A STUDY ON THE RELATIONSHIP OF RELIGIOUS TOURIST MOTIVATION, TOURISM IMAGE, SATISFACTION AND LOYALTY - A CASE STUDY OF TOURISTS VISITING JING'AN TEMPLE, CHINA

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Abstract

This research aims to study the relationship between religious tourism motivation, religious tourism image, satisfaction and loyalty that tourists visiting Jing'An temple. In addition, this research aims to study the religious tourism motivation, religious tourism image, satisfaction and loyalty of tourists who visit Jing'An temple. In this study, the researcher identifies the factors of the four variables: religious tourism motivation (relaxation, self-exploration, learning, and nature and culture resource), tourism image (landscapes attractive and convenience of transportation and equipment), satisfaction (environment, transportation and accommodation, service and religion culture) and loyalty. The researcher distributed total 400 questionnaires to tourists who visited Jing'An temple and use the regression analysis as the appropriate statistical method to test the hypothesis. The main findings of the relationship between religious tourism motivations, tourism images, satisfaction and loyalty are following: religious tourism motivations have manifest impact on the tourism images and satisfaction; religious tourism image have manifest impact on the tourists' satisfaction; tourists' satisfaction have manifest impact on the tourists' loyalty; religious tourism motivation and tourism images have impact on the tourists' loyalty but not manifest. Tourists visit Jing'An temple with different motivation will have different satisfaction. Finally, this study draws conclusion that the four variables (religious tourism motivation, tourism image, satisfaction and loyalty) have relationship with each other but the degree is different. It makes useful recommendations like improve the restroom, attitude of the service personnel and attitude of the restaurant to build high loyalty of tourists who visit Jing'An temple.

Keywords: Jing'An temple, Religious Tourism, Tourist, Religious Tourism Motivation, Tourism Image, Satisfaction, Loyalty

1. Introduction

Religious tourism has existed for long time, and is different from other types of tourism. It is not only for relaxation purposes (Sebastian, 2011). If it is not from the religious aspect, looks at from the point of view, pilgrimage sightseeing, travelling, and visiting different places and, in some cases, transport travel by air or sea etc. and buying souvenirs, as some tourists like

to do. Now most of the tourists change the way that undertakes the religious trips because of the contemporary road does not cross the old route. Therefore, now most of pilgrim age tourists do not know about the old villages also and they do not even pass the old villages. In the past, the major pilgrimage centers did not just provide food and accommodation, also the major center provide spiritual help for the pilgrims (Gupta, 1999).

Religious tourism is different to other tourism. Other tourist destinations may not have journeys undertaken with a spiritual feel in mind. Spiritual travel in India has deep religious roots and may be linked with pleasing a deity or asking for something that one deeply desires, thanksgiving or a belief that it will wash away the sins or bonding with the Supreme Power. Spiritual tourism has differences as compared with other tourism. There are large quantity of researches on the management of spiritual and cultural tourism sites and many factors that play a role in influencing the tourist experience. These include infrastructure, accommodation, transport, variety of food, management of queues. Technologies also play a role in managing travel and access to the various spiritual destinations. Some of the aspects covered in the like's category are variety of food, history, attractions of heritage, safety, good weather, parks, accommodation, variety of things to do, entertainment, nice music, many festivals and events. Some of the elements in the dislikes category are weather, parking, disappointing service encounters, bad public transport, too crowded, not attraction construction, lack of public facilities, long travel distance, lack of park facilities, lack of variety, noise, too commercial (Jauhari & Sanjeev, 2010).

Sizer (1999) lists four kind of pilgrimage tour operator. First, the only travel by religious tour package that just a small number of companies offer. Second is the educational tour that most of companies offer. Third is Jewish dimension to the Christian faith package that small groups of Zionist- or Israeli-owned companies offer. Fourth are only a few operators actively encouraging contact with the Palestinian church. In addition, Sizer (1999) point out that political turmoil is a very important factor that influences religious tourists to come to the destination. In some people's mind, the Palestinians whatever Muslim or Christian are always like terrorists.

The four religions born in India - Hinduism, Buddhism, Jainism and Sikhism, are following by 25 per cent of the world's population. Buddhist and Hindu people have set strong "moral rules" for committing religious as well as social and economic actions because of the religious "spirit". "Spirit" and "Beliefs" are two most important elements that make people respect religion. China is a multi-religious country. Taoism originated in China, it has 1,700 years of history, and Buddhism came to China about 2000 ago. Islam introduced to China in the 7th century, the Hui, Uygur and other 10-minority region it; Christianity and Catholicism introduced to China after the Opium War.

According to the statistics of the Bureau of Religious Affairs, China has 1.3 million Buddhist temples including Tibetan Buddhism, Lama 3,000 monasteries and more than 1,600 temples of Pali Buddhism. Also China has more than 1,500 Taoist temples, Islam mosques more than 30,000 seats, Catholic churches, clubs more than 4,600 seats, 12,000 churches of the Christian (Protestant) and simple places (meeting point) of 2.5 million. There are many places of religious activity, religious monuments, religious and cultural sites in China. It is almost half of the existing major attractions. Until 2009, China has announced the six groups of 2351 national

key cultural relics' protection units, religious spots over 600, accounting for 26.7%. Visible, religious monuments are an important part of our precious historical and cultural heritage, and historical heritage of the religious culture of the statues sculpture, painting and stone sculpture, are valuable tourism resources.

Jing'An Temple is located in Jing'An District 1686 is the famous Temple of Shanghai. The temple named as Chong-Yuan Temple, Chong-Yun Temple before 1008 DC. Jing'An District is also famous by the Jing'An Temple. This Temple is very good place to do spiritual at the downtown area. Jing'An temple is consisting of the Main Hall, King Hall and San-Sheng Hall three main buildings. The Temple is also in possession of many paintings. Qing Tongzhi reign (1862), concession building Road of Happy Valley to Jing'An Temple, the formation of the Road of Jing'An Temple (now Road of Nanjing West). Over a hundred years later, due to geographic proximity to the Jing'An Temple is the central component of the transport network to become the starting point of the Huxi urbanization process. Now the Shanghai MRT even has the station named Jing'An station.

2. Literature Review

2.1 Religious Tourism

Religious culture is a very important part of the human culture. Religious have influence on people' thinking, realization, life habits and so on. The religious tourism includes visit the religious place, pilgrimage, and any activates that relates with the religious (Chen, 2004). In this research, religious tourism is the tourists go to Jing'An temple for relaxation, self-exploration, learning, nature and culture resources motivations. Religious tourist might have different motivations, but these four motivations are the basic of all motivations.

According to Sebastian (2011) found that the most famous holy cities are Jerusalem, Mecca and Varanasi. The most famous holy sites are the Church of the Nativity, The Western Wall, Brahma Temple at Pushkar and the Kaaba. However, in China Jerusalem and Christian are not the main regions. In China, the most famous regions are Tao and Buddhism. The most famous religious place in China is Jiuhuashan. Shanghai Jing'An temple is also a famous temple in China. Sebastian (2011) also found that pilgrims travel to Jerusalem for some reasons like to learn and enjoy their religion through real experience, to feel reliable about their beliefs, and to connect between themselves and the holy city. For people who are Buddhism go to temple is a good way to show their sincerity.

Wright (2007) thinks most of the travel agents consider that the pilgrimages are constituted by low-income travelers and the pilgrimages industry are low-profit, but the truth is most of the pilgrims changed their purchasing habit. Bar and Cohen-Hattab (2003) rate that pilgrim spend for shopping are the highest of all other types of travelers. In China, Buddhism will purchase a lot of Buddhism product for their region.

Smith's (1992) and Collins-Kreiner and Kliot's (2000) identify five types of visitors to holy land, namely:

1. Pious pilgrims: the motivation is only for the pilgrims.
2. More pilgrims than tourists: the main motivation is for pilgrims.
3. Pilgrims-tourists or religious tourists: the motivation of tourist for pilgrims and others are half of half.
4. More tourists than pilgrims: the pilgrims' motivation is just secondary.
5. Secular tourists: travel without the pilgrims' motivation.

This identification is only depending on the motivation of the tourist. It just points out the degrees of the motivation of the tourists.

2.2 Motivation

Below are some of the explanations of tourism motivation. Tourism motivation is like a process of inside human brain psychological factors (needs and wants) that produce a state of disproportion within individuals (Crompton, 1979). According to Goossens (2000), motivation implies action that an individual act to do something. Schiffman & Kanuk (2004) say that motivations are the driving power within individual that impel them to actions. Motivation has very important influence to take shape the tourism image (Moutinho, 1987; Schiffman & Kanuk, 1978). Dann (1981) says motives are the individuals or group travelers' mental state, tourism motive means the needs of individuals participate the tourism activates.

According to Jang and Wu (2006) listed the nine factors of tourism motivation: escape, self-exploration, relaxation, prestige, regression, kinship-enhancement, social interaction, novelty (Crompton, 1979). In addition, Crompton put forward the Push and Pull Model of the tourism motivation. First, push factor, its push people hope to leave home and travel to other place (Kim & Lee, 2002). Second, pull factor, people attract by the destination. The push factor is the inside needs. The pull factor is outside state (Klenosky, 2002). Yoon & Uysal (2005) think that the push factor is personal emotions, like escape, leisure, social-interaction, knowledge and amusement. Those psychological motivations have impact in the destination image. Jang & Wu (2006) think that the push factors are learning and relax with family, the pull factors are environment, spending, equipment and safety. In religious tourism motivation, people went to holy land have different motives such as feel God's love, vows to God, contact with God, belief, spiritual peace (Collins-Kreiner and Kliot, 2000), "having objects blessed", "lighting candles" and "participating in mass" (Bar and Cohen-Hattab, 2003). Triantafillidou, Koritos, Chatzipanagiotou, Vassilikopoulou (2010) according to in-depth interviews the tourists who travel to holy land find that most of the travelers are motivated by their faith or religious reasons. There have many other motive like baptism as the "completeness of faith and religion", pray for family, want closer to God, visit religion attractions in the New Testament, get inspired, show the faith and made vow to restore from sick. Many people in China have no religion, so some of tourists go to temple are for relaxation and learning. After they learn about Buddhism, they may adopt it as their religion later.

Hsu, Tsai and Wu (2009) point out the six factors at the motive of choose destination model.
1. Psychological factor, it is including escape and self-actualization.
2. Physical factor, it is including rest & relaxation, medical treatment and health & fitness.
3. Social interaction, it is including relative new people or visiting friends.

4. Seeking, it is including novelty seeking, culture exploration, and enjoying nightlife & shopping.

5. Tangible factor, it is including accommodation and transportation facilities, friendliness of people, quality of food, personal safety, price, resources, environmental safety & quality.

6. Intangible factor, it is including destination image and benefits expectations.

The psychological, physical, social interaction and seeking factors are push factor. The tangible and intangible factors are pull factor. In this research, religious tourism motivation will focus on psychological factor, physical factor, seeking, and tangible factor.

RET (religious experience tourism) means that travel for the religious purpose. All tourism acts for religious purposes are pilgrimage or RET. Tourists undertakes pilgrimages with different motives: religion, diversion, or both (Finney & Orwig, 2008).

Chen (2004) finds that domestic and international tourists have different motivation for the religious travel. However, cultural immersion, newly seeking and religious attraction are the key motivational factors for tourists visiting the religious destination. Yooshik & Muzaffer (2005) use the push and pull model to research the relationship between tourism motivations, satisfaction and loyalty find that the push factors of motivation significantly affect the satisfaction and loyalty, also tourism satisfaction have positive affect the destination loyalty. Therefore, this research will use the push factors of motivation to test the hypothesis for relationships between religious tourism motivation, satisfaction and loyalty.

According the push-pull model the researcher list out the push motivation of religious tourism: God's love, vows to God, contact with God, belief, spiritual peace, "having objects blessed", "lighting candles" and "participating in mass", cultural immersion, get inspired, novelty seeking, faith, pray for family, want closer to God, show the faith and made vow to restore from sick. The pull motivations of religious tourism include visit religion attractions in the New Testament, and religious attraction, different religious culture. However, for some of the tourists visit Jing'An temple is not Buddhism. Those tourists may not have those motivations, so this research identifies the tourism motivation's main reason that drive tourist to choose the destination. In this research, the main tourists are Chinese and some of them are non-religious people, so the religious tourism motivation might not able to use in this research. The motivations of religious tourism in this research include relaxation, self-exploration, learning, and nature and culture resources.

2.3 Image and satisfaction

Image is individual or group's idea. It is include cognitive and evaluative (Embacher & Buttle, 1989). Kotler, Haider and Rein (1994a) think destination image is a form of ideas, impression and beliefs. The destination image is form by a link of cognitive, affective and co native (Gartner 1993). The image's main characteristic is the complexity of the attitude, also it's include compound, relativity and dynamic (Gallarza,Sura & Garcia, 2002). Kim& Klenosky (2003) think that destination image is tourists' overall impression of the destination include beliefs, ideas, expect and emotions. In addition, it will be accumulated by time.

Fakeye and Crompton (1991) listed out the three step of the image: Organic Image, Induced Image and Complex Image. Organic image means tourists are not get information by proactive usually those information from the newspaper, book or magazine. Induced image means tourists get influence by the information that deliberately arranged by operators. Complex image means tourists' experience after they go to the destination. Echtner & Ritchie (1991) propose the tourism image composition by three parts. First, functional and psychological, functional is tangible, psychological is intangible. The second is common and unique. The third is holistic and attribute-based axes. Goossens (2000) says tourists use two ways to choose the destination by the information step. Emotion way is explicit property. Process information way is assessment property.

This research think destination image is individual or group gets effected by the interaction of beliefs, ideas, impression, expect. This research tourism images include Landscapes attractive, Convenience of transportation and equipment. In this research, religious tourism image is as the complex image, because the other two kinds of images are hard to do the questionnaire. The complex image is as the impressing of the tourists who visit the Jing'An temple. Therefore, the complex image is easy to get from the tourists who visit Jing'An temple. The researcher can send the questionnaire hand-by-hand at the Jing'An temple.

Destination image have significant impact on tourist satisfaction. The tourists expect form by destination image. Tourists compare the real experience and expectation can be a factor that changes the destination image (Font, 1997). Baloglu and McClearly (1999), Beeril and Martins (2004) say that individual psychological (motive or characteristics) has impact on destination image. Goeldner & Ritchie (2009) according their research find that destination image is the course of perceived quality, satisfaction, return and recommend to other people. Destination image has positive effect on behavior. The perceived quality has positive effect on satisfaction. Destination image is like a link to connect motivation and destination choosing.

Chi and Qu (2008) finding that destination image is direct impact on tourism satisfaction; destination image and satisfaction property are the antecedent of the overall satisfaction; overall satisfaction and satisfaction property are direct impact on destination loyalty. Images affect the level of satisfaction with tourists' experience. Positive images will get high level of satisfaction; negative images will get low level of satisfaction (Salem, 2009). In this research, the researcher strongly agrees with Chi and Qu's (2008) finding, so this study will be testing the relationship between religious destination image with satisfaction and loyalty.

Kozak & Rimmington (2000) satisfaction is the most important factor that influence tourists make decision. Satisfaction relates with destination environment, destination service and destination chooses. Satisfaction is the first step of loyalty formed, but it is influenced by other factors like public relationship, individual determination (Oliver, 1999). Baker & Crompton (2000) think that satisfaction is the feeling of tourist after activate. Tourists get good experience will get good satisfaction (Lee, 2007).

The initial satisfaction will effect on revisit and reputation (Kozak & Rimmington, 2000). Oliver & Swan (1989) find that good reputation increases by the level of satisfaction. The highly

not satisfied and highly satisfied tourists have talk with other people more than normal not satisfied tourists' do. Highly not satisfied tourists do reputation more than highly satisfied tourists do (Anderson, 1998). Kotler, Haider and Rein (1994b) find out that satisfaction will influence the tourists' activities, satisfied tourists have rated highly to revisit destination and have good reputation.

Kozak & Rimmington (2000) point out the highly satisfaction of tourists' experience have positive effect on tourists to revisit. This research identifies satisfaction as tourists' view and feeling that after the trip. It includes environment, transport and accommodation, service, religion culture.

Spreng, Mankenzie and Olshavsky (1996) use expectation-disconfirmation model found satisfaction is the result that expect compare with perceive. Perceive better than expect will feel satisfied, perceive worse than expect will feel not satisfied. Chen & Tsai (2007) use factor analysis and structural equation modeling found that satisfaction has conspicuous effect on tourist behavioral intentions. Hui, Wan and Ho (2007) use expectation-disconfirmation model found that satisfaction has conspicuous effect on revisit and propaganda by reputation. Yuksel & Yuskel (2007) use structural equation modeling found satisfaction has conspicuous effect on loyalty.

Parauraman, Zeithaml and Berry (1985) propose SERVQUAL model, satisfaction good or not depend on quality of service and tourist experience. SERVQUAL make up by reliability, responsiveness, assurance, empathy and tangibility of five service qualities' different between cognitive and expect. Reliability is the ability of service's accuracy. Responsiveness is the ability that service provider response to customers' needs. Assurance is the services provide employer's knowledge and manners. Empathy is the highly pay attention on customer. Tangibility is the service exact properties.

2.4 Loyalty

Patterson & Spreng (1997) find satisfaction has close relationship with revisit desire and satisfaction is the key of future behavioral intentions. A good behavioral intention represents the loyalty. Customer loyalty is very important for company. Loyalty customer will tell good experience to their friends, family or other potential customers (Shoemaker & Lewis, 1999). Satisfied customer will do more reputation to show their loyalty (Antanassopsulos, Gournaris & Stathakopoulos, 2001). Wangenheim and Bayon (2004) point out reputation effect on satisfaction and loyalty, satisfaction produce good reputation then derivative revisit plan.

Identify of loyalty: evaluate the measures of both attitude and behavior. Customer loyalty has four steps: cognitive loyalty, affective loyalty, conation loyalty and action loyalty (Oliver1999). The action loyalty is hard to measure in reality, normally use behavior intentions to research (Yang & Peterson, 2004). Destination loyalty always uses revisit and good reputation to be the measure factors (Chen & Tsai, 2007).

Chen and Chen (2010) use structural equation modeling and found experience quality, perceived value and satisfaction have influence with each other. Satisfaction has positive impact on

behavioral intentions. Baker and Crompton (1979) mentioned quality have positive impact on satisfaction; satisfaction has positive impact on behavioral intention; behavioral intention positive impact on loyalty.

3. Conceptual Framework and Research Hypotheses

This study was to order to the solution of the Chinese locals involving religious trip to Jing'An Temple Travel motivations, and to explore its tourist image, satisfaction, and loyalty after the experience and Analysis those four factors' relationship to establish the theoretical framework of this study.

Figure 1 A total of 6 hypotheses are used for this study (see Appendices).
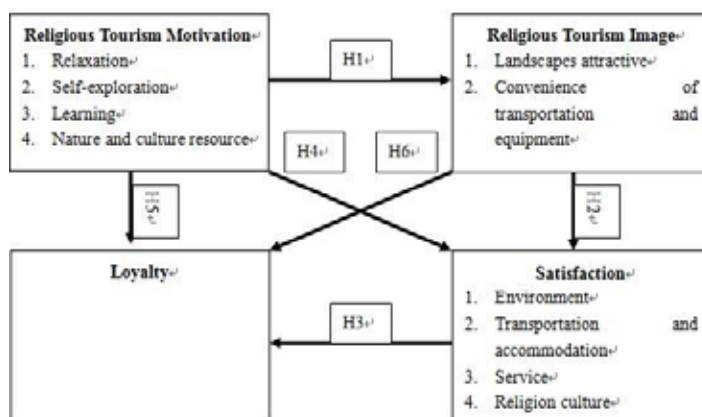
4. Research Methodology

This study uses descriptive and Multiple Regression research methods which according Zikmund (2003) and Chen (2004). In this study, some respondents who visit Jing'An temple will answer the questions about personal information, tourism motivation, image, satisfaction and loyalty. The responders have to fill out the 5-point Likert scale questionnaire.

The target population of this study is the Chinese tourists who take a religious tourism to visit Jing'An temple during December 2012. In this study, the sample design is by non-probability sampling in which units of the sample are selected based on researcher's judgment or convenience. The researcher selects tourist who has visited Jing'An temple during December 2012.

A questionnaire distributed to 400 Chinese people who visit the Jing'An temple. The questionnaire and the data collected during two day on December 2012. Total 389 questionnaires are collected from respondents by researcher.

5. Results

From Data that collected from 389 respondents find that the first six religious tourism motivations are to open the mind (4.60), At Jing'An temple have mood to meditate (4.58), To feel the religious culture (4.56), To definite self-value (4.54), To escape daily routine (4.52), To alleviate stress and tension (4.51). In aspect of religious tourism image, clear and tidy of landscape (4.65) is the highest, then is the public equipment (4.49), the lowest is the transportation of Jing'An temple (4.27). In aspect of satisfaction, the artistic of Jing'An temple's construction (4.58) is the highest then is atmosphere of religion (4.57), the abundant of religion lesson (4.53), temple's preservation and maintenance (4.46). In aspect of loyalty, revisit to Jing'An temple (4.64) is the highest. Give the negative information to other people (2.91) is the lowest.

From the result, Nature and culture motivation of resources have max impact on religious tourism image of landscapes attractive, relaxation, learning and self-exploration as well.

Motivation of learning has maximum impact on religious tourism image of convenience of transportation and equipment.

Motivation of learning has maximum impact on satisfaction of environment.

Motivation of relaxation has maximum impact on satisfaction of transportation and accommodation.

Motivation of relaxation has maximum impact on satisfaction of service.

Motivation of learning has maximum impact on satisfaction of religion culture.

Motivation of learning has maximum impact on tourist's loyalty.

From the result, the image of landscapes attractive has maximum impact on satisfaction of environment.

The image of landscapes attractive has maximum impact on satisfaction of transportation and accommodation.

The image of convenience of transportation and equipment has maximum impact on satisfaction of service.

The image of landscapes attractive has maximum impact on satisfaction of religion culture.

The image of landscapes attractive has maximum impact on tourist's loyalty.

From the result, Satisfaction of religion culture has maximum impact on tourist's loyalty.

Table 1 Summary of hypotheses testing results

Hypotheses	Statistics test	F-value		Results
Ho1: The religious tourism motivations do not have impact on the religious tourism image	Regression Analysis	Landscapes attractive	94.342	Rejected Ho
		Convenience of transportation and equipment	55.441	
Ho2: The religious tourism images do not have impact on the tourist's satisfaction	Regression Analysis	Environment	307.249	Rejected Ho
		Transportation and accommodation	242.642	
		Service	245.472	
		Religious culture	209.532	
Ho3: The visitor's satisfactions do not have impact on the tourist's loyalty	Regression Analysis	Tourist's loyalty	180.473	Rejected Ho
Ho4: The religious tourism motivations do not have impact on tourist's satisfaction.	Regression Analysis	Environment	33.423	Rejected Ho
		Transportation and accommodation	89.429	
		Service	63.249	
		Religious culture	70.730	
Ho5: The religious tourism motivations do not have impact on tourist's loyalty	Regression Analysis	Tourist's loyalty	13.423	Rejected Ho
Ho6: The religious tourism images do not have impact on tourist's loyalty	Regression Analysis	Tourist's loyalty	25.822	Rejected Ho

6. Summary of Hypothesis Testing

Ho1: The religious tourism motivations do not have impact on the religious tourism image. This hypothesis is rejected. This means the religious tourism motivations do have impact on the religious tourism image especially on the image of the landscapes attractive.

Ho2: The religious tourism images do not have impact on the tourist's satisfaction. This hypothesis is rejected. This means religious tourism images do have impact on the tourist's satisfaction especially on the satisfaction of the environment.

Ho3: The tourist's satisfactions do not have impact on the tourist's loyalty. This hypothesis is rejected. This means the tourist's satisfactions do have impact on the tourist's loyalty.

Ho4: The religious tourism motivations do not have impact on tourist's satisfaction. This hypothesis is rejected. This means the religious tourism motivations do have impact on tourist's satisfaction especially on the satisfaction of the transportation and accommodation.

Ho5: The religious tourism motivations do not have impact on tourist's loyalty. This hypothesis fails to reject. This means the religious tourism motivations do have impact on visitor's loyalty. Nevertheless, the F-value of this hypothesis is very low, it means the religious tourism motivation have very low impact on tourist's loyalty.

Ho6: The religious tourism images do not have impact on tourist's loyalty. This hypothesis fails to reject. This means religious tourism image do have impact on tourist's loyalty. Nevertheless, the F-value of this hypothesis is low, it means the religious tourism image have low impact on tourist's loyalty.

7. Conclusion and Recommendations

Religious tourism motivation have positive impact on religious tourism image, also the different motivations will have different impact on the religious tourism image. For example, the tourists with motivation of nature and culture resources motivation enjoy the landscapes and it attracts them. The tourists with motivation of learning will need more convenience of transportation and equipment. Therefore, upgrade the transportation and equipment will attract more tourists who have the learning motivation.

Only the push factors of the religious tourism motivation have impact on the tourists' satisfaction. Tourists with relaxation motivation require more transportation, accommodation and service. Therefore, upgrade the transportation, accommodation and service will increase the satisfaction of the tourists with relaxation motivation. However, the tourists with learning motivation will increase satisfaction if the Jing'An temple has more religion culture.

Religious tourism motivations have very low impact on the tourists' loyalty. However, the tourists with learning motivation have manifested impact on the tourists' loyalty.

Religious tourism image have positive impact on the satisfaction. The different religious tourism image will have different kind of satisfaction. For example, if the Jing'An temple can make a nice landscape and with more religious atmosphere, it will increase the satisfaction of the tourists who are interested in religious tourism image.

Religious tourism image have low impact on the tourists' loyalty. However, religious tourism image of landscapes attractive still can influence tourists' loyalty. So the good landscapes attractive will build higher loyalty of the tourists.

Satisfaction will have positive impact on the tourists' loyalty. In addition, the different aspect of satisfaction will have different impact on the tourists' loyalty. The satisfaction of the religious culture has the most impact on the tourists' loyalty than the satisfaction of service and

environment. Satisfaction of the transportation and accommodation does not even influence the tourists' loyalty.

Most of Chinese do not have religion. The main push motivation of the non-religion tourists is learning. Jing'An temple is a good place to learn the culture of Buddhism. For Buddhism people main motivations are relaxation, self-exploration as push factors of motivations. The pull factor in this research is only the nature and culture resources. Therefore, Jing'An temple has to know the different kinds of motivation that will help to build high satisfaction and loyalty.

This research finds the religious tourism image have very high impact on satisfaction of the tourists. The good landscapes attractive, transportation and equipment will build high satisfaction. High satisfaction will build high loyalty.

Most of the tourists visit Jing'An temple has high satisfaction. It means Jing'An temple is a good place for tourism. However, tourists do not feel very satisfied in some aspect like restroom, attitude of the service personnel and attitude of the restaurant waiter. Therefore, Jing'An temple should improve the restroom, attitude of the service personnel and attitude of the restaurant.

Most of the tourists will revisit Jing'An temple and recommend Jing'An temple to friends. Its mean tourists who visit Jing'An temple will have high loyalty. Still have a small part of people will give the negative information to other people. Those people might not have good satisfaction about the restroom, attitude of the service personnel and attitude of the restaurant waiter.

Jing'An temple should have more introductions in English, because there are some foreign tourists around. It will make Jing'An as an international destination. In addition, it will attract more tourists that are international.

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Appendices

Hypothesis 1: The religious tourism motivations have impact on the religious tourism image.

Hypothesis 2: The religious tourism images do have impact on the tourist's satisfaction.

Hypothesis 3: The tourist's satisfactions do have impact on the tourist's loyalty.

Hypothesis 4: The religious tourism motivations do have impact on tourist's satisfaction.

Hypothesis 5: The religious tourism motivations have impact on tourist's satisfaction.

Hypothesis 6: The religious tourism images have impact on tourist's loyalty.