

## Appendix S1 Results of Mann-Whitney U Test (Non-Parametric)

### S1.1 Mann-Whitney U Test results for psychological characteristics between visitors to cultural heritage and modern entertainment destinations (Total sample).

Characteristics	Mann-Whitney U	Wilcoxon W	Standard Error	Std. Test Statistic	Significance (2-tailed) <sup>a, b</sup>	Decision
E	1488875	2666220	24591.969	12.543	<.001	Reject H0
S	1322261	2499606	24591.969	5.768	<.001	Reject H0
T	1155869	2333214	24591.969	-0.998	0.318	Retain H0
J	1086733.5	2264078.5	24591.969	-3.809	<.001	Reject H0
IMM	1073243	2250588	24591.969	-4.358	<.001	Reject H0
ISD	1321525	2498870	24591.969	5.738	<.001	Reject H0
IQR	1291528	2468873	24591.965	4.518	<.001	Reject H0
MSSD	1286687	2464032	24591.969	4.321	<.001	Reject H0
Happy	1132874	2310219	24581.148	-1.934	0.053	Retain H0
Sad	1332871	2510216	24565.657	6.206	<.001	Reject H0
Neutral	1039745.5	2217090.5	24574.978	-5.724	<.001	Reject H0
Angry	1366217.5	2543562.5	24511.76	7.58	<.001	Reject H0
Surprise	1285112	2462457	23506.57	4.454	<.001	Reject H0
Fear	1194239	2371584	17082.532	0.809	0.418	Reject H0

Notes. N = 3073; a. Significance level was set at .050; b. Asymptotic significance is presented.

### S1.2 Mann-Whitney U Test results for psychological characteristics between visitors to cultural heritage and modern entertainment destinations (Female sample).

Characteristics	Mann-Whitney U	Wilcoxon W	Standard Error	Std. Test Statistic	Significance (2-tailed) <sup>a, b</sup>	Decision
E	932211	1736757	17408.638	10.793	<.001	Reject H0
S	834878	1639424	17408.638	5.202	<.001	Reject H0
T	744932	1549478	17408.638	0.035	0.972	Retain H0
J	681928.5	1486474.5	17408.638	-3.584	<.001	Reject H0
IMM	668401	1472947	17408.638	-4.361	<.001	Reject H0
ISD	833009	1637555	17408.638	5.095	<.001	Reject H0
IQR	805822.5	1610368.5	17408.637	3.533	<.001	Reject H0
MSSD	808243	1612789	17408.638	3.672	<.001	Reject H0
Happy	691806.5	1496352.5	17400.216	-3.018	0.003	Reject H0
Sad	691806.5	1496352.5	17400.216	-3.018	<.001	Reject H0
Neutral	667670	1472216	17393.928	-4.406	<.002	Reject H0
Angry	863213.5	1667759.5	17357.691	6.85	<.003	Reject H0
Surprise	813224	1617770	16649.166	4.139	<.004	Reject H0
Fear	752423.5	1556969.5	12189.869	0.665	0.506	Retain H0

Notes. N = 2442; a. Significance level was set at .050; b. Asymptotic significance is presented.

### S1.3 Mann-Whitney U Test results for psychological characteristics between visitors to cultural heritage and modern entertainment destinations (Male sample).

Characteristics	Mann-Whitney U	Wilcoxon W	Standard Error	Std. Test Statistic	Significance (2-tailed) <sup>a, b</sup>	Decision
E	62726	98237	2261.284	6.271	<.001	Reject H0
S	53379	88890	2261.284	2.138	0.033	Reject H0
T	47321	82832	2261.284	-0.541	0.588	Retain H0
J	45414.5	80925.5	2261.284	-1.384	0.166	Retain H0
IMM	46173	81684	2261.284	-1.049	0.294	Retain H0
ISD	52529	88040	2261.284	1.762	0.078	Retain H0
IQR	52867	88378	2261.28	1.911	0.056	Retain H0
MSSD	51651	87162	2261.284	1.374	0.17	Retain H0
Happy	49898.5	85409.5	2260.422	0.599	0.549	Retain H0
Sad	52708	88219	2257.163	1.844	0.065	Retain H0
Neutral	43460	78971	2260.495	-2.25	0.024	Reject H0
Angry	53841.5	89352.5	2247.935	2.356	0.018	Reject H0
Surprise	52192.5	87703.5	2154.371	1.693	0.09	Reject H0
Fear	49010	84521	1519.033	0.306	0.76	Retain H0

Notes. N = 631; a. Significance level was set at .050; b. Asymptotic significance is presented.

## Appendix S2 Multicollinearity Test Results of Regression Model

### S2.1 Multiple regression coefficients for prediction model with all mood and mbti variables included.

Model		Unstandardized Coeffs.		Std. Coeffs.	t	Sig.	Collinearity Stats.	
		B	SE	Beta			Tolerance	VIF
1	(Constant)	0.499	0.009		57.368	0.000		
	IMM	0.008	0.014	0.016	0.578	0.563	0.372	2.685
	ISD	0.048	0.023	0.095	2.086	0.037	0.146	6.860
	IQR	-0.003	0.015	-0.007	-0.227	0.821	0.325	3.074
	MSSD	-0.043	0.018	-0.086	-2.433	0.015	0.243	4.121
	Happy	0.025	0.012	0.049	2.026	0.043	0.517	1.932
	Sad	0.043	0.011	0.085	3.840	0.000	0.613	1.631
	Angry	0.039	0.011	0.079	3.451	0.001	0.583	1.717
	Surprise	0.020	0.009	0.040	2.173	0.030	0.893	1.120
	E	0.100	0.009	0.200	11.394	0.000	0.982	1.018
	S	0.044	0.009	0.088	4.834	0.000	0.924	1.083
	T	-0.012	0.010	-0.025	-1.285	0.199	0.827	1.209
	J	-0.018	0.009	-0.036	-1.993	0.046	0.930	1.075

Note: ISD shows high variance inflation factor (VIF = 6.860), indicating potential multicollinearity

### S2.2 Multiple regression coefficients after removing ISD due to multicollinearity.

Model		Unstandardized Coeffs.		Std. Coeffs.	t	Sig.	Collinearity Stats.	
		B	SE	Beta			Tolerance	VIF
1	(Constant)	0.499	0.009		57.337	0.000		
	IMM	0.001	0.014	0.003	0.106	0.916	0.393	2.546
	IQR	0.014	0.013	0.027	1.067	0.286	0.459	2.179
	MSSD	-0.019	0.014	-0.039	-1.430	0.153	0.410	2.440
	Happy	0.027	0.012	0.055	2.280	0.023	0.524	1.907
	Sad	0.045	0.011	0.090	4.056	0.000	0.619	1.616
	Angry	0.042	0.011	0.084	3.684	0.000	0.589	1.698
	Surprise	0.021	0.009	0.042	2.269	0.023	0.894	1.118
	E	0.099	0.009	0.198	11.297	0.000	0.985	1.015
	S	0.044	0.009	0.087	4.823	0.000	0.924	1.083
	T	-0.013	0.010	-0.025	-1.320	0.187	0.827	1.209
	J	-0.017	0.009	-0.035	-1.920	0.055	0.931	1.074

Note: After removing ISD, all remaining variables show acceptable variance inflation factors (VIF < 3), indicating resolved multicollinearity issues.

### S2.3 Multiple regression coefficients for prediction model with all mood variables included.

Model		Unstandardized Coeffs.		Std. Coeffs.	t	Sig.	Collinearity Stats.	
		B	SE	Beta			Tolerance	VIF
1	(Constant)	0.499	0.009		55.960	0.000		
	IMM	-0.004	0.014	-0.008	-0.285	0.776	0.394	2.536
	IQR	0.013	0.013	0.026	1.004	0.316	0.461	2.170
	MSSD	-0.022	0.014	-0.044	-1.593	0.111	0.413	2.424
	Happy	0.024	0.012	0.048	2.045	0.041	0.569	1.756
	Sad	0.041	0.011	0.081	3.657	0.000	0.645	1.549
	Angry	0.055	0.011	0.110	4.799	0.000	0.604	1.657
	Surprise	0.022	0.009	0.043	2.302	0.021	0.910	1.099

### S2.4 Multiple regression coefficients for prediction model with all mbti variables included.

Model		Unstandardized Coeffs.		Std. Coeffs.	t	Sig.	Collinearity Stats.	
		B	SE	Beta			Tolerance	VIF
1	(Constant)	0.422	0.019		21.883	0.000		
	E	0.102	0.020	0.206	5.114	0.000	0.936	1.068
	S	0.025	0.020	0.051	1.293	0.197	0.961	1.040
	T	-0.025	0.020	-0.051	-1.267	0.206	0.947	1.056
	J	0.001	0.020	0.002	0.057	0.954	0.906	1.104

**Appendix S3 Descriptive Statistics (MBTI personality trait scores and Mood state indicators)**

**S3.1 Descriptive Statistics (MBTI personality trait scores and Mood state indicators)**

Attractions	Gender	E	S	T	J	IMM	ISD	IQR	MSSD	Happy	Sad	Neutral	Angry	Surprise	Fear		
<b>Cultural and Historical Attraction</b>	<b>Female</b>	N	1174	1174	1174	1174	1174	1174	1174	1174	1174	1174	1174	1174	1174	1174	
		Mean	0.508	0.498	0.487	0.553	0.692	0.242	0.371	0.119	0.473	0.162	0.248	0.090	0.022	0.005	
		SEM	0.003	0.003	0.004	0.003	0.003	0.001	0.003	0.001	0.005	0.003	0.005	0.002	0.001	0.000	
		SD	0.091	0.098	0.139	0.086	0.089	0.042	0.105	0.044	0.169	0.107	0.170	0.079	0.027	0.011	
		Median	0.506	0.504	0.487	0.545	0.687	0.243	0.384	0.116	0.460	0.140	0.200	0.066	0.020	0.000	
		Minimum	0.045	0.075	0.018	0.056	0.378	0.060	0.000	0.002	0.020	0.000	0.000	0.000	0.000	0.000	
		Maximum	0.953	0.979	0.949	0.985	0.966	0.361	0.717	0.285	0.960	0.660	0.980	0.480	0.267	0.120	
		Variance	0.008	0.010	0.019	0.007	0.008	0.002	0.011	0.002	0.029	0.011	0.029	0.006	0.001	0.000	
		Kurtosis	4.214	3.676	0.415	7.851	0.143	0.839	1.200	0.104	-0.010	-0.271	1.826	1.533	9.547	19.195	
		SE	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	0.143	
		Skewness	-0.563	-0.266	-0.197	0.428	0.176	-0.465	-0.678	0.331	0.338	0.483	1.261	1.164	2.221	3.463	
		SE	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	0.071	
		<b>Male</b>	N	365	365	365	365	365	365	365	365	365	365	365	365	365	365
			Mean	0.502	0.492	0.556	0.550	0.689	0.232	0.341	0.108	0.403	0.133	0.360	0.076	0.024	0.005
	SEM		0.005	0.005	0.007	0.004	0.005	0.002	0.006	0.002	0.010	0.006	0.013	0.004	0.002	0.001	
	SD		0.086	0.094	0.136	0.071	0.098	0.046	0.115	0.045	0.193	0.113	0.241	0.080	0.032	0.012	
	Median		0.499	0.502	0.570	0.543	0.688	0.236	0.360	0.104	0.400	0.100	0.300	0.060	0.020	0.000	
	Minimum		0.028	0.033	0.050	0.208	0.411	0.041	0.000	0.004	0.000	0.000	0.000	0.000	0.000	0.000	
	Maximum		0.739	0.985	0.920	0.976	0.949	0.333	0.677	0.260	0.960	0.484	1.000	0.540	0.240	0.063	
	Variance		0.007	0.009	0.018	0.005	0.010	0.002	0.013	0.002	0.037	0.013	0.058	0.006	0.001	0.000	
	Kurtosis		3.719	3.817	0.230	7.212	-0.185	1.168	1.096	0.105	-0.387	0.276	-0.049	4.322	8.404	8.264	
	SE		0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	0.255	
	Skewness		-0.756	-0.028	-0.421	1.153	0.188	-0.750	-0.834	0.310	0.203	0.904	0.836	1.679	2.330	2.783	
	SE		0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	0.128	
	<b>Total</b>		N	1539	1539	1539	1539	1539	1539	1539	1539	1539	1539	1539	1539	1539	1539
			Mean	0.507	0.497	0.503	0.552	0.691	0.239	0.364	0.116	0.457	0.155	0.275	0.087	0.022	0.005
		SEM	0.002	0.002	0.004	0.002	0.002	0.001	0.003	0.001	0.005	0.003	0.005	0.002	0.001	0.000	
		SD	0.090	0.097	0.142	0.083	0.091	0.043	0.108	0.044	0.177	0.109	0.195	0.080	0.029	0.011	
		Median	0.503	0.503	0.502	0.544	0.687	0.242	0.380	0.114	0.440	0.140	0.220	0.060	0.020	0.000	
		Minimum	0.028	0.033	0.018	0.056	0.378	0.041	0.000	0.002	0.000	0.000	0.000	0.000	0.000	0.000	
		Maximum	0.953	0.985	0.949	0.985	0.966	0.361	0.717	0.285	0.960	0.660	1.000	0.540	0.267	0.120	
		Variance	0.008	0.009	0.020	0.007	0.008	0.002	0.012	0.002	0.031	0.012	0.038	0.006	0.001	0.000	
		Kurtosis	4.111	3.685	0.268	7.986	0.057	1.007	1.234	0.101	-0.063	-0.215	1.529	2.105	9.410	16.491	
		SE	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	
		Skewness	-0.598	-0.213	-0.233	0.545	0.177	-0.558	-0.738	0.312	0.219	0.566	1.263	1.275	2.285	3.295	
		SE	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	
<b>Modern Entertainment Attraction</b>		<b>Female</b>	N	1268	1268	1268	1268	1268	1268	1268	1268	1268	1268	1268	1268	1268	
			Mean	0.544	0.520	0.487	0.541	0.676	0.250	0.386	0.125	0.452	0.186	0.218	0.112	0.026	0.006
	SEM		0.003	0.003	0.004	0.002	0.002	0.001	0.003	0.001	0.005	0.003	0.004	0.002	0.001	0.000	
	SD		0.091	0.100	0.143	0.087	0.086	0.040	0.099	0.044	0.168	0.109	0.154	0.086	0.029	0.013	
	Median		0.547	0.519	0.489	0.536	0.672	0.252	0.396	0.124	0.440	0.180	0.180	0.100	0.020	0.000	
	Minimum		0.048	0.009	0.002	0.010	0.309	0.016	0.000	0.000	0.036	0.000	0.000	0.000	0.000	0.000	
	Maximum		0.997	0.986	0.941	0.985	0.993	0.363	0.727	0.330	0.960	0.714	0.960	0.520	0.200	0.140	
	Variance		0.008	0.010	0.020	0.008	0.007	0.002	0.010	0.002	0.028	0.012	0.024	0.007	0.001	0.000	
	Kurtosis		4.002	3.860	0.469	8.361	0.481	2.360	2.569	0.856	-0.136	0.596	3.365	0.745	3.155	16.780	
	SE		0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	0.137	
	Skewness		-0.157	0.104	-0.120	-0.178	0.157	-0.788	-0.867	0.332	0.348	0.596	1.544	0.897	1.518	3.294	
	SE		0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	0.069	
	<b>Male</b>		N	266	266	266	266	266	266	266	266	266	266	266	266	266	266
			Mean	0.537	0.507	0.551	0.544	0.681	0.237	0.354	0.112	0.410	0.147	0.316	0.093	0.029	0.005
		SEM	0.005	0.006	0.008	0.005	0.006	0.003	0.007	0.003	0.011	0.007	0.013	0.006	0.002	0.001	
		SD	0.080	0.098	0.134	0.076	0.093	0.044	0.117	0.043	0.174	0.112	0.220	0.094	0.036	0.011	
		Median	0.547	0.513	0.564	0.534	0.676	0.245	0.374	0.113	0.400	0.120	0.260	0.073	0.020	0.000	
		Minimum	0.070	0.059	0.045	0.355	0.418	0.049	0.000	0.004	0.000	0.000	0.020	0.000	0.000	0.000	
		Maximum	0.919	0.863	0.867	0.949	0.968	0.331	0.627	0.256	0.960	0.558	0.980	0.677	0.260	0.060	
		Variance	0.006	0.010	0.018	0.006	0.009	0.002	0.014	0.002	0.030	0.013	0.048	0.009	0.001	0.000	
		Kurtosis	9.071	2.608	0.863	7.119	0.329	2.088	1.744	0.235	0.066	0.243	0.295	6.052	7.697	5.954	
		SE	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	0.298	
		Skewness	-1.358	-0.482	-0.507	1.694	0.318	-1.041	-1.173	0.187	0.195	0.744	0.966	1.907	2.204	2.439	
		SE	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	0.149	
		<b>Total</b>	N	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534	1534
			Mean	0.542	0.518	0.498	0.541	0.677	0.247	0.381	0.123	0.445	0.179	0.235	0.109	0.027	0.006
	SEM		0.002	0.003	0.004	0.002	0.002	0.001	0.003	0.001	0.004	0.003	0.004	0.002	0.001	0.000	
	SD		0.089	0.099	0.143	0.085	0.087	0.041	0.103	0.044	0.170	0.111	0.171	0.088	0.030	0.013	
	Median		0.547	0.519	0.502	0.536	0.673	0.251	0.392	0.122	0.440	0.180	0.200	0.100	0.020	0.000	
	Minimum		0.048	0.009	0.002	0.010	0.309	0.016	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	
	Maximum		0.997	0.986	0.941	0.985	0.993	0.363	0.727	0.330	0.960	0.714	0.980	0.677	0.260	0.140	
	Variance		0.008	0.010	0.021	0.007	0.008	0.002	0.011	0.002	0.029	0.012	0.029	0.008	0.001	0.000	
	Kurtosis		4.632	3.673	0.410	8.334	0.461	2.363	2.543	0.759	-0.077	0.473	2.698	1.748	5.068	15.902	
	SE		0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	0.125	
	Skewness		-0.300	0.011	-0.184	0.046	0.194	-0.858	-0.984	0.306	0.307	0.595	1.502	1.084	1.755	3.210	
	SE		0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	0.062	

Notes: SEM = Standard Error of Mean; SE Kurtosis = Standard Error of Kurtosis; SE Skewness = Standard Error of Skewness.

## Appendix S4 Results of Independent Samples t Test

### Appendix S4.1 Results of Independent Samples t Test (Total).

**S4.1.1** Results of the t-test for differences in psychological characteristics between visitors to cultural heritage and modern entertainment attractions (N = 3073).

Characteristics		Levene's Test		t-test						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% CI of Diff.	
									Lower	Upper
E	Eq. var. assumed	1.540	0.215	-11.030	3071	0.000	-0.0356	0.0032	-0.0419	-0.0293
	Eq. var. not assumed			-11.031	3070.704	0.000	-0.0356	0.0032	-0.0419	-0.0293
S	Eq. var. assumed	0.659	0.417	-5.982	3071	0.000	-0.0212	0.0035	-0.0282	-0.0143
	Eq. var. not assumed			-5.981	3068.965	0.000	-0.0212	0.0035	-0.0282	-0.0143
T	Eq. var. assumed	0.145	0.703	0.962	3071	0.336	0.0049	0.0051	-0.0051	0.0150
	Eq. var. not assumed			0.962	3070.313	0.336	0.0049	0.0051	-0.0051	0.0150
J	Eq. var. assumed	0.059	0.807	3.624	3071	0.000	0.0110	0.0030	0.0050	0.0169
	Eq. var. not assumed			3.624	3066.562	0.000	0.0110	0.0030	0.0050	0.0169
IMM	Eq. var. assumed	3.403	0.065	4.499	3071	0.000	0.0144	0.0032	0.0082	0.0207
	Eq. var. not assumed			4.499	3065.786	0.000	0.0144	0.0032	0.0082	0.0207
ISD	Eq. var. assumed	9.691	0.002	-5.319	3071	0.000	-0.0080	0.0015	-0.0110	-0.0051
	Eq. var. not assumed			-5.320	3060.297	0.000	-0.0080	0.0015	-0.0110	-0.0051
IQR	Eq. var. assumed	7.186	0.007	-4.371	3071	0.000	-0.0166	0.0038	-0.0241	-0.0092
	Eq. var. not assumed			-4.371	3065.577	0.000	-0.0166	0.0038	-0.0241	-0.0092
MSSD	Eq. var. assumed	1.054	0.305	-3.960	3071	0.000	-0.0063	0.0016	-0.0094	-0.0032
	Eq. var. not assumed			-3.960	3070.923	0.000	-0.0063	0.0016	-0.0094	-0.0032
Happy	Eq. var. assumed	2.016	0.156	1.826	3071	0.068	0.0114	0.0063	-0.0008	0.0237
	Eq. var. not assumed			1.826	3066.140	0.068	0.0114	0.0063	-0.0008	0.0237
Sad	Eq. var. assumed	0.225	0.635	-6.090	3071	0.000	-0.0242	0.0040	-0.0320	-0.0164
	Eq. var. not assumed			-6.090	3069.903	0.000	-0.0242	0.0040	-0.0320	-0.0164
Neutral	Eq. var. assumed	28.051	0.000	6.012	3071	0.000	0.0398	0.0066	0.0268	0.0528
	Eq. var. not assumed			6.013	3022.120	0.000	0.0398	0.0066	0.0268	0.0528
Angry	Eq. var. assumed	10.757	0.001	-7.313	3071	0.000	-0.0221	0.0030	-0.0280	-0.0162
	Eq. var. not assumed			-7.312	3041.764	0.000	-0.0221	0.0030	-0.0280	-0.0162
Surprise	Eq. var. assumed	12.828	0.000	-4.083	3071	0.000	-0.0043	0.0011	-0.0064	-0.0023
	Eq. var. not assumed			-4.083	3058.637	0.000	-0.0043	0.0011	-0.0064	-0.0023
Fear	Eq. var. assumed	8.572	0.003	-1.457	3071	0.145	-0.0006	0.0004	-0.0015	0.0002
	Eq. var. not assumed			-1.456	3036.088	0.145	-0.0006	0.0004	-0.0015	0.0002

Notes. Eq. var. assumed = Equal variances assumed; Eq. var. not assumed = Equal variances not assumed.

### S4.1.2 Independent Samples Effect Size (Total).

Characteristics	Std. Measure	Cohen's d	95% CI of Diff.	
			Lower	Upper
E	0.0894	-0.398	-0.469	-0.327
S	0.0984	-0.216	-0.287	-0.145
T	0.1424	0.035	-0.036	0.105
J	0.0840	0.131	0.060	0.202
IMM	0.0890	0.162	0.091	0.233
ISD	0.0419	-0.192	-0.263	-0.121
IQR	0.1055	-0.158	-0.229	-0.087
MSSD	0.0440	-0.143	-0.214	-0.072
Happy	0.1737	0.066	-0.005	0.137
Sad	0.1100	-0.220	-0.291	-0.149
Neutral	0.1835	0.217	0.146	0.288
Angry	0.0838	-0.264	-0.335	-0.193
Surprise	0.0294	-0.147	-0.218	-0.076
Fear	0.0121	-0.053	-0.123	0.018

## Appendix S4.2 Results of Independent Samples t Test (Female)

### S4.2.1 Results of the t-test for differences in psychological characteristics between visitors to cultural heritage and modern entertainment attractions by female subgroup (N = 2442).

Characteristics		Levene's Test		t-test							Bootstrap <sup>a</sup>					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% CI of Diff.		Mean Diff.	Bias	Mean Diff.	Sig. (2-tailed)	95% CI of Diff.	
									Lower	Upper					Lower	Upper
E	Eq. var. assumed	0.144	0.704	-9.536	2440	0.000	-0.0351	0.0037	-0.0423	-0.0279	-0.0351	0.0000	0.0036	0.002	-0.0424	-0.0278
	Eq. var. not assumed			-9.534	2423.516	0.000	-0.0351	0.0037	-0.0423	-0.0279	-0.0351	0.0000	0.0036	0.002	-0.0424	-0.0278
S	Eq. var. assumed	0.235	0.628	-5.504	2440	0.000	-0.0221	0.0040	-0.0300	-0.0142	-0.0221	0.0003	0.0041	0.002	-0.0299	-0.0136
	Eq. var. not assumed			-5.507	2430.223	0.000	-0.0221	0.0040	-0.0300	-0.0142	-0.0221	0.0003	0.0041	0.002	-0.0299	-0.0136
T	Eq. var. assumed	1.025	0.312	-0.091	2440	0.928	-0.0005	0.0057	-0.0117	0.0107	-0.0005	0.0002	0.0056	0.931	-0.0117	0.0112
	Eq. var. not assumed			-0.091	2432.967	0.927	-0.0005	0.0057	-0.0117	0.0107	-0.0005	0.0002	0.0056	0.931	-0.0117	0.0112
J	Eq. var. assumed	0.044	0.833	3.511	2440	0.000	0.0123	0.0035	0.0054	0.0192	0.0123	0.0002	0.0033	0.002	0.0066	0.0191
	Eq. var. not assumed			3.513	2430.798	0.000	0.0123	0.0035	0.0054	0.0192	0.0123	0.0002	0.0033	0.002	0.0066	0.0191
IMM	Eq. var. assumed	1.239	0.266	4.520	2440	0.000	0.0160	0.0035	0.0090	0.0229	0.0160	-0.0001	0.0036	0.002	0.0085	0.0227
	Eq. var. not assumed			4.514	2409.894	0.000	0.0160	0.0035	0.0090	0.0229	0.0160	-0.0001	0.0036	0.002	0.0085	0.0227
ISD	Eq. var. assumed	7.812	0.005	-4.694	2440	0.000	-0.0078	0.0017	-0.0110	-0.0045	-0.0078	0.0001	0.0016	0.002	-0.0105	-0.0045
	Eq. var. not assumed			-4.683	2392.990	0.000	-0.0078	0.0017	-0.0110	-0.0045	-0.0078	0.0001	0.0016	0.002	-0.0105	-0.0045
IQR	Eq. var. assumed	7.290	0.007	-3.660	2440	0.000	-0.0151	0.0041	-0.0232	-0.0070	-0.0151	0.0002	0.0040	0.002	-0.0230	-0.0067
	Eq. var. not assumed			-3.652	2397.190	0.000	-0.0151	0.0041	-0.0232	-0.0070	-0.0151	0.0002	0.0040	0.002	-0.0230	-0.0067
MSSD	Eq. var. assumed	0.287	0.592	-3.312	2440	0.001	-0.0059	0.0018	-0.0093	-0.0024	-0.0059	0.0001	0.0018	0.004	-0.0092	-0.0021
	Eq. var. not assumed			-3.312	2425.962	0.001	-0.0059	0.0018	-0.0093	-0.0024	-0.0059	0.0001	0.0018	0.004	-0.0092	-0.0021
Happy	Eq. var. assumed	0.000	0.992	3.051	2440	0.002	0.0208	0.0068	0.0074	0.0342	0.0208	-0.0002	0.0068	0.002	0.0070	0.0344
	Eq. var. not assumed			3.051	2423.944	0.002	0.0208	0.0068	0.0074	0.0342	0.0208	-0.0002	0.0068	0.002	0.0070	0.0344
Sad	Eq. var. assumed	0.098	0.754	-5.466	2440	0.000	-0.0240	0.0044	-0.0326	-0.0154	-0.0240	0.0003	0.0044	0.002	-0.0327	-0.0152
	Eq. var. not assumed			-5.470	2432.782	0.000	-0.0240	0.0044	-0.0326	-0.0154	-0.0240	0.0003	0.0044	0.002	-0.0327	-0.0152
Neutral	Eq. var. assumed	16.407	0.000	4.640	2440	0.000	0.0304	0.0066	0.0176	0.0433	0.0304	0.0000	0.0068	0.002	0.0176	0.0434
	Eq. var. not assumed			4.622	2365.670	0.000	0.0304	0.0066	0.0175	0.0433	0.0304	0.0000	0.0068	0.002	0.0176	0.0434
Angry	Eq. var. assumed	7.118	0.008	-6.603	2440	0.000	-0.0222	0.0034	-0.0287	-0.0156	-0.0222	0.0000	0.0035	0.002	-0.0288	-0.0146
	Eq. var. not assumed			-6.624	2439.972	0.000	-0.0222	0.0033	-0.0287	-0.0156	-0.0222	0.0000	0.0035	0.002	-0.0288	-0.0146
Surprise	Eq. var. assumed	11.907	0.001	-3.863	2440	0.000	-0.0044	0.0011	-0.0066	-0.0022	-0.0044	0.0000	0.0011	0.002	-0.0066	-0.0021
	Eq. var. not assumed			-3.872	2439.040	0.000	-0.0044	0.0011	-0.0066	-0.0022	-0.0044	0.0000	0.0011	0.002	-0.0066	-0.0021
Fear	Eq. var. assumed	9.153	0.003	-1.471	2440	0.142	-0.0007	0.0005	-0.0017	0.0002	-0.0007	0.0000	0.0005	0.197	-0.0019	0.0003
	Eq. var. not assumed			-1.478	2433.281	0.140	-0.0007	0.0005	-0.0017	0.0002	-0.0007	0.0000	0.0005	0.195	-0.0019	0.0003

Notes. Eq. var. assumed = Equal variances assumed; Eq. var. not assumed = Equal variances not assumed; <sup>a</sup> Bootstrap results were based on 532 stratified bootstrap samples.

### S4.2.2 Independent Samples Effect Size (Female).

Characteristics	Std. Measure	Cohen's d	95% CI of Diff.	
			Lower	Upper
E	0.0908	-0.386	-0.466	-0.306
S	0.0991	-0.223	-0.303	-0.143
T	0.1410	-0.004	-0.083	0.076
J	0.0866	0.142	0.063	0.222
IMM	0.0873	0.183	0.103	0.263
ISD	0.0408	-0.190	-0.270	-0.111
IQR	0.1019	-0.148	-0.228	-0.069
MSSD	0.0437	-0.134	-0.214	-0.055
Happy	0.1686	0.124	0.044	0.203
Sad	0.1083	-0.221	-0.301	-0.142
Neutral	0.1619	0.188	0.108	0.267
Angry	0.0829	-0.267	-0.347	-0.188
Surprise	0.0281	-0.156	-0.236	-0.077
Fear	0.0122	-0.060	-0.139	0.020

## Appendix S4.3 Results of Independent Samples t Test (Male)

### S4.3.1 Results of the t-test for differences in psychological characteristics between visitors to cultural heritage and modern entertainment attractions by male subgroup (N = 631).

Characteristics		Levene's Test		t-test						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Diff.	Std. Error Diff.	95% CI of Diff.	
									Lower	Upper
E	Eq. var. assumed	5.768	0.017	-5.273	629	<b>0.000</b>	-0.0356	0.0067	-0.0488	-0.0223
	Eq. var. not assumed			-5.338	594.694	<b>0.000</b>	-0.0356	0.0067	-0.0486	-0.0225
S	Eq. var. assumed	0.501	0.480	-1.934	629	0.054	-0.0148	0.0077	-0.0299	0.0002
	Eq. var. not assumed			-1.921	556.767	0.055	-0.0148	0.0077	-0.0300	0.0003
T	Eq. var. assumed	0.170	0.680	0.501	629	0.617	0.0055	0.0109	-0.0159	0.0268
	Eq. var. not assumed			0.501	574.265	0.616	0.0055	0.0109	-0.0159	0.0268
J	Eq. var. assumed	0.435	0.510	0.969	629	0.333	0.0057	0.0059	-0.0059	0.0173
	Eq. var. not assumed			0.957	544.481	0.339	0.0057	0.0060	-0.0060	0.0174
IMM	Eq. var. assumed	1.968	0.161	1.058	629	0.291	0.0081	0.0077	-0.0070	0.0232
	Eq. var. not assumed			1.066	587.589	0.287	0.0081	0.0076	-0.0069	0.0231
ISD	Eq. var. assumed	0.977	0.323	-1.575	629	0.116	-0.0057	0.0036	-0.0128	0.0014
	Eq. var. not assumed			-1.585	583.898	0.114	-0.0057	0.0036	-0.0127	0.0014
IQR	Eq. var. assumed	0.032	0.859	-1.405	629	0.161	-0.0131	0.0093	-0.0314	0.0052
	Eq. var. not assumed			-1.399	562.788	0.162	-0.0131	0.0094	-0.0315	0.0053
MSSD	Eq. var. assumed	1.441	0.230	-1.196	629	0.232	-0.0042	0.0035	-0.0112	0.0027
	Eq. var. not assumed			-1.204	585.403	0.229	-0.0042	0.0035	-0.0111	0.0027
Happy	Eq. var. assumed	4.199	0.041	-0.497	629	0.620	-0.0074	0.0149	-0.0367	0.0219
	Eq. var. not assumed			-0.505	601.294	0.614	-0.0074	0.0147	-0.0362	0.0214
Sad	Eq. var. assumed	0.070	0.791	-1.583	629	0.114	-0.0144	0.0091	-0.0322	0.0035
	Eq. var. not assumed			-1.585	573.681	0.113	-0.0144	0.0091	-0.0322	0.0034
Neutral	Eq. var. assumed	2.094	0.148	2.324	629	<b>0.020</b>	0.0435	0.0187	0.0067	0.0803
	Eq. var. not assumed			2.358	598.414	<b>0.019</b>	0.0435	0.0184	0.0073	0.0797
Angry	Eq. var. assumed	2.910	0.089	-2.416	629	<b>0.016</b>	-0.0168	0.0070	-0.0304	-0.0031
	Eq. var. not assumed			-2.358	515.403	<b>0.019</b>	-0.0168	0.0071	-0.0308	-0.0028
Surprise	Eq. var. assumed	3.753	0.053	-1.743	629	0.082	-0.0048	0.0027	-0.0102	0.0006
	Eq. var. not assumed			-1.711	529.343	0.088	-0.0048	0.0028	-0.0103	0.0007
Fear	Eq. var. assumed	0.029	0.865	-0.139	629	0.890	-0.0001	0.0009	-0.0019	0.0017
	Eq. var. not assumed			-0.139	581.344	0.889	-0.0001	0.0009	-0.0019	0.0017

Notes. Eq. var. assumed = Equal variances assumed; Eq. var. not assumed = Equal variances not assumed.

### S4.3.2 Independent Samples Effect Size (Male).

Characteristics	Std. Measure	Cohen's d	95% CI of Diff.	
			Lower	Upper
E	0.0836	-0.425	-0.585	-0.265
S	0.0952	-0.156	-0.314	0.002
T	0.1351	0.040	-0.118	0.198
J	0.0731	0.078	-0.080	0.236
IMM	0.0954	0.085	-0.073	0.243
ISD	0.0448	-0.127	-0.285	0.031
IQR	0.1158	-0.113	-0.271	0.045
MSSD	0.0439	-0.096	-0.254	0.062
Happy	0.1851	-0.040	-0.198	0.118
Sad	0.1127	-0.128	-0.286	0.031
Neutral	0.2322	0.187	0.029	0.346
Angry	0.0862	-0.195	-0.353	-0.036
Surprise	0.0340	-0.141	-0.299	0.018
Fear	0.0114	-0.011	-0.169	0.147

**Appendix S5 Results of Logistic regression.**

**S5.1 Logistic regression coefficients and significance tests for total sample (demographic predictors).**

Features	B	Std. Error	Wald	df	p	Exp(B)	95% CI for Exp(B)	
							Lower	Upper
Credit			4.386	3	0.223			
Credit (1)	0.142	0.224	0.404	1	0.525	1.153	0.744	1.787
Credit (2)	0.077	0.185	0.174	1	0.676	1.080	0.752	1.552
Credit (3)	-0.131	0.115	1.307	1	0.253	0.877	0.700	1.098
Age			8.983	2	<b>0.011</b>			
Age (1)	0.408	0.146	7.843	1	<b>0.005</b>	1.504	1.130	2.001
Age (2)	0.269	0.162	2.752	1	0.097	1.309	0.952	1.800
Edu (1)	0.204	0.075	7.448	1	<b>0.006</b>	1.227	1.059	1.421
Province (1)	0.196	0.092	4.492	1	<b>0.034</b>	1.216	1.015	1.457
Gender (1)	-0.380	0.092	17.110	1	<b>0.000</b>	0.684	0.571	0.819
(Constant)	-0.426	0.187	5.191	1	0.023	0.653		

**S5.3 Logistic regression coefficients and significance tests for total sample (MBTI+Mood).**

Features	B	Std. Error	Wald	df	p	Exp(B)	95% CI for Exp(B)	
							Lower	Upper
E	0.458	0.042	119.254	1	<b>0.000</b>	1.581	1.456	1.717
S	0.209	0.042	24.849	1	<b>0.000</b>	1.232	1.135	1.337
T	-0.055	0.043	1.659	1	0.198	0.947	0.871	1.029
J	-0.097	0.042	5.228	1	<b>0.022</b>	0.908	0.836	0.986
IMM	0.005	0.060	0.006	1	0.937	1.005	0.893	1.131
IQR	0.057	0.056	1.035	1	0.309	1.058	0.949	1.180
MSSD	-0.080	0.059	1.878	1	0.171	0.923	0.823	1.035
Happy	0.123	0.052	5.603	1	<b>0.018</b>	1.131	1.021	1.252
Sad	0.194	0.048	16.350	1	<b>0.000</b>	1.214	1.105	1.334
Angry	0.174	0.050	12.258	1	<b>0.000</b>	1.190	1.080	1.312
Surprise	0.089	0.040	4.959	1	<b>0.026</b>	1.093	1.011	1.182
(Constant)	-0.007	0.038	0.035	1	0.852	0.993		

**S5.5 Model fit indices.**

Models	-2 Log Likelihood	Cox & Snell R <sup>2</sup>	Nagelkerke R <sup>2</sup>	
M0	4215.23	0.014	0.019	only Demographic
M1	2822.45	0.033	0.044	only MBTI
M2	2803.94	0.042	0.056	Total
M3	2788.92	0.049	0.065	Female

**S5.2 Logistic regression coefficients and significance tests for total sample (MBTI).**

Features	B	Std. Error	Wald	df	p	Exp(B)	95% CI for Exp(B)	
							Lower	Upper
E	0.448	0.041	117.655	1	<b>0.000</b>	1.565	1.443	1.697
S	0.262	0.040	42.338	1	<b>0.000</b>	1.299	1.201	1.406
T	-0.112	0.039	8.246	1	<b>0.004</b>	0.894	0.829	0.965
J	-0.118	0.041	8.459	1	<b>0.004</b>	0.889	0.821	0.962
(Constant)	-0.009	0.037	0.059	1	0.808	0.991		

**S5.4 Logistic regression coefficients and significance tests for total sample (Female & MBTI+Mood)**

Features	B	Std. Error	Wald	df	p	Exp(B)	95% CI for Exp(B)	
							Lower	Upper
E	0.445	0.046	92.543	1	<b>0.000</b>	1.561	1.426	1.709
S	0.230	0.047	24.174	1	<b>0.000</b>	1.259	1.148	1.380
T	-0.052	0.047	1.219	1	0.270	0.949	0.865	1.041
J	-0.101	0.046	4.883	1	<b>0.027</b>	0.904	0.826	0.989
IMM	-0.015	0.071	0.043	1	0.836	0.985	0.857	1.133
IQR	0.067	0.064	1.095	1	0.295	1.069	0.944	1.211
MSSD	-0.095	0.066	2.060	1	0.151	0.910	0.799	1.035
Happy	0.104	0.064	2.666	1	0.103	1.110	0.979	1.258
Sad	0.201	0.055	13.263	1	<b>0.000</b>	1.222	1.097	1.362
Angry	0.164	0.057	8.338	1	<b>0.004</b>	1.178	1.054	1.317
Surprise	0.087	0.047	3.441	1	0.064	1.091	0.995	1.197
(Constant)	0.034	0.043	0.642	1	0.423	1.035		

**S5.6 ROC curve analysis for prediction models of attraction preference.**

Models	Acc	AUC	95% CI of Diff.		
			Lower	Upper	
M1	<b>0.552</b>	<b>0.572</b>	0.546	0.586	only Demographic
M2	<b>0.624</b>	<b>0.652</b>	0.633	0.671	only MBTI
M3	<b>0.619</b>	<b>0.671</b>	0.652	0.690	MBTI+Mood
M4	<b>0.621</b>	<b>0.670</b>	0.651	0.689	MBTI+Mood