experiences such as temple fairs.

### 5.1 Theoretical implication

The findings offer significant theoretical contributions, particularly in the realms of cultural identity theory, image theory, the value-belief-norm model, and relationship marketing theory, each of which has been fundamental in understanding cultural tourism dynamics. The results both align with and expand upon previous research in temple fair tourism by highlighting the unique roles that cultural identity, belief, destination image, engagement, and loyalty play in influencing revisit intentions. The inclusion of these dimensions, particularly in the context of temple fairs, provides a comprehensive view of how cultural and psychological factors shape tourist behavior in ways that were not fully captured in prior studies (Bowen, 2022; Zhang et al., 2022).

Prior studies emphasize the importance of cultural identity in tourism contexts, suggesting that tourists with strong cultural connections exhibit deeper emotional attachments and higher engagement levels (Seyfi et al., 2020; Xu et al., 2019). This study reinforces these findings, showing that cultural identity is a significant predictor of engagement, loyalty, and revisit intention in temple fair tourism. However, it expands cultural identity theory by revealing the nuanced way cultural identity impacts repeat visitation, particularly through engagement as a mediating factor. While earlier studies have focused on cultural identity in broad tourism settings, this study demonstrates that cultural identity, when deeply intertwined with religious and cultural elements as in temple fairs, intensifies tourists' emotional connections and loyalty. This suggests that cultural identity not only shapes engagement but also amplifies its impact on loyalty and revisit intention in culturally specific contexts.

Image theory has often highlighted the influence of destination image on tourists' perception and behavior, with favorable images linked to higher satisfaction and loyalty (Akgün et al., 2020; Stylos & Bellou, 2019). Consistent with these findings, this study confirms that destination image strongly affects both engagement and loyalty in temple fair tourism. However, this study further advances image theory by demonstrating that destination image's impact extends beyond initial engagement to also foster long-term loyalty through cultural resonance. By examining image in the context of temple fairs—a blend of religious and secular elements—this study suggests that a multifaceted, culturally aligned image of the destination can

create lasting impressions and foster deeper loyalty, expanding image theory's application in cultural tourism contexts that require nuanced representations.

Value-belief-norm model posits that individuals' values and beliefs shape their attitudes and pro-social behaviors, typically in contexts related to environmentalism and heritage preservation (Cheer et al., 2019). This study corroborates the model's emphasis on belief systems as drivers of loyalty and engagement, showing that tourists' beliefs about the cultural and symbolic value of temple fairs positively impact their engagement and revisit intentions. Additionally, this study extends the value-belief-norm model by integrating the concept of engagement as a mediator between belief and revisit intention, suggesting that the cultural beliefs of tourists not only influence their pro-social intentions but also foster active participation and repeat visitation. These findings position engagement as a central factor within the value-belief-norm framework for understanding sustained visitor commitment in heritage tourism.

Relationship marketing theory underscores the importance of emotional and relational bonds in fostering customer loyalty and retention (Sousa & Alves, 2019). In alignment with this theory, the study finds that engagement and loyalty are key drivers of revisit intention, emphasizing that tourists who develop strong emotional connections with temple fairs are more likely to return. By positioning engagement and loyalty as mediators, this study enhances relationship marketing theory's application to cultural tourism by illustrating that long-term commitment arises not only from initial satisfaction but also through sustained engagement that reinforces loyalty over time. The findings emphasize that relationship-building in temple fair tourism—through culturally resonant experiences—encourages repeat visitation and supports the sustainability of these cultural events.

In summary, this study advances the theoretical understanding of cultural identity theory, image theory, value-belief-norm model, and relationship marketing theory by contextualizing them within the unique framework of temple fair tourism. These insights underscore the importance of cultural alignment, belief-driven engagement, and relational loyalty in fostering sustainable tourism practices.

## **5.2 Practical implication**

The findings provide valuable practical implications for various stakeholders involved in temple fair tourism, including policymakers, tourism managers, local communities, and marketers. For policymakers, this study underscores the importance of cultural preservation in tourism development. Policymakers could support initiatives that protect the traditional elements of temple fairs while modernizing infrastructure to accommodate a diverse tourist base. Furthermore, considering the significant economic contributions of temple fair tourism, policy should encourage sustainable practices that balance cultural preservation with tourism growth, ensuring temple fairs remain integral to local economies. Financial incentives or grants for sustainable event management practices could encourage fair organizers to adopt eco-friendly and culturally respectful approaches.

Tourism managers overseeing temple fairs can leverage the study's findings to enhance visitor engagement and retention. Interactive exhibits, workshops, and guided tours focusing on local traditions, crafts, and rituals could foster meaningful engagement, especially for first-time visitors. Additionally, given the role of engagement in driving loyalty, managers should focus on creating immersive experiences that blend entertainment with cultural education, ensuring that

visitors leave with a lasting positive impression that encourages revisitation.

Local communities play a vital role in creating an authentic temple fair experience. The study highlights that community involvement enhances the cultural identity and emotional attachment of tourists, suggesting that fair organizers collaborate closely with local artisans, performers, and vendors. Engaging the community in event planning and execution not only supports local economies but also ensures that the fair remains a genuine representation of the community's heritage. This collaboration can extend to training programs that equip community members with skills in tourism hospitality, craft production, and cultural interpretation, empowering locals to actively contribute to and benefit from tourism while preserving their heritage.

For marketers, the study provides insights into crafting targeted promotional strategies. Destination image is shown to be a powerful factor in driving engagement and revisit intentions, indicating that marketing materials should focus on the unique cultural and experiential aspects of temple fairs. Visual content that highlights traditional performances, religious ceremonies, local crafts, and authentic interactions can strengthen the destination's image and attract a culturally interested audience. Furthermore, marketers should consider tailoring campaigns to different regional and international audiences, as the study suggests that diverse visitor segments may respond to varying aspects of temple fairs. Collaborations with social media influencers, travel bloggers, and tourism platforms can expand the reach and visibility of temple fairs to a global audience, attracting new visitors who are interested in cultural tourism.

Finally, this study underscores the need for sustainable practices in temple fair tourism. As temple fairs grow in popularity, managing the environmental impact becomes crucial. Stakeholders should work together to implement waste reduction, energy-efficient practices, and sustainable event infrastructure. By promoting green practices within temple fairs, environmental advocates can help ensure that these cultural events contribute to sustainable tourism goals while preserving the environment for future generations.

### **5.3 Conclusion**

This study investigates the psychological and cultural dimensions influencing tourist engagement, loyalty, and revisit intentions in the context of temple fair tourism in China. Using cultural identity theory, image theory, value-belief-norm model, and relationship marketing theory, the study reveals how cultural identity, belief, and destination image impact tourist behavior. Engagement and loyalty were found to be key mediators, linking these cultural and psychological factors to revisit intentions. Additionally, the study highlights regional variations in temple fair practices, suggesting that a tailored approach to promoting these events can enhance tourist satisfaction and increase revisit intentions.

This study makes several contributions to the field of cultural tourism. Firstly, it extends existing research by integrating psychological dimensions—such as beliefs and destination image—with cultural factors to offer a comprehensive model for understanding tourist engagement and loyalty within temple fair tourism. By applying and expanding upon established theories, this research contributes to the scholarly understanding of how cultural and psychological drivers operate in niche cultural tourism settings, particularly those that combine religious, commercial, and recreational elements. Secondly, the study provides insights relevant to policymakers, tourism managers, and marketers, emphasizing the importance of culturally resonant experiences in fostering sustainable tourism. Lastly, the research advances

the use of regional comparative analyses within temple fair tourism, highlighting the value of geographically tailored strategies in increasing engagement and loyalty among diverse visitor groups.

Despite its contributions, this study is not without limitations. One limitation is the reliance on a cross-sectional survey design, which captures tourist perceptions and behaviors at a single point in time. Future studies could employ longitudinal methods to examine how engagement, loyalty, and revisit intentions evolve over time and are affected by changing cultural and economic factors. Additionally, while this study focuses on the interplay of cultural and psychological dimensions in shaping tourist behavior, other factors—such as environmental sustainability and digital engagement—were outside the scope but are relevant to contemporary tourism management. Future research could incorporate these dimensions, particularly as environmental concerns and digital experiences become more central to tourism decision-making. Furthermore, this study was geographically focused on Chinese temple fairs, potentially limiting the generalizability of findings to other cultural contexts. Comparative studies across different countries or cultural festivals could offer broader insights into the universal and culture-specific factors driving tourist engagement and loyalty.

In conclusion, this study contributes to both theory and practice by providing a nuanced understanding of the factors influencing tourist behavior in temple fair tourism. The findings underscore the importance of cultural identity, belief, and destination image in fostering meaningful engagement and loyalty, offering practical implications for stakeholders seeking to enhance the cultural and economic impact of temple fairs. By addressing current research gaps and highlighting areas for further exploration, this study lays the groundwork for future research that can deepen our understanding of sustainable cultural tourism practices, particularly in relation to heritage tourism and the evolving demands of modern tourists. Through continued research and practice, temple fair tourism can be developed to support cultural preservation, economic growth, and meaningful cross-cultural engagement.

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