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Exploring halal-friendly destination attributes in South Korea:
Perceptions and behaviors of Muslim travelers toward a non-Muslim destination

Abstract

This study is designed to explore halal-friendly destination attributes in South Korea and identify the particular role of the attribute factors in forming destination image and behavioral intentions. In order to achieve this objective, a psychometric process was used. A qualitative approach (i.e., interview) was initially employed to identify possible halal-friendly attributes at a non-Muslim destination. Next, Churchill's (1979) procedures (exploratory factor analytic approach) and Gerbing and Anderson's (1988) guidelines (confirmatory factor analytic approach) were used. A structural equation model was proposed to test the impact of identified attributes on its subsequent outcomes. Additional asymmetrical methods were applied to investigate the combination of halal-friendly attributes and necessary conditions leading to the desired outcomes. The outcomes determined five major halal-friendly attributes which can be useful for destination marketers in South Korea to formulate a favorable destination image, elicit repeat visitation, and promote word-of-mouth behaviors.

Keywords: Halal tourism, social environment, locals and staff, facilities, Muslim travelers.

1. Introduction

Since the global tourism industry is increasingly becoming a competitive market, comprehending international travelers' needs, interests, demands, and behaviors plays a vital role in destination development (Shafaei & Mohamed, 2015). Given this competitive environment in the international tourism market, practitioners and researchers recognize the importance of halal tourism as a valuable market (Battour & Ismail, 2015). The rapidly

growing interest in halal tourism is partially associated with the continuous growth of the global Muslim population (Battour & Ismail, 2015). According to Shafaei and Mohamed (2015), the Muslim population is composed of around thirty percent of the total population in the world, and this percentage is expected to continue rising.

Several Islamic countries (e.g., Saudi Arabia and Iran) have introduced the concept of halal tourism by inhibiting unlawful Islamic tourism activities (Din, 1989; Shafaei & Mohamed, 2015). Further, an increasing number of non-Muslim countries (e.g., Japan and South Korea) have been adopting halal tourism by offering and delivering Muslim-friendly tourism products and services. According to the Global Muslim Travel Index (GMTI) (2018) report, the top ten Muslim-friendly destinations among non-Islamic nations are Singapore, South Africa, Thailand, United Kingdom, Bosnia and Herzegovina, India, Germany, Australia, and Tanzania. In addition, the OIC reported that Malaysia, United Arab Emirates, Turkey, Indonesia, Saudi Arabia, Morocco, Jordan, Qatar, Tunisia, and Egypt are the major halal-friendly destinations among Islamic countries. South Korea's failure to make the list implies that becoming halal-friendly and thus increasing the number of Muslim travelers is imperative to maximize the number of international customers traveling to South Korea.

The market size of Muslim international tourism has been rapidly increasing (Kim et al., 2015). Specifically, the total numbers of Malaysian and Indonesian travelers were 113,675 and 95,239, respectively, in 2010. These numbers increased to 244,520 and 208,329 in 2014. The average growth rate over these four years was 21.1% (Malaysians) and 21.6% (Indonesians) (KTO, 2015). The total number of tourists from Mid-East Asian countries was 26,274 in 2014 (KTO, 2015). The annual average growth rate from 2010 to 2014 was 32.7%, which indicates a steady increase in volume. In particular, it is evident that the number of travelers from Islamic countries to Korea has increased in the last few years (KTO, 2015). Halal tourism is estimated to represent around 5.3% of the total inbound tourism market in

South Korea. According to the South Korea Tourism Organization (2016), the number of Muslim travelers visiting South Korea is expected to reach around 1 million in 2017 and approximately 1.3 million in 2020. In addition, the total economic impact of inbound Muslim tourists in South Korea is anticipated to be around 40 billion dollars (production cause) and 20 billion dollars (value added). Moreover, it is expected that this emerging tourism sector will generate more than 80,000 jobs directly or indirectly related to Islamic tourism in South Korea.

The competitiveness of South Korea as a halal tourism destination, compared to other competing non-Islamic countries, is still weak. In particular, South Korean people's understanding of halal tourism is very limited. As such, halal-friendly hospitality and tourism products and services Muslim travelers visiting South Korea are inadequate. The guidelines in hotels, restaurants, and shopping places that international travelers often visit are hardly available for Muslim travelers. The service failures derived from lack of understanding of Muslim travelers' religious beliefs often occur. Muslim travelers are complaining about food, accommodations, transportation, shopping, etc. while they are visiting South Korea. It is important to recall that the Muslim population is around 30% of the world population (Kim et al., 2015) and the share of halal tourism is about 12% of the global tourism market. Although this number is increasing, the proportion of Muslim travelers visiting South Korea is 5.3% which is rather small. Based on the growing trend of Muslim travelers' arrivals, South Korea tourism environment is not halal-friendly enough and policy makers need to improve attributes of this non-Muslim destination to satisfy the needs of this valuable market.

This research is designed to understand perceptions of Muslim travelers about the image of a non-Muslim destination. Specifically, the objectives of this study are: 1) explore halal-friendly destination attributes in South Korea and identify the underlying dimensions of the destination attribute factors using a psychometric process comprising both qualitative and

quantitative approaches; 2) investigate the role of the identified attributes in building an affective and overall destination image of South Korea; and 3) identify the impact of above relationships on Muslim travelers' intentions to revisit South Korea and recommend it as a halal-friendly tourism destination.

2. Review of the literature

2.1. Halal tourism characteristics

Despite the scant knowledge of halal-friendly tourism characteristics in academic literature, there are a few studies that have defined the conceptual meaning of halal tourism, practices and its various aspects in the hospitality and tourism industry. Jafari and Scott (2014) explained certain Islamic facts that provide an essential understanding of the rapid increase in the halal tourism market. For example, Muslim travelers are required to continue practicing their religion as part of their daily lives in both Muslim and non-Muslim countries. Ryan (2016) discussed competitiveness and increased awareness among the international destinations about understanding Muslim travelers' needs and developing a strategic plan to attract this market segment. An empirical study by Olya and Al-Ansi (2018) articulated the concepts of halal and haram in a tourism context and indicated that Muslim tourists perceive different types of risks concerning consumption of halal products and services which derive their behavioral intentions. The hospitality industry covered various types of areas such as accommodation, food, airports, transportation and attractions that create challenges and difficulties for non-Muslim destination managers and policy makers who seek to understand how to start effectively targeting and advancing in this market.

Availability of halal food, praying rooms, pork and alcohol-free places, and separate male and female spa and gym facilities are some of the halal characteristics that must be satisfied according to the Islamic law, called Sharia (Battour et al., 2014; Jafari & Scott,

2014). Stephenson (2014) has classified both dimensions (tangible and intangible) that form halal hospitality elements. For instance, the principles of halal tourism cover a wide range of services in the hospitality industry such as human resources management (e.g., staff uniforms and ethics) and marketing, promotions, and other public facilities (e.g., no gambling, casinos, night clubs). Furthermore, the cultural and social activities at a tourism destination are essential issues which need to be considered by tourism management organizations in order to create halal-friendly environments and images. For example, managers should be aware to avoid offering adult TV channels in accommodations and removing decorations, pictures and paintings that illustrate nudity and thus oppose Sharia (Henderson, 2010; Oktadiana et al., 2016). Provision of various halal services and products has become a necessity in the areas where Muslim travelers usually visit (e.g., airports, hotels, shopping centers, restaurants).

2.2. Halal tourism in South Korea

Tourists from Islamic countries such as Malaysia and Indonesia placed among the top ten international arrivals to South Korea over the last few years (KTO, 2016). Muslim travelers from Middle East countries such as Saudi Arabia, United Arab Emirates, Kuwait, Qatar, Bahrain and Oman are the top expenditure tourists in South Korea with an average of $2,590 per visit compared to other markets segments from China, Japan, Russia and Taiwan who spent below $2,000 according to the South Korean Culture and Tourism Institute KCTI (Korea bizwire, 2017). Due to this growth of halal tourism in South Korea, Muslim travelers' demands and needs while traveling to South Korea have also been substantially increased along with difficulties related to food, accommodations, facilities, social environment, etc. Even though, halal restaurants and praying rooms have gradually increased in some touristic sites in South Korea. There are very low awareness, and an understanding the needs of halal tourism is still a major obstacle in South Korea especially for long term development plans.

For instance, the total number of praying rooms (i.e., halal-friendly facilitates) in South Korea is 28 across the country while Japan has over 56 praying rooms that cover major places including shopping centers (Yonhap, 2017). The limited halal services, products and information availability for Muslim visitors to South Korea may cause misunderstanding in delivering or providing excellent experiences in hotels, restaurants and shopping areas. Furthermore, expanding halal tourism in South Korea depends on identification of halal friendly attributes in such non-Muslim destination.

2.3. Affective and overall destination image

Being affective as a part of the individual decision-making process helps to create the components of customer satisfaction and loyalty (Oliver, 1997; 1999). It leads to pleasurable or positive feelings towards products and services. In other words, being affective is comprised of a set of emotions that forms and achieves positive acceptance towards a specific item under hedonic consumption (Pham, 1998). Jani and Han (2011) used both terms, emotions and affective, interchangeably in previous research. This interaction was supported by the study of Dubé and Menon (2000), who defined affective as feelings-related, or individual responses of perceptions that occur while using or experiencing a specific product or service. Other researchers reported that individuals' cognitive assessments may influence their affect and emotions (e.g., Perugini & Bagozzi, 2001; Lee et al., 2012). For example, affective attributes indicated enjoyment, relaxation, happiness, fun, and excitement which derive consumer behaviors. In this regard, affect was frequently used as determinant of tourist' behavior in different fields of hospitality and tourism studies (Han & Hwang, 2018; Kim et al., 2016; Lin et al., 2007).

Overall image plays a key role in attracting new market segments in the tourism and hospitality industry (Baloglu & McCleary, 1999). It involves multi-interactive components of

opinions, cognitive, hedonic, anticipations, and feelings towards products and services (Tasci et al., 2007). According to Lee et al. (2010), cognitive and affective components consistently build the overall image for hotel branding. Similar outcomes were explored in natural, developed and theme park destinations settings (Lin et al., 2007). Similarly, Han and Hwang (2018) found that cognitive factors influence overall image of tourists toward healthcare hotel. There is a consensus among researchers about the role and functionality of psychological aspects of the forming of individual anticipations and images (Evanschitzky & Wunderlich, 2006; Oliver, 1997). Based on the previous research, this study defines the overall image as a traveler's perception towards a destination.

2.4. Behavioral intentions

Behavioral intentions refer to an individual's future desire and action to participate, consume, and use or not use a particular product or service (Han & Hyun, 2017). Considerable studies in marketing have verified the consequences of behavioral intentions. Oliver (1997) described behavioral intentions as the interest or willingness of an individual to engage in a particular behavior, whereas both repurchase intention and recommendation intention are essentially elements of customer behavioral intention (Oliver, 1999). Likewise, Han and Ryu (2007) reported that revisit intention is a substantial and acceptable tool to measure a tourists' future behavior, while personal characteristics of customers lead to the formation of their behavioral intention in upscale restaurant settings. Further scholars identified behavioral intentions as a functional construct, which is related to customer loyalty such as revisit intention and recommendation intention (e.g., Choo et al., 2016; Mason & Paggiaro, 2012; Tanford & Jung, 2017). In sum, researchers agreed that attributes and elements for both terms can be used to elaborate customer behavioral intentions (Han, 2013).

In the present study, behavioral intention refers to Muslim travelers' future plans/desires regarding revisit intention and intention to recommend of a halal-friendly destination.

2.5. Complexity theory

The decision making process of Muslim travelers based on halal-friendly attributes in a non-Muslim destination requires a twisted framework to describe this phenomenon. Thus, we used complexity theory to explain the causal interactions of halal-friendly attributes in formulating an affective destination image, overall image, and behavioral intentions of Muslim travelers toward South Korea. According to Baggio (2008), complex theory is an advanced process that assists to clarify the interactions among many concepts and variables. Olya et al. (2018) to justify application of complexity theory for predicting tourist's behavioral intentions indicated that a tourist may consider multiple and combinations of factors to make a decision or take an action. Recently, complex theory was used in various research fields (e.g. politics, business, marketing, tourism, and hospitality) to elucidate the heterogeneity and complexity of antecedents interactions in predicting expected models outcomes (Leischnig & Kasper-Brauer, 2016; Olya & Akhshik, 2018). Furthermore, Olya and Al-ansi (2018) believed that behavior of Muslim travelers is more complex which is caused by sophistication of Sharia. They used complexity theory in explaining behavioral intention of tourists towards halal products and services. The current study uses complexity theory to support complex interactions of halal-friendly attributes of South Korea in forming affective image, overall image and behavioral intention of Muslim travelers.

2.6. Relationships among study variables

Previous studies have examined the relationships between attributes, characteristics and dimensions of products and services in different disciplines. Review of relevant literature

demonstrates heterogeneous outcomes and results due to the complexity of the involved antecedents. For example, Han and Hyun (2017) found that overall restaurant image and congruence image are significantly associated with quality of food, service, environment, satisfaction and behavioral intentions of the customers. Huang and Hsu (2009) discovered that attitudes play a significant mediating role between travel motivations, perceived constraints (e.g., language) and revisit intention of Chinese tourists to Hong Kong. Furthermore, the physical environment of luxury hotels plays a vital role in determining customers' value perceptions (Mattila, 1999). Similarly, loyalty of passengers toward full-service airlines' images is affected by service quality dimensions (i.e., comfort, performance, facilities, staff, food and beverage), which encompass tangible and intangible attributes (Mikulić & Prebežac, 2011). Another study by Saha and Theingi (2009) highlighted that travelers who experience positive service quality (e.g., staff, uniform, seats, air conditioning) are likely to intend to recommend and repurchase airline products. In addition, customers' emotions and atmosphere characteristics (e.g., pleasure, facilities, arousal, environment) in upscale restaurants are indicated as affective attributes with customers' behavioral intentions (Ryu & Jang, 2007). Moreover, an earlier study by Han and Hwang (2018) revealed the positive relationships between healthcare hotels guests' perceived value and quality on affective, overall image and intention to visit. In terms of spa hotel products, certain service issues (e.g., privacy, location, atmosphere, meals) were found to be considered when forming favorable perceptions towards the hotel image and customer behavioral intention (Lu & Shiu, 2009). In essence, individuals who have had positive consumption/usable experience with products and services will definitely respond positively. These experiences then influence behavior such as recommending a product or service to others and intending to repurchase or revisit (Han, 2013; Oliver, 1999). Therefore, this study develops a structural model to investigate the influences of the identified halal-friendly attributes of a non-Muslim

destination (i.e., South Korea) on overall and affective images perceived by Muslim travelers. This study used a higher-order structure to examine the outcomes constructs of the developed model. Thus, halal-friendly attributes used as a second-order construct including five sub-constructs namely (i.e., social environment, facilities, services, food and beverage, locals and staff). The proposed model tries to investigate the functionality of halal-friendly attributes as a second-order construct that derives affective destination image, overall image, revisit intention and recommendation intention of Muslim travelers. Hence, the theoretical assumptions and hypotheses of the present study were developed as follows:

H1: Halal-friendly attributes have a significant and positive impact on affective.

H2: Halal-friendly attributes have a significant and positive impact on overall destination image.

H3: Affective has a significant and positive impact on overall destination image.

H4: Affective has a significant and positive impact on revisit intention.

H5: Affective has a significant and positive impact on recommendation intention.

H6: Overall destination image has a significant and positive impact on revisit intention.

H7: Overall destination image has a significant and positive impact on recommendation intention.

Apart from the proposed structural model, the study developed a configurational model to explore the casual configuration of identified halal-friendly attributes (i.e., social environment, facilities, services, food and beverage, locals and staff) leading to affective destination image and overall destination image. In other words, five dimension of halal friendly attribute combined as a causal configuration of two destination images. The

proposed configuration model includes another configuration comprised of two destinations images (i.e., affective and overall images) to predict a Muslim traveler's revisit intention and recommendation intention of South Korea. The configurational model provides pragmatic solutions for South Korean tourism industry to develop halal tourism market images through provision of a combination of the identified halal-friendly attributes and affective and overall images of destination leading to desired behavioral outcomes of the Muslim travelers. This study also identified necessary conditions to attain expected outcomes of the research model using necessary condition analysis (NCA).

3. Methods

3.1. Qualitative approach

Due to the paucity of existing literature, this study employed a qualitative approach to explore the patterns and facets of a halal-friendly destination. Previous studies were reviewed to understand and extract possible patterns and aspects of the halal tourism market (Henderson, 2010; Jafari and Scott, 2014; Battour et al., 2014; Kim et al., 2015; Ryan, 2016; Oktadiana et al., 2016; Olya and Al-Ansi, 2018). After a review of the relevant literature, a series of in-depth interviews were conducted to discover possible halal-friendly attributes and underlying major dimensions of a halal-friendly destination. To determine halal-friendly attributes, Muslim travelers, tour operators who provide halal services, suppliers and consumers of halal products and services, halal experts and academicians were invited to participate in this study. A total of 16 individuals and three Muslim families were interviewed about their visit in South Korea and other non-Muslim destination. Informative questions were asked to guide researchers to identify considerable insights of particular attributes on a large scale. Muslim interviewees responded to the following questions: Can you justify differences between the availability of halal services in Muslim and non-Muslim

destinations? Are the environment, atmosphere, and social life in South Korea halal-friendly? What kind of halal products and services would you like to see when you travel to South Korea? What kind of products and services do you always avoid seeing or using during your travel? Interviewees freely discussed their travel experiences and shared their concerns, suggestions, and opinions on how to further develop a halal-friendly destination. During the interviews, possible distinctive attributes were explored. Some attributes were claimed as necessary at tourist destinations while some other were considered as preferred characteristics. The average time of interviews was 18 minutes. Initially, a total of 54 attributes were identified. However, six of them were removed due to having the same meanings as other attributes. Finally, a total of 48 attributes were generated. Following Spiggle's (1994) guideline, the identified attributes were then classified and clustered into six major dimensions.

3.2. Measurement instruments for additional constructs

Apart from halal-friendly attributes, validated scale items were adapted from the previous literature to assess the other factors of the proposed model. In particular, four items were adapted from Oliver (1997) for affective destination image (e.g., "Traveling to South Korea gives me a lot of pleasure"). Another three items were adapted from Baloglu and McCleary (1999) for overall destination image (e.g., "My overall image of South Korea as a tourist destination is positive"). Five items for behavioral intention (i.e., revisit intention and recommendation intention) were adapted from two studies (Jani & Han, 2011; Kim & Han, 2008) (e.g., "I am willing to recommend other people to visit South Korea"). The study items were measured using a 7-point Likert scale instead of a 5-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree). The reason for using the 7-point Likert scale is to provide participants with wide options to indicate the most accurate responses (Nunnally,

1978). Additionally, Saleh and Ryan (1991) reported that the 7-point Likert scale is a better functioning rating tool for hospitality-related items. The initial version of the survey questionnaire was designed in the English language and then subsequently translated into the Bahasa Melayu and Arabic languages using a blind translation-back-translation method, which was carefully reviewed and scanned by native speakers and academic experts of these languages in the field of hospitality and tourism. These three major speaking languages are related to most of the Muslim travelers who visit South Korea. The survey consists of three sections. Section one introduces the purpose of the survey and includes a brief instruction about respondent's anonymity and confidentiality of responses. Section two involves survey questions to measure the main variables of the research model. The last section contains a demographic profile of the participants including gender, age, income level, education level, and nationality. A pretest was given to 18 participants including professionals to verify the validity of the questions and ensure the survey contents were clear and understandable. The survey was slightly modified by respondents and professionals in the hospitality and tourism field.

3.3. Structured survey procedure

A convenience sampling technique was used to collect data from different tourist sites in South Korea. A total of 365 international Muslim travelers were invited to participate in the survey. Out of that number, a total of 353 agreed to participate and completely filled out the survey. South Korean souvenirs and gifts along with a brief introduction of the project's purpose and goals were provided to potential respondents prior to completion of the survey to get their feedback. The data collection spanned three weeks during spring between March and April 2018. After scanning and removing the questionnaires, a total of 340 final valid cases were obtained that were used for data analysis.

The sample comprised 45.3% (154) males and 54.7% (186) females. The average age of respondents was 29.2 years old, ranging from 20 to 69 years old. The education level of participants is as follows: 47.1% (160) respondents were university degree holders, 25.0% were graduate degree holders, 17.7% (60) were high school graduates or less, and 10.3% (35) had graduated from two-year/community college. Regarding income level, 55.9% (190) made $25,000 or less, 22.9% (78) made between $25,000-$39,999, 9.5% (32) made between $40,000-$54,999, and 11.8% (40) made $55,000 or higher. The participants came from Malaysia, Brunei, Indonesia, Saudi Arabia, UAE, Turkey, Kazakhstan, Jordan, Morocco, Uzbekistan, Iran, Kyrgyzstan, Azerbaijan, Pakistan and Bangladesh. Lastly, the majority of the participants (60%) reported that halal-friendly tourism services and products are extremely important when they select a destination.

4. Results

4.1. Qualitative procedures

The in-depth interviews findings determined several halal-friendly dimensions. The most common items emerged in the interviews are related to halal food, facilities, environment, services and staff. For example, most of interviewees (n = 13) confirmed that availability of praying rooms for both male and female is an important matter in tourist places. In this regard, statements of two participants are provided as below:

> "... I am really concerned about praying room and mosque availability when I visit tourist places such as shopping areas and entertainment attractions. I also request that our tour guide ensure that places we visit should provide praying facilities such as a prayer rug, Quran, and information regarding Qibla (direction towards Mecca) for our comfort (Fam. No.3, Brunei)."

> "... I chose to visit Everland-Theme park in South Korea with my friends because our travel agent advised that the park has a praying room for Muslim visitors. So,

we decided to spend a full day tour there to enjoy the place (Ind. No.8, Malaysia)."

(Insert Image 1)

It is noticed that availability of a praying room and its facilities are an essential demand by most Muslim travelers to South Korea. They highly expect to find access to these facilities in the places they are visiting such as hotels, airport-terminals and touristic attractions. Image 1 shows opening of Muslim-friendly facilities (i.e., Prayer rooms, Qibla Sign) located at the major convention center COEX and Lotte department store in Seoul in order to attract more Muslim tourists. Following, halal food and beverage provisions have also been emphasized by almost all interviewees. They informed that lack of availability of halal food in most tourist places is a serious obstacle that they faced in South Korea. The following statements indicate how halal food plays a critical role in forming the perception and behavior of Muslim travelers.

"... Because of no availability of halal food at most tourist places such as shopping malls, attractions and hotels, we have shortened our trip duration to South Korea. We could not spend longer to explore other cities. We decided to travel to Singapore to spend the rest of our holiday there because we can easily find restaurants serving halal food and nonalcoholic beverages (Fam. No 2, Saudi)."

"... I enjoyed my stay in the Iteawon area, Seoul. Because I could find a lot of halal food restaurants and outlets around. I also was happy to try local Korean halal meals which was a great opportunity for me as I am a lover of Korean drama and culture (Ind. No 2, Indonesia)."

"... I stayed a bit far from the city center where *I'm* taking a short training course. I almost spend 1.30 hour every day to have my dinner at a halal restaurant. It costs me higher than I expect (Ind. No 5, Morocco).*"*

(Insert Image 2)

According to these discussions, halal food and beverages in South Korea is a major concern for Muslim travelers. The difficulties to find halal items create a hardship moment for Muslim travelers to enjoy staying at such a destination. As shown in Image 2, halal food restaurant displays halal logo to catch the Muslim tourists' eyes in Jeju Island while some hotels offer some Muslim-friendly meals and halal-friendly services. Nine interviewees highlighted different points about the significance of staff and locals' awareness about halal issues, providing and delivering halal services and also a halal-friendly social environment of the destination which are elaborated as follows:

"... I found some places offering halal food and meals together with haram [non-halal] food, I then was surprised that they are preparing the halal meal using the same kitchen and materials with non-halal food which shows that staff are not well aware of the halal issue and Islamic law (Ind. No 15, UAE)."

"... I have booked the hotel for my family a bit away from red-district areas to avoid an unhealthy environment that contains night clubs, bars and gambling activities. We always like to be in a halal-friendly social environment (Fam. No 1, Malaysia)."

"... I faced some difficulties to find an access and information about halal services in South Korea, I always refer to some friends who study here to get advise especially when I need to buy Korean stuff like cosmetic products (Ind. No 13, Indonesia)."

(Insert Image 3)

Referring to statements of interview participants, they have similar perceptions about afore-stated criteria of a halal-friendly destination. The image 3 illustrate local Korean female learn basic knowledge about the the Islamic culture and attire while other photo provides a

side of the social environment activity by group of Muslim tourists in Seoul. Based on the results of interviews, halal-friendly attributes were categorized into several labels (i.e. food, facilities, services, staff, accommodation, and environment) which cover most of Muslim traveler's needs in a non-Muslim destination.

4.2. Quantitative procedures

4.2.1. Exploratory factor analytic approach

An exploratory factor analysis (EFA) was applied using the principal components analysis (PCA) technique and the Varimax rotation method to determine the underlying dimensions of the characteristics of halal-friendly tourist destinations. Out of a total of 48 developed items, 22 items were retained and five factors were generated after removing and excluding items that presented low factor loadings (<.40) and cross-loadings (Li & Cai, 2012). Table 1 presents a summary of the EFA results. The value of the Kaiser-Meyer-Olkin (KMO) Measure was .927 and the Bartlett's test of sphericity was significant ($p < .001$), which verifies the adequacy of EFA (George & Mallery 2001). The eigenvalues of five extracted factors greater than 1 accounted for about 72.193% of the total variance.

The first factor, which is labeled as "halal-friendly social environments", involved seven items that captured 20.161% of the variance. Factor two was termed "halal-friendly facilities" that included four items. This factor explained about 13.994% of the variance. Four items were extracted and loaded onto a single factor named "halal food and beverage" with 13.919% of the total variance. The fourth factor, labeled "halal-friendly services," included four items that account for 13.289% of the variance. The fifth factor, named "Halal friendly locals and staff", captured 10.829% of the variance. Factor loadings for all 22 items were high and exceeded the threshold of .50 (Hair et al., 1998). In terms of reliability of the explored constructs, the coefficient alpha values were assessed to check the internal

consistency among items loaded under each factor. Coefficient values (Factor 1 = .908, Factor 2 = .881, Factor 3 = .838, Factor 4 = .903 and Factor 5 = .842) were greater than .70 which indicate five emerged factors meet the reliability criteria (Nunnally, 1978). IBM SPSS-AMOS 22.0 software was used for data analysis. The combination of employing SPSS and AMOS were confirmed in previous studies (Kim et al., 2012; Han, 2013; Wen et al., 2018). Lastly, the estimation regarding the skewness and kurtosis of the measurement items showed no significant normality issue (see Table 1). Particularly, the skewness values ranging from -.695 (std. error = .132) to +.111 (std. error = .132) fell between -2.00 and +2.00, and the kurtosis values ranging from -.846 (std. error = .264) to +.292 (std. error = .264) also fell between -2.00 and +2.00. This result implies that the data set of the present research was free from the skewness and kurtosis problems.

(Insert Table 1)

(Insert Figure 1)

4.2.2. Confirmatory factor analytic approach

In accordance with Anderson and Gerbing's (1988) approach, confirmatory factor analysis (CFA) was performed to confirm the measurement items' convergent and discriminant validity, reliability and the uni-dimensionality of the halal-friendly identified attributes. Table 2 presents CFA findings. The goodness-of-fit statistics of the measurement model were as follows: χ^2 = 460.049, df = 196, χ^2/df = 2.347, p < .000, RMSEA = .063, CFI = .948, and NFI = .914. The results of fit statistics showed that the proposed model has fitted with data well (Ford et al., 1986). Further, composite reliability (CR) test values ranged from .848 to .907; indicating excellent reliability values by exceeding the recommended cutoff level of .60 (Bagozzi & Yi, 1988). Moreover, average variance extract (AVE) results revealed excellent scores for all constructs between .575 and .711, which is higher than the

threshold of .50 (Fornell & Larcker, 1981). Discriminant validity of the constructs was evaluated and the squared correlations values were found to be lower than the AVE values, as shown in Table 3 (Fornell & Larcker, 1981). These CFA findings confirmed validity and reliability of the fivde identified constructs.

(Insert Table 2)

(Insert Table 3)

4.3. Measurement model results

An additional four variables were involved in the study model including affective destination image, overall destination image, revisit intention and recommendation intention to assess its quality testing. The findings from CFA reported goodness-of-fit statistics: χ^2 = 1034.638, df = 509, χ^2 /df = 2.033; p < .000, RMSEA = .055; CFI = .943; IFI = .944; TLI = .938; AGFI = .827, which indicated that the model adequately fit the data. Composite reliability for all model constructs involved were perfectly loaded with high values ranging between .882 and .954, exceeding standard criteria of .60 (Bagozzi & Yi, 1988). Next, AVE values for each construct in the model were tested, as suggested by Fornell and Larcker (1981), to assess its convergent validity. The value range was between .600 and .838, which meets the minimum suggested standard of .50 (Hair et al., 1998). Furthermore, discriminant validity was established to assess the correlations between values of constructs. The results demonstrated that AVE values were higher than the square correlation between all constructs (Fornell & Larcker, 1981). The results of this stage proved the validity and reliability of all scale items which are presented in Table 4.

(Insert Table 4)

4.4. Structural equation model (SEM) results

Structural equation modeling (SEM) was conducted to test proposed hypotheses. The goodness-of-fit statistics (χ^2 = 1140.531, df = 512, χ^2/df = 2.228, p<.000, RMSEA = .060, CFI = .932, IFI= .933, TLI = .926, AGFI = .815) indicate an excellent data fit. SEM results were tested and presented in Table 5 and Figure 2. As it is assumed for hypothesis 1 and 2, the total effect of halal-friendly attributes construct was positively and significantly associated with affective destination image and overall destination image (H1: β halal-friendly attributes -> affective = .379, t = 6.129, p < .01; H2: β halal-friendly attributes -> overall destination image = .241, t = 4.560, p < .01). It is determined that halal-friendly attributes construct, which is considered as a higher-order factor, serve as a significant predictor of affective and overall destination image. According to the SEM results, hypotheses 3, 4, 5, 6 and 7 were also supported. Affective destination image has a significant and positive impact on overall destination image (H3: β affective -> overall destination image = .564, t = 10.821, p >.01), revisit intention (H4: β affective-> revisit intention = .464, t = 7.493, p >.01), and recommendation intention of Muslim travelers (H5: β affective-> recommendation intention = .362, t = 5.899, p >.01). Overall destination image improves revisit intention (H6: β overall destination image -> revisit intention = .316, t = 4.969, p >.01), and recommendation intention of South Korea a halal-friendly destination (H7: β overall destination image -> recommendation intention = .437, t = 6.674, p >.01). In turn, the total variance of affective destination image and overall destination image were R^2 = 14.3% and 48%, respectively. R^2 for revisit intention was 50.8% and recommendation intention was 53%. Overall, the proposed conceptual model developed has a potent ability to interpret positive associations between constructs.

(Insert Figure 2)

(Insert Table 5)

4.5. fsQCA results

Table 5 presents results of configurational modeling for two causal configurations. In first configuration, five halal-friendly attributes of destination used as ingredients of recipes for affective image and overall image. As shown in Table 5, one causal recipe explains the condition where Muslim travelers perceive a high level of affective destination image (coverage: 365, consistency: 997). Model 1 indicates that five attributes of a halal-friendly destination need to be provided in order for a Muslim traveler to perceive high degree of affective. One causal recipe, which is similar to the model for affective image, explains the condition where Muslim travelers perceive a high degree of overall destination image (coverage: 372, consistency: 998).

Results from fsQCA for the second configuration obtained from a combination of affective and overall destination images to predict intentions to revisit and recommend the destination. According to the results of the second configuration, one model explains the condition where Muslim travelers intended to revisit (coverage: 915, consistency: 865) and intended to recommend South Korea as a halal-friendly destination (coverage: 914, consistency: 901). Overall destination image is a sufficient condition to achieve high degrees of revisit and recommendation intentions of Muslim travelers (Table 5).

(Insert Table 6)

4.6. Necessary condition analysis (NCA) results

Table 6 provides results from analysis of necessary conditions. A factor that received a consistency value greater than .85 is subject to a necessary condition. According to the

results, food and beverage is necessary to form highly affective and overall images as well as high degrees of revisit and recommendation intentions of Muslim travelers. Both affective and overall images appeared as necessary conditions where Muslim travelers revisit and recommend South Korea as a destination.

(Insert Table 7)

5. Discussions

5.1. Summary of the results

The present research is the first empirical study that used a mix method to explore distinctive attributes of a halal-friendly, non-Muslim destination based on the perspectives of international Muslim travelers who have visited South Korea. This study initially used a qualitative approach to determine major halal-friendly attributes and dimensions by interviewing informant people. It attempted to formulate specific attributes by employee Churchill's (1979) procedures, while the valid underlying factors were generated using Gerbing and Anderson's (1988) approach. The reliability and validity of these attributes were examined using a quantitative approach. SEM was applied to investigate the relationships between variables of the proposed model using higher-order structural analysis. In addition, configurational modeling using fsQCA used to explore halal-friendly attributes configuration in forming affective and overall images of Muslim travelers toward South Korea. A causal recipe from affective and overall images configuration were calculated to investigate desired behavioral intention of Muslim travelers. The overall outcomes determined the validity of halal-friendly attributes in South Korea, which involve the five major identified dimensions namely halal-friendly social-environment, facilities, food and beverage, services, and locals and staff. The total impact of these five dimensions as a higher-order factor on affective,

overall destination image and behavioral intentions were positive. Affective and overall destination images perceived boosted intention revisit and recommendation intentions of the Muslim travelers. Findings from configurational modeling revealed that forming a high degree of affective and overall destination images results from the presence of all five halal-friendly attributes in the non-Muslim destination. These results are supported by complexity theory that posits a complex combination of factors that explain a condition where outcome is achieved. fsQCA results showed that a high level of overall images leading to high levels of revisit and recommendation intentions of Muslim travelers. NCA results indicated that food and beverage, affective, and overall destination images are necessary factors to attain desired behavioral intentions by Muslim travelers

5.2. Implications

The importance of the development of halal tourism has been captured in previous studies. Muslim travelers' outbound market is rapidly increasing (Kim et al., 2015). Therefore, the necessity of developing a halal-friendly destination has become essential to attract this large market segment (Battour et al., 2014; Henderson, 2010; Jafari & Scott, 2014; Oktadiana et al., 2016; Olya & Al-Ansi, 2018; Ryan, 2016). Consistent with this phenomenon in the international tourism marketplace, the total number of Muslim travelers visiting South Korea has been steadily growing (KTO, 2015). The size of the halal tourism market in South Korea is already about 5.3% of the international inbound tourism marketplace. Compared to other competing non-Muslim countries (e.g., Singapore, Thailand, Taiwan, and Hong Kong), this size is inadequate and Eastern countries plan to extend this valuable market. For example, Japan has organized and arranged halal events and seminars in different regions to educate its tourism industry on halal needs to increase awareness (Henderson, 2016). Similarly, New Zealand has begun to improve hospitality services and

facilities to be among the top halal-friendly destinations (Razzaq et al., 2016). Further, Olya and Al-Ansi (2018) reported that the availability of halal products and services in tourist destinations would positively lead to a high level of Muslim traveler satisfaction and would in turn increase other disciplines and business cooperation with Islamic countries in such areas as medicine, sports, education, culture, media and trading. This empirical study clearly identified halal-friendly attributes in a non-Muslim destination.

According to the SEM findings, the explored halal-friendly destination attributes is a major positive and significant indicator for affective destination image and overall destination image. This outcome is in line with previous research (Henderson, 2010; Battour et al., 2014; Oktadiana et al., 2016). Food and beverage are the most critical factors for Muslim travelers in South Korea. Muslim travelers expected to be served by halal food and beverage in tourist places across the destination. However, providing non-halal food or mixed items with pork and alcohol should be avoided to comply with Islamic law. Restaurants and hotels are encouraged to display recognized halal certificates and logos in their menus to attract and earn Muslim customers' confidence.

Muslim travelers considered facilities and services as two important attributes of a non-Muslim destination, such as South Korea. Availability of male and female separated praying rooms in shopping malls, hotels, and attraction sites improve overall image of South Korea to Muslim visitors. This is also applied to other services such as availability of halal information (e.g., guidebooks, maps, brochures) which need to be procured and provided for tourists in tourist service centers, medical centers shopping areas, airports, subway stations, hotels as well as hotels. Thus, service providers and business managers in South Korea are highly advised to improve the existing tourism services by offering praying rooms facilities for male and female and relevant information in major tourist's attractions to increase the positive impact of affective and overall destination images. In the case of spas, gyms,

healthcare centers and swimming pools, the service providers required to avoid mixed-gender places and activities. In addition, tourist information centers that exist in airports, shopping malls and tourist places need to have sufficient sources and guides for Muslim travelers in different languages (e.g., Arabic, Melayu, and Bahasa Indonesia).

The locals and staff in tourist places are playing a vital role to increase Muslim travelers' affective image and overall destination image. Therefore, tourism managers, marketers and policy makers in South Korea need to increase awareness of halal services among their employees by training to be familiarize with the basic requirements of Islamic attire and morality. For instance, hotel employees, restaurants staff, tour guides, and travel agents need to be well trained to understand how to greet Muslim travelers (i.e., Salam) as well as boosting their awareness on how to prepare and deliver halal services according to Sharia. Furthermore, staff and locals in tourist places preferred to have multilingual skills to show the professionalism in delivering the halal services. The locals and staff also need to be attentive to Islamic attire and uniform behaviors (e.g., mini-skirts, tights, nudist dress) in public places, which may negatively influence the overall and affective destination images.

In terms of social environments, the business managers and tourism stakeholders in South Korea should consider improving the overall atmosphere and physical environment in a more halal-friendly fashion. For example, decorations, designs, and paintings at tourist places should be free of any nudity. In addition, halal-friendly products and services should not be offered in places that include haram items or activities (e.g., nightclubs, red light districts, gambling, bars). Further, avoiding displays of extremely intimate expressions between couples in public areas such as parks, beaches, shopping areas, transportation and other tourist sites is significant to increase the affective and overall image of South Korea as a halal-friendly destination.

According to the fsQCA findings, Muslim travelers expected South Korea to provide all five identified attributes of halal-friendly destination simultaneously to perceive high degrees of affective destination image and overall image. It means that policy makers and destination managers need to provide all identified halal-friendly attributes together to formulate highly affective and overall image from the destination for Muslim travelers. While it manages to form a high overall image, it creates a sufficient condition leading to high levels of intentions to revisit and recommend South Korea as a non-Muslim, but halal-friendly destination.

NCA findings highlighted that halal food and beverage is a necessary condition to predict high level of image and overall destination image as well as their revisit intention and recommendation intention by Muslim affective. In other words, providing halal food and beverage at a tourist destination is essential to achieve affective destination, overall image and behavioral intention of Muslim travelers. The findings of the present study show that the identified halal-friendly attributes of South Korea positively impact the behavioral intentions of Muslim travelers through both dimensions of affective and overall destination image, which work as important elements in the research framework. This eventually will enhance the rapid growth of halal tourism in South Korea and help to increase the number of international arrivals from the halal tourism market. In general, halal products, facilities, and services for Muslim travelers need to be improved at international tourist sites in South Korea. Such efforts should help to build a better image of South Korea as a halal-friendly destination and lead to it being considered a reliable destination for Muslim travelers specifically while they are traveling with their families.

(Insert Figure 2)

5.3. Limitations

This study has not explored different kinds of dimensions such as personnel/family preferences, cultural, arts characteristics as well as events and festivals attributes for Muslim travelers visiting South Korea, which cover wide areas of halal-friendly tourism aspects. Second, this study has not investigated the associations of demographics of Muslim travelers (age, gender, education, income level) with the model variables, which may help business developers and marketers in South Korea to develop an effective target marketing plan. Third, the outcomes of this study provide a basic guide and knowledge for tourism businesses in non-Muslim countries (e.g., South Korea, Japan, China, Thailand, etc.) to know how to improve the images and behavioral intention of Muslim travelers. However, destinations in other parts of Asia, Africa and Europe may show slightly different effective attributes due to influence of other conditions (e.g., environment, culture, history, etc.).

6. Conclusion

Halal tourism is an emerging market in South Korea. The number of Muslim travelers visiting South Korea is expected to reach around 1.3 million in 2020. Yet, little is known about Muslim traveler behaviors. In order for South Korean tourism authorities and business developers to attract more Muslim visitors, this study has identified effective attributes that will help to raise the overall image and perception of South Korea as a halal-friendly destination using a psychometric process of qualitative and quantitative approaches. This study highlighted specific issues that need to be considered in developing a more halal-friendly destination for Muslim travelers. A total of five attributes were explored—namely social environment, locals and staff, food and beverage, facilities and services—were confirmed as valid halal-friendly attributes in South Korea. The SEM approach was applied to examine the effectiveness of the identified attributes. Furthermore, an asymmetrical

approach using fsQCA was conducted to explore casual configurations of halal-friendly destination attributes and destination images in achieving desired behavioral intention of Muslim travelers. Followed by a NCA that recommended halal food and beverage as a necessary condition for a halal-friendly destination, these attributes design and predict the affective and overall images of South Korea. According to NCA results, both images also play a vital role in increasing revisit intention and recommendation intention of Muslim travelers. In addition, this study highlighted future guidelines for boosting and understanding more halal characteristics in the tourism industry to ensure a high level of the traveler's loyalty. In summary, all study objectives were attained.

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Image 1: Source: Yonhap News

(Muslim prayer room located at COEX, Seoul)

(Muslim prayer room located at the Lotte Department Store, Seoul)

Image 2: Source: Korea Tourism organization KTO home page

(Indian Halal restaurant located in Jeju Island)

(Muslim-friendly buffet restaurant at Ramada Plaza Jeju Hotel)

Image 3: Source: Yonhap News

(Local Korean learning and trying Islamic costume hijab at a halal-food fair, Seoul)

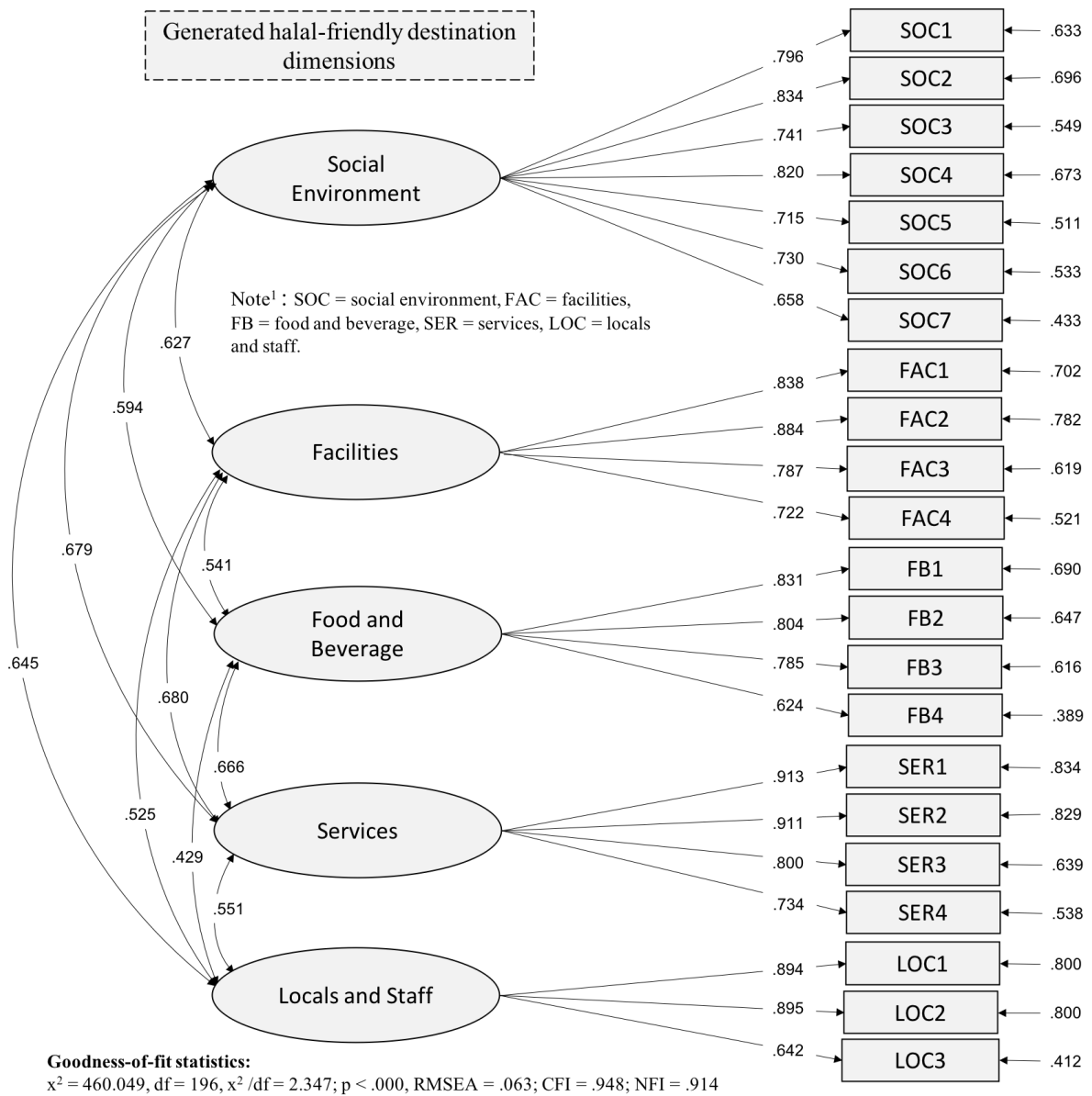(Group of Muslim tourists wearing traditional Korean hanbok costume in Seoul)
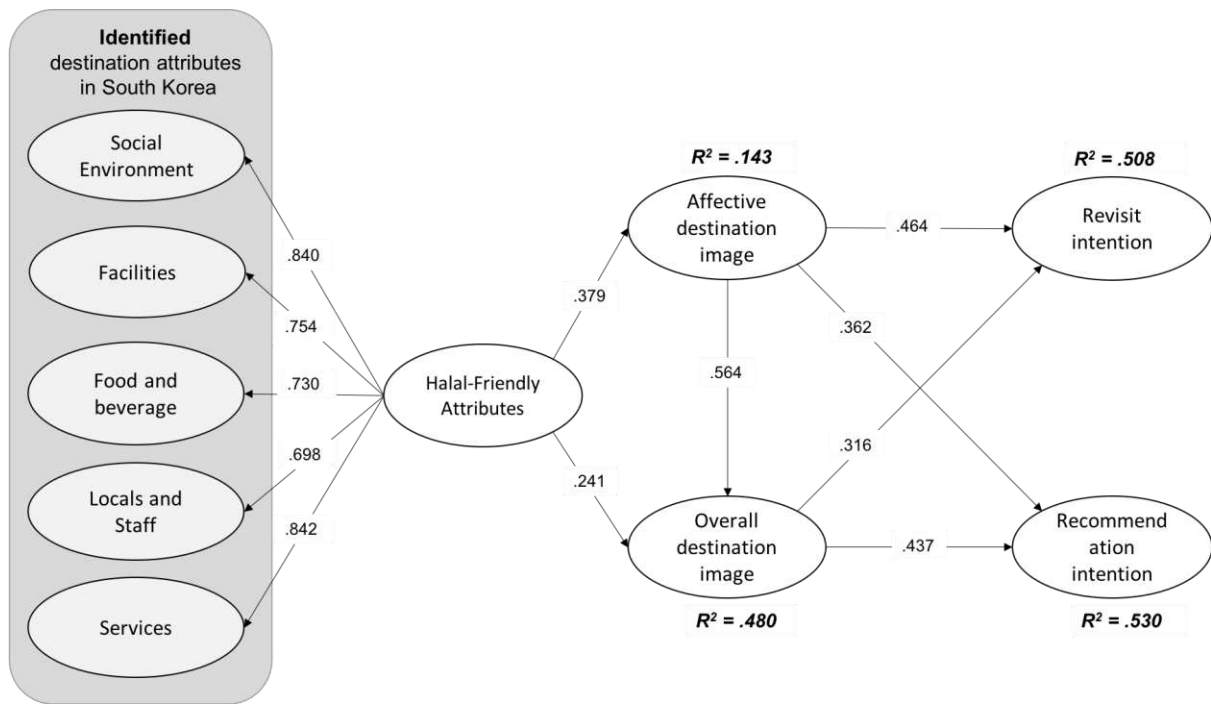
Figure 1. Measurement model

Figure 2. The proposed conceptual model

Table 1. Exploratory factor analysis results

Factors	Loadings	Eigen-values	Variance explained (%)	(α)	Skewness (Std.error)	Kurtosis (Std.error)
Factor 1: Halal-Friendly Social-Environment		**10.318**	**20.161**	**.908**		
SOC1: The design and decoration of tourist places are Halal-friendly (e.g. paintings, pictures, architecture).	.805				-.209 (.132)	-.150 (.264)
SOC2: The atmospherics of tourist places comply with Islamic rules.	.759				-.214 (.132)	.032 (.264)
SOC3: The Halal-friendly social environment of tourist places is comfort.	.722				-.267 (.132)	.095 (.264)
SOC4: My overall experiences with Halal-friendly social environment in tourist places are good.	.715				-.218 (.132)	.141 (.264)
SCO5: The social environment of tourist places is free of haram items (e.g. night clubs, red light districts).	.709				.012 (.132)	-.662 (.264)
SOC6: The social environment of tourist places is safe and clean for Muslim travelers.	.664				-.330 (.132)	-.146 (.264)
SOC7: At tourist sites, I enjoy a halal-friendly social environment.	.509				-.276 (.132)	.065 (.264)
Factor 2: Halal-Friendly Facilities		**1.790**	**13.994**	**.881**		
FAC1: In general, it is convenient to access a mosque/prayer room.	.818				.111 (.132)	-.846 (.264)
FAC2: Halal facilities are widely offered in tourist places/sites.	.783				.088 (.132)	-.660 (.264)
FAC3: Separate male and female Halal facilities are offered in tourist sites (e.g. Spas, Swimming pools, Gyms).	.782				.138 (.132)	-.693 (.264)
FAC4: Separate prayer room facilities are offered to men/women in tourist places.	.664				-.266 (.132)	-.706 (.264)
Factor 3: Halal Food and Beverage		**1.498**	**13.919**	**.838**		
FB1 : Halal food outlets/restaurants in tourist sites clearly display a Halal logo.	.851				-.695 (.132)	.107 (.264)
FB2 : Halal food and beverage offered in tourist sites/places were clean, safe, and hygienic.	.793				-.505 (.132)	-.153 (.264)
FB3 : Halal food providers in tourist sites are accredited with Halal certification.	.682				-.304 (.132)	-.395 (.264)
FB4 : Availability of Halal food attracted me to visit tourist places.	.632				-.660 (.132)	-.353 (.264)
Factor 4: Halal-Friendly Services		**1.245**	**13.289**	**.903**		
SER1: Halal information in tourist places is widely offered (e.g. flyers, brochures).	.789				.011 (.132)	-.354 (.264)
SER2: Tourist information centres offer Halal service information	.776				-.095 (.132)	-.396 (.264)
SER3: Halal services in tourist places are effectively offered in different languages (e.g. Arabic, Malay).	.739				-.114 (.132)	-.470 (.264)

SER4: Halal services offered in tourist places conform to Islamic law	.632				-.136 (.132)	.292 (.264)
Factor 5: Halal-Friendly Locals and Staff		1.031	10.829	.842		
LOC1: In tourist places, local staff is well aware of Halal products and services.	.835				-.022 (.132)	.019 (.264)
LOC2: Local staff understood how to offer Halal products and services.	.788				-.042 (.132)	-.169 (.264)
LOC3: In general, locals had a good understanding of the Islamic and Halal rules.	.747				-.005 (.132)	-.338 (.264)
KMO and Bartlett's test = .927, Sig = .000			**Total:**			
			72.193%			

Note[1]: α stand for Cronbach's alpha coefficient

Note[2]: SOC = social environment, FAC = facilities, FB = food and beverage, SER = services, LOC = locals and staff.

Table 2. Summary of the confirmatory factor analysis results

Scale Items	Loading	Mean	SD	AVE	CR
- Halal-friendly social-environment				.575	.904
Soc1	.796	4.279	1.442		
Soc2	.834	4.235	1.479		
Soc3	.741	4.526	1.363		
Soc4	.820	4.456	1.448		
Soc5	.715	3.844	1.672		
Soc6	.730	4.718	1.428		
Soc7	.658	4.460	1.402		
- Halal-friendly facilities				.656	.884
Fac1	.838	4.131	1.776		
Fac2	.884	4.041	1.685		
Fac3	.787	3.913	1.751		
Fac4	.722	4.486	1.757		
- Halal food and beverage				.586	.848
FB1	.831	5.153	1.549		
FB2	.804	5.154	1.432		
FB3	.785	4.588	1.626		
FB4	.624	5.193	1.681		
- Halal-friendly services				.711	.907
Serv1	.913	4.274	1.522		
Serv2	.911	4.392	1.517		
Serv3	.800	4.427	1.567		
Serv4	.734	4.489	1.306		
- Halal-friendly locals & staff				.671	.857
Loc1	.894	4.265	1.358		
Loc2	.895	4.136	1.453		
Loc3	.642	4.228	1.516		

Note[1] : CR stands for Composite Reliability, AVE is Average Variance Extracted, SD is standard deviation.
Note[2] : SOC = social environment, FAC = facilities, FB = food and beverage, SER = services, LOC = locals and staff.

Table 3. Results of identified factors correlations

Constructs	1	2	3	4	5	Mean	SD
1. Halal-Friendly Social Environment	**.759**					4.360	1.176
2. Halal-Friendly Facilities	.627 (.393)	**.810**				4.143	1.496
3. Halal-Friendly Services	.679 (.461)	.680 (.462)	**.843**			4.395	1.303
4. Halal Food and Beverage	.594 (.352)	.541 (.292)	.666 (.443)	**.769**		5.022	1.292
5. Halal-Friendly Locals and Staff	.645 (.416)	.525 (.275)	.551 (.303)	.429 (.184)	**.819**	4.210	1.259

Goodness-of-fit statistics: x^2 = 460.049, df = 196, x^2/df = 2.347; p < .000, RMSEA = .063; CFI= .948; NFI = .914; IFI = .949; TLI = .939; AGFI = .865

Note: Square root of correlations values are within parentheses; AVE values are shown on the main diagonal (Bolded); SD is standard deviation.

Table 4. Descriptive statistics and associated measures

Constructs	1	2	3	4	5
1. Recommendation intention	**.816**				
2. Affective destination image	.641 (.410)	**.915**			
3. Overall destination image	.661 (.436)	.655 (.429)	**.902**		
4. Revisit Intention	.812 (.659)	.661 (.436)	.604 (.364)	**.910**	
5. Halal-Friendly attributes	.446 (.198)	.812 (.659)	.448 (.200)	.383 (.146)	**.775**
Mean	5.097	5.267	5.158	4.976	4.426
SD	1.164	1.100	1.164	1.229	1.044
Composite reliability	.855	.954	.929	.906	.882
AVE	.666	.838	.814	.828	.600

Goodness-of-fit statistics: χ^2 = 1034.638, df = 509, χ^2/df = 2.033, p<.000, RMSEA = .055, CFI = .943, IFI= .944, TLI = .938, AGFI=.827

Note: Square root of correlations values are within parentheses; AVE values are shown on the main diagonal (Bolded).

Table 5. Structural model results and hypotheses testing (N = 340)

Hypothesis	Linkage	Coefficient	t-value	Status
Hypothesis 1	HAL → AFF	.379	6.129**	Supported
Hypothesis 2	HAL → ODI	.241	4.560**	Supported
Hypothesis 3	AFF → ODI	.564	10.821**	Supported
Hypothesis 4	AFF → REV	.464	7.493**	Supported
Hypothesis 5	AFF → REC	.362	5.899**	Supported
Hypothesis 6	ODI → REV	.316	4.969**	Supported
Hypothesis 7	ODI → REC	.437	6.674**	Supported

Total variance explained:

R^2 for AFF = .143 R^2 for ODI = .480 R^2 for REV = .508 R^2 for REC = .530

Goodness-of-fit statistics: χ^2 = 1140.531, df = 512, χ^2/df = 2.228, p<.000, RMSEA = .060, CFI = .932, IFI= .933, TLI = .926, AGFI=.815

Note[1]. HAL = halal-friendly attributes, AFF = affective destination image, ODI = overall destination image, REV = revisit intention, REC = recommendation intention. **=p < .01.

Table 6. Results from configurational modeling

Causal recipes	RC	UC	C	Interpretation of fsQCA results
afc = f(se, fa, fo, srv, lo): Destination attributes (causal configuration)→ affective image (outcome)				
M1. se*fa*fo*srv*lo Solution coverage: .365 Solution consistency: .997	.365	.365	.997	To achieve a high degree of affective image, a combination of halal-friendly social-environment, facilities, food and beverage, services, locals and staff need to be provided at the destination.
oi = f(se, fa, fo, srv, lo) : Destination attributes (causal configuration)→ overall image (outcome)				
M1. se*fa*fo*srv*lo Solution coverage: .372 Solution consistency: .998	.372	.372	.998	Similar to affective image, five attributes of destination need to be halal friendly to predict a high degree of overall image.
rev = f(aff, oim): Destination Image (causal configuration)→ revisit intention (outcome)				
M1. oim Solution coverage: .915 Solution consistency: .865	.915	.915	.865	A high overall image provides a sufficient condition to increase revisit intention.
rec = f(aff, oim) : Destination Image (causal configuration)→ recommendation intention (outcome)				
M1. oim Solution coverage: .914 Solution consistency: .901	.914	.914	.901	Like causal recipe for revisit intention, overall image is a sufficient condition to achieve recommendation intention.

Note: **M** stands for Model, **RC** is Raw Coverage, **UC** is Unique Coverage, and **C** is Consistency. **afc**: affective image, **se**: halal-friendly social-environment, **fa**: halal-friendly facilities, **fo**: halal food and beverage, **srv**: halal-friendly services, **lo**: halal-friendly locals and staff, **rev**: revisit intention, **rec**: recommendation intention.

Table 7. Results of analysis of necessary condition

Condition	Affective image		Overall image		Revisit intention		Recommendation intention	
	consistency	coverage	consistency	coverage	consistency	coverage	consistency	coverage
Social-environment	.769	.962	.810	.959	.763	.917	.750	.940
Facilities	.741	.942	.753	.937	.667	.895	.649	.908
Services	.794	.951	.805	.945	.748	.899	.726	.911
Locals and staff	.775	.970	.789	.967	.727	.929	.709	.944
Food and beverage	**.875**	.918	**.884**	.908	**.863**	.849	**.858**	.881
Affective image					**.942**	.862	**.930**	.888
Overall image					**.915**	.865	**.914**	.901

Note: Necessary condition is bolded (consistency value > .85).