Two methodological and two analytical approaches to
Explore Muslim visitors' inconvenient experiences while traveling

Abstract

Korean tourism competitiveness in establishing substantive solutions to penetrate the Muslim tourism market is highly observed in recent years. Using a complex research psychometric process, this study strived to uncover possible inconvenience experience attributes of Muslim travelers while visiting Korea by employing sophisticated mixed-method qualitative (e.g., FGDs, Interviews) and quantitative (e.g., survey-questionnaire) approaches. The study also applied two analytical approaches by merging of covariance-based (CB-SEM) and partial least square (PLS-SEM) to investigate the developed proposed structural model reliability and validity. Findings disclosed five distinctive constructs that highly increase Muslim travelers' inconvenience experience while visiting Korean attractions. Further, the structural modeling results asserted the significant effects of these identified constructs on affective experience, satisfaction, desire, behavior intention, and place attachment. The study assisted in building a robust guidance for Korean tourism developers to discover how to tackle drawbacks and issues that influence Muslim travelers inconvenience experience.

Keywords: Muslim traveler, Inconvenience experience, halal tourism, Satisfaction, Desire, Place attachment

1. Introduction

World transitions in developing excellence tourism infrastructures were noticed in past decades. This potential evolution is varied between countries depending on their tourism development capabilities and strategies (Andrades and Dimanche, 2017). Emerging international destinations seeks to enhance their positionings in the tourism global market, while established destinations keep improving their products and services to foster economic growth by retaining new segment markets (Olya and Al-Ansi, 2018). South Korean tourism expansion in targeting the Muslim tourism market to diversify its inbound source market has created curiosity regarding its capability to develop halal tourism infrastructure (Al-Ansi and Han, 2019). The tourism industry players in Korea attempted to understand Muslim travelers' demands and needs. Numerous of halal services and facilities were developed in certain tourist's sites in Korea that Muslim travelers usually visits including airport terminals, theme parks, and shopping centres (Han et al., 2019). Marketing campaigns and advertisements to encourage Muslim travelers to choose Korea as their priority holiday destination was also observed.

The Korea tourism organization (KTO) official website created special theme section promoting the image of Korea as a Muslim-friendly involving guides and maps about Muslim services availability such as halal food, hotels, and prayer facilities (Yousaf and Xiucheng, 2018). Due to this strategy, Muslim travelers' arrival in Korea was growing very fast since 2010 and anticipated to show steady growth in the future (Han et al., 2019). Meantime, South Korea officially listed in the world top ten Muslim-friendly destinations among non-Muslim countries for its first time according to GMTI (2019). This achievement considers a proficient indicator for the Korean halal tourism development that was left behind during past years compared to other competitive destinations including Japan, Taiwan, Hong Kong, and Singapore (Han et al., 2019).

However, Muslim travelers' growth in Korea disclosed certain aspects and issues that negatively influence their travel experience consumption. Several complaints and difficulties are faced the Muslim travelers while visiting various Korean attractions located outskirt the metropolitan area (Yonhap, 2016b). The lack of halal-friendly services offered was detected

by many Muslim travelers, which brings obstacles to their travel experience. For instance, halal food providers are unaware of the Islamic rules and needs, while prayer facilities are nonexistent at major tourists' locations and hotels (Han et al., 2019). In this regard, dissatisfaction, inconvenience, and discomfort feelings are formulated toward the destination halal infrastructure. Similarly, insufficient managing of current halal tourism services influences the Muslim travelers' desire to repeat the visitation. In other words, eliminating the halal-friendly service drawbacks in Korean tourist's sites is a core progress to achieve outstanding Muslim travelers' satisfaction and affective experience. Al-Ansi and Han (2019) clarified that the lack of halal tourism practices in the Korean tourist' sites generate negative outcomes about the destination image and behavior intentions.

Hence, this research aims to uncover inconvenience experience dimensions that possibly impact Muslim travelers in Korea by employing a psychometric analytical process comprising mixed-method analytical approaches. A structural analysis will be utilized to identify how the discovered inconvenience experience factors in Korea reduce Muslim travelers' affective experience, satisfaction, desire toward revisiting Korea, behavior intention, and place attachment. A sophisticated structural model will be proposed to test the uncovered inconvenience experience of Muslim travelers in Korea by employing (CB-SEM) and (PLS-SEM) analytical techniques. The study expected to establish solid, valuable outcomes for in the tourism sector.

2. Conceptual background
2.1. Inconvenience experience dimensions of Muslim travelers

Difficulties in finding halal-friendly products or services are as a disincentive motivator for Muslim travelers in the decision processes (Ryan, 2016). In other words, ease of obtaining Muslim-friendly products or services in a destination would increase the opportunity to gain their attention. The consensus of previous scholars in halal tourism is that availability of halal-friendly characteristics is a focal point for international destinations aiming to target the Muslim market (Jafari and Scott, 2014; Kim et al., 2015; Henderson, 2016; Olya and Al-Ansi, 2018; Mannaa, 2019; Al-Ansi and Han, 2019; Hall and Prayag, 2019). Muslim travelers perceived less value toward a destination that contains insufficient halal tourism infrastructure, while this perception and feelings inflated toward non-Muslim destinations (Han et al., 2019). Research undertaken by Al-Ansi and Han (2019) asserted how halal tourism performances and quality highly and positively impact a destination value and image.

Halal-friendly dimensions including halal foods and prayer rooms facilities are not optional services for Muslim travelers but necessary elements to keep practicing their daily life activities based on Islamic teachings (Battour et al., 2014; Ryan, 2016). Muslim travelers are obligated to follow Islamic instructions stated in the holy book of Al-Qur'an and the traditions of Prophet Mohammed that fully prohibited consuming non-halal foods and meals during their entire life such as pork or alcohol. In this respect, Muslim travelers will highly avoid visiting such countries or destinations that are not well equipped to meet their essential needs. Olya and Al-Ansi (2018) used a sophisticated analytical approach to investigate the complexity of halal tourism dimensions and figured out possible risks perceived by Muslim travelers that build their decision-making process including health, quality, environment, and social risks. Indeed, halal-friendly performance positively and negatively lead to construct either a pleasant or unpleasant Muslim travel experience (Al-Ansi et al., 2018; Mannaa, 2019).

The disparate of halal tourism products and services provisions are highly noticed between Muslim destinations (i.e., Malaysia, Turkey, United Arab Emirates) and non-Muslim destinations (i.e., Japan, South Korea, Thailand). Thus, efforts in optimizing halal-friendly products and services would be greater in non-Muslim destinations as the Muslim travelers would consider on the basic needs of their interests while visiting such destinations (Jeaheng

et al., 2019). Apart from that, approaching additional Muslim-friendly services and amenities pertaining to Islamic practices created terrible moments for Muslim travelers such as inaccessibility to prayer rooms, staff ignorance, or the dearth of informative brochures indicated halal services. International destinations willing to fulfill Muslim traveler demands perfectly are obliged to underlying the inconveniences experience aspects that create displeasure travel staying.

2.2. Halal tourism inconvenience experience in South Korea

The Korean tourism industry recorded excellence competitiveness in promoting Muslim-friendly services in the past few years (GMTI, 2019). The Korean tourism strategy to develop halal tourism relies on offering certain halal products and services (e.g., halal foods, prayer rooms) that motivate Muslim travelers to visit Korea, followed by solid marketing tools to attract Muslim traveler attention (Yousaf and Xiucheng, 2018; Han et al., 2019). The inflow of Muslim visitors from Southeast Asian and Middle Eastern countries size since 2010 is higher than the capability of current halal tourism infrastructure in several Korean tourists' destinations. Hence, various issues and complaints were raised by Muslim travelers toward certain implemented halal services and practices that determined poor of managing or lack of knowledge of the basic Islamic rules (i.e., halal food preparation, prayer rooms amenities). For example, Seoul aims to build more Muslim prayer rooms to cover a wide range of tourists' sites which still shows limited access facilities existed mostly in specific places such as universities and hospitals (Korea Times, 2018).

On the other hand, the Korea Health Industry Development Institute reported that a total of 6,100 Muslim patients from Middle Eastern countries (i.e., United Arab Emirates, Saudi Arabia, Egypt) visited Korea for medical treatments in 2016. Muslim patients gave the Korean local hospitals the lowest scores for halal food quality, and in turn expressed their high level of dissatisfaction and inconvenience experience toward halal services (Yonhap, 2016a). Similarly, separated male and female Muslim facilities are imperfectly designed and managed for prayer room sizes and privacy (Appendix A). Absence of clear signage, information, and guides maps are unobtainable easily in many tourists' sites in Korea including shopping malls, hotels, theme parks, attractions, as well as tourist customer centres. Al-Ansi and Han (2019) pointed out the low awareness of public residents and local staff consciousness in Korea pertaining to halal-friendly services have a significant role in generating uncomfortable travel experience. In the meantime, Muslim travelers have to spend more time searching for halal foods or amenities while visiting Korean destinations which increase their distress feelings. In addition, insufficiency in maintaining and managing the present developed halal-friendly facilities escalate anxiety and annoyance of travel trip to Korea (Yonhap, 2016b). Eventually, this leads to losing confidence or perceived low value about the destination image. Due to this, tackling the dilemmas facing Muslim travelers is an utmost important process for Korean tourism to keep its high competitiveness in the halal tourism industry.

2.3. Affective experience and satisfaction

Psychological and marketing scholars widely discussed the core characteristics of affective on Individual behaviors and attitude (Gaur, Herjanto, and Makkar, 2014). The majority used emotions or affective terms interchangeably in different fields (Han e al., 2019). Positive or negative responses are outcomes of affective experience before, during, and after the usage of product or service during travel (Bagozzi, Gopinath, and Nyer,1999; del Bosque and San Martín, 2008). Oliver (1997;1999) emphasized that perceived negative emotions (i.e., dissatisfy) have an essential effect on the individual decision-process. In addition, Hosany and Gilbert (2010) have distinguished between related concepts of affect and emotion applied in marketing or psychological studies due to its disparate critical implications and

operationalizations interpretation. As stated in their study, emotions are major components of affect which comprises intense feelings toward a product or service. A study by Han and Jeong (2013) extended the definition concept of emotions experience consumption in the service industry (i.e., upscale restaurants) to deeply evaluate customer feelings experience (e.g., annoy, anger). The complexity of individual emotions and feelings are related to their uniqueness effected by their cultures, environments, or beliefs (Gaur et al, 2014). In this regard, religious faiths are vital effective factors in formulating emotions (Al-Ansi et al., 2018). Thus, the halal concept plays an important role in build Muslim cognitive and affective experience. Han et al. (2019) explored critical Muslim-friendly attributes that influence the Muslim traveler experience in Korea such as halal food and social environment. Therefore, understanding emotional respondents of Muslim travelers in Korea (i.e., disappointment, discomfort) would provide a clearer explanation of their behaviors.

Satisfaction plays a vector role in describing the traveler level of acceptance in the tourism discipline (Jani and Han, 2014). It refers to the traveler assessment toward a destination product and service provided. Oliver (1999) illustrated the effectiveness of satisfaction in perceived high or low recognition while using a product or service. In other words, satisfaction is a two-dimension term that create positive satisfaction (e.g., delightful, comfort) or negative (e.g., discomfort, dissatisfied). Previous work widely examined role of satisfaction to construct customer/traveler feedback (Bagozzi et al., 1999; del Bosque and San Martín, 2008; Prayag et al., 2013; Ladhari et al., 2017). Al-Ansi and Han (2019) indicated that Muslim traveler satisfaction is formulated based on emotions and value perceived while visiting a non-Muslim destination such as Korea. They also have asserted that satisfaction is a core factor determining the behavior of Muslim travelers. Based on this notion, satisfaction is a judgmental evaluation process of the Muslim traveler during their visit to Korean destinations.

2.4. Desire

Desire is defined as psychological intangible element that explain individual enthusiasm to use or purchase a product and service (Perugini and Bagozzi, 2004). In other words, it shows the traveler longing to visit a destination in the future. Han, Meng, and Kim (2017) distinguished between intentions and desire in the tourism field which used as a synonym terms in some earlier studies. Furthermore, desire is considered a continuous force that creates a holistic wish to travel or visit a destination (Buda and Shim, 2015). It refers to the degree of commitment that traveler might perceive to continues utilize a product and service offered in a tourist destination. According to Hwang and Lyu (2019) that desire is a significant indicator of a traveler's decision formation, while it is highly formulating his/her behavior intentions. Perugini and Bagozzi (2004) articulated that desire is based on various affective experience elements (i.e., social, emotions). Thus, understanding an individual's desire is a key factor to figure out a deeper aspect of his/her emotions, evaluations, and social process. This study attempt to explicate Muslim travelers potential interest in visiting Korean destinations in the future.

2.5. Place attachment and behavior intentions

Place attachment refers to an emotional and physical linkage between an individual and specific environmental place. Yuksel, Yuksel, and Bilim (2010) define it as sense or feelings toward a place during a visit which creates emotional ties to it. As an illustration, distress or disaffection obtained by an Individual upon separation or moving from a place are stronger signs of a sense of belonging to that particular place. Prayag and Ryan (2012) demonstrated the common terms of place attachment used in tourism studies including a sense of place, place bonding, and place belonging which extended the conceptual meaning of it. Ramkissoon, Smith, and Weiler (2013) identified the dimensions of place attachment in which to highlight

its crucial role at different levels such as place dependence, place identity, place affect, and place social bonding. Previous tourism studies examined the indispensable role of place attachment while visiting a destination (Gross and Brown, 2006; Tsai, 2012; Ratcliffe and Korpela, 2016; Loureiro, 2014; Lee, 2011; Jiang et al., 2017; Suntikul and Jachna, 2016). The connection between two entities during travel to a destination is a vital predictor of attachment. Hence, Muslim travelers' attachment in Korean destinations is a necessary item to evaluate the degree of their emotional affect to it.

Behavior intentions represent the potential eagerness and excitement to revisit or recommend the destination to others (Jani and Han, 2014). The consequences of behavior intentions widely discussed in marketing fields. Oliver (1997;1999) asserted how the interest of an individual to be involved in a specific behavior. For example, revisit intentions or willing to recommended are primary components of an individual's behavior intentions. Han and Jeong (2013) elucidated the effectiveness of behavior intentions as an important tool to define traveler future willing's to use a product during visiting a destination. Earlier scholars emphasized that Individual's behavioral behaviors are a functional construct that leads to building his/her loyalty (Oliver, 1999; Yuksel et al., 2010; Prayag, Hosany, and Odeh, 2013; Loureiro, 2014; Tanford, 2016; Han et al., 2019). In contrast, Al-Ansi and Han (2019) elaborated the significant role of halal tourism concept to build Muslim behavior intentions, which generates various actions between Muslim and non-Muslim destinations. Therefore, clarity Muslim behavior intentions in tourism field still ambiguity for many tourism destinations stakeholders. This study endeavor to illuminate on Muslim behavior intention formations in Korea.

2.6. Associations among study constructs

Previous scholars in hospitality and tourism examined the dimensions of inconveniences experience that have high impact on traveler behavior and attitudes. Prayag et al. (2013) found that unpleasant travel experience negatively influences traveler satisfaction and emotions, whereas satisfaction is highly a positive outcome of the appealing consumption experience. Alegre and Garau (2010) reported certain destination attributes lead to constitute unfavorable travel experience such as difficulties of access to facilities, low service quality, products cleanness, lack of environmental infrastructures. Likewise, Han and Jeong (2013) confirmed the significant and negative relationships between traveler annoyance and satisfaction. Their findings explained emotional respondents' effectiveness on traveler attitude such as disappointed and discomfort. In halal tourism settings, Muslim travelers perceived high or low value based on the quality of halal-friendly services offered which has both positive and negative reactions toward a destination (Al-Ansi and Han, 2019). Hence, the following hypotheses are constructed:

H1. Inconvenience experience of Muslim traveler has a negative and significant impact on satisfaction.
H2. Inconvenience experience of Muslim traveler has a negative and significant impact on affective experience.

Traveler satisfaction and affect experience associations with traveler desire were tested extensively by previous scholars in different hospitality disciplines. Han et al. (2015) addressed the significant and positive relationships of traveler attitudes (e.g., pleasant, attractive, effective) and desire in Korean medical tourism. Additionally, the high practice of excellent experience services in a cycling tourism destination significantly increase travelers' satisfaction, value, and desire which positively influence their loyalty. This finding asserted that travelers might perceive adverse results if they have discomfort service experience (Han,

Meng, and Kim, 2017). Furthermore, Hwang and Lyu, (2019) determined that passengers' attitudes, desires, and behavior intentions are highly related in the airline industry. Nonetheless, travelers' satisfaction, affective experience, and desire relationships are vary based on the context and cultural background. In different circumstances, desiring in visiting unusual destinations such as North Korea is a motivation driver to discover novelty and fantasy, which clarified individual's perception and behavior intentions (Buda and Shim, 2015). In rural tourism, travelers affective experience (i.e., arousal, memorable) shows high and significant impact on behavior intention and place attachments (Loureiro, 2014). In the context of halal tourism, prior studies substantiated the significant relationships among Muslim travelers' cognitive, affective, and behavior intentions (Kim et al., 2015; Olya and Al-Ansi, 2018; Vargas-Sánchez and Moral-Moral, 2018; Al-Ansi et al., 2018; Mannaa, 2019; Jeaheng et al., 2019; Han et al., 2019). Accordingly, this study theoretical hypotheses were developed as following:

H3. Satisfaction with overall experience has a positive and significant impact on desire toward visiting Korea.

H4. Affective experience has a positive and significant impact on desire toward visiting Korea.

H5. Desire toward visiting Korea has a positive and significant impact on behavior intentions.

H6. Desire toward visiting Korea has a positive and significant impact on place attachment.

3. Material and methods
3.1. Research design and process

This research used a systematic and advance analytical process comprised of eight stages represented two major procedures of Chrchill (1979) followed by Gerbing and Anderson's (1988) paradigm to adequate the study objectives. In the first procedure, a total of four stages were used to provide a comprehensive base of the study as reported in Figure 1. Stage 1) specify the domain and constructs related to inconvenience experience of Muslim traveler by reviewing previous literatures and secondary data (i.e., newspapers, government reports), Stage 2) generate items by conducting two sessions of focus group discussions FGDs with industry, academics, and professionals, followed next by semi-structured interviews with Muslim travelers, Stage 3) administer first survey-questionnaire, and then Stage 4) refine and purify the generated items by performing exploratory factor analysis EFA, and then remove the unloaded or inadequate items according to the standard criteria.
In the second procedure, a total of two major steps were used to evaluate the generated valid items as follows. Stage 5) conduct second administered survey-questionnaire including additional developed structural constructs. Stage 6) perform a solid assessment of items was to test items reliability and validity including exploratory factor analysis EFA, confirmatory factor analysis CFA, model fit indices, convergent validity, and discriminant validity. This stage is to provide strong evidence of the study measurements model reliability and validity. Finally, Stage 7) test the proposed structural model predictions and path coefficients using both structural equation modeling SEM methods of covariance-based (CB) and partial least square (PLS). Stage 8) identify the structural model outcomes.

Please insert Figure 1. here

3.2. Qualitative approach
3.2.1. Focus group discussion FGDs

Two separated sessions of focus group discussions FGDs were initially organized to observe further knowledge on possible patterns of Muslim inconvenience travel experience in a destination. First, the session was invited five participants from industry and travel experts holding middle management positions (i.e., senior executives, assistant managers) with no less than two years of industry experience serving Muslim travelers from different industry players including, two travel agencies, one hotelier, one tour guide, and one transportation service provider. The session was fully instructed in English, and the moderator initially introduce the research purposiveness to obtain participant attention. The participants started to share their industry experience and contributions with Muslim visitors including positive and negative memorable moments. The discussion was freely open to all participants in the first 20 minutes. The session moderator then starts to ask related questions based on previous literatures finding to obtain in-depth insights of certain Muslim inconvenience experience issues. The participants were identified different views of Muslim travelers' behaviors and attitudes and highlighted common aspects that possibly effected their travel experience. The first session duration was ended at 50 minutes.

The second group session invited two academics and two professionals in the field of halal tourism to figure out the patterns and characteristics of inconvenience travel experience associated with religious beliefs and Islamic tourism. The session duration was ended in 25 minutes. This session aimed to construct proper attributes and domains that inherited from the first group session. The participants helped to code each issue and then conceptualize it to bring in most effective streams pertaining to Muslim inconvenience travel experiences. Lastly, the session moderator summarized all issues emphasized by first and second groups.

3.2.2. *Semi-structured interviews*

Due to the dearth of empirical studies determines disturbance travel experience, this study employed a series of semi-structured individual interviews with Muslim travelers who visited Korea within the last two years. Two groups comprise of eight males and six females were accepted to share their inconvenience experience toward halal-friendly products and services offered in Korean destinations. First, participants freely start discussing their memorable experiences about Korean cultural hospitality and then pointed out specific discomfort topics that partially and fully caused unfavorable travel experience to them. Researchers asked direct and indirect questions to guide them to uncover considerable insights into reported issues based on their individual preferences and opinions such as the following: What was the most discomfort halal-friendly service you faced in Korea? Was it easy and comfortable to find halal-friendly services and facilities in Korea? Can you justify your experience with halal food preparation or existence in Korean tourist destinations? Do halal-friendly facilitates in Korea are sufficient for your interests? Does local and public residents in Korea fully aware of your halal services' needs? Interviewees were responded to all questions and clearly provided some suggestions and concerns to avoid such important issues that cause inconvenience and discomfort travel experience.

3.3. Measurement instruments for supplementary constructs

Aside from the inconvenience experience dimensions, additional constructs and validated measurement items were adapted from previous literatures to investigate its validity in the proposed developed model. Particularly, three items for each "affective experience" and "satisfaction" were adapted from Han et al., (2019) and Oliver (1997) such as "My overall experiences while traveling to Korea are pleasant", "I am satisfied with my travel experience to Korea as a halal-friendly destination". Another three items for "Desire toward visiting Korea" were adapted from Han, Meng, and Kim (2017) such as "My desire for traveling to Korea in the future is high". Four items represented behavior intentions and adapted from two

studies of Olya and Al-Ansi (2018), and Han et al., (2019) such as "I am willing to recommend other people to visit Korea". Lastly, three items for "Place attachment" were adapted from Prayag and Ryan (2012). A seven-point Likert scale were used to measure the study items, ranging from (1 = extremely disagree) to (7 = extremely agree). English was the initial language designed for the survey-questionnaire. Then, using a back-translation method, the survey questionnaire was translated into additional three languages versions including Bahasa Melayu, Arabic, and Bahasa Indonesia which are essential speaking languages for majority of Muslim travelers in Korea. All versions of survey-questionnaire were carefully reviewed by professional native speakers and academics in hospitality and tourism field. The survey was designed into three major sections, 1) a brief introduction about the research purposiveness, 2) questions to measure the essential constructs of the developed research model, and 3) included respondents' personal information such as gender, age, income level, etc. A pretest was given to a 13 of Muslim respondents including experts to check questionnaires contents clarity and validity. The survey-questionnaire was slightly improved and modified based on respondents' feedback.

3.4. Data collection and survey procedures

This study used a convenience sampling technique to collect data from major attractions in South Korea that usually visited by Muslim travelers in Seoul (e.g, Myeyongdong market, Namsan Tower, Itaewon area, Central Mosque, Gwanghwamun area, City Hall), and Busan (e.g., Haeundae beach, local shopping centres, natural parks). A trained professional team consisting of eight graduate students were engaged in the data collection procedures. A total of 370 Muslim travelers were approached, while 350 Muslim travelers only were accepted to participate in the survey. In order to gain participants attention, local Korean gifts were initially given to them. First, a brief introduction of the research objectives and its processes were provided to potential participants prior invited to complete to fill the survey-questionnaires. Since Muslim travelers in Korea came from different Muslim countries, participants freely had to choose their preferable survey language version. Duration time spanned is four weeks from 15 March to 15 April 2019 to complete collecting data. Out of 350 respondents, a total of 325 final valid Muslim respondents were used and processed for the data analysis.

The sample size involved 48.9% (159) males and 51.1% (166) females. The average age of participants was 31.5 years old, ranging between 19 to 68 years old. The annual income level was as follows: 45.5% (148) made $25,000 or less, 27% (88) made between $25,000 - $39,999, 15.4% (50) made between $40,000 - $54,999, and 12.1% (39) made $55,000 or higher. The education level of participants was 39.7% (129) were university degree holders, 28.6% (93) were graduate degree holders, 22.4% (73) were high school or less, and 9.3% (30) had holding two-year/community college degree. The respondents came from Indonesia, Malaysia, Oman, Saudi Arabia, Brunei, Kazakhstan, Turkey, UAE, Bangladesh, Bahrain, Uzbekistan, and Pakistan. Finally, the majority of the respondents (77%) reported that it is their first-time traveling to Korea.

3.5. Structural equational modeling SEM using (CB) and (PLS)

Applying different methodological approaches in the field of tourism has increased in the past decade. A structural equational modeling SEM were dominated statistical concept in several business and management researches due to its high efficiency in assessing measurement and structural models (Lee et al., 2011; Hair et al., 2017). Both approaches were used frequently in structural model's estimation either by considering a covariance-based (CB-SEM) or partial least square (PLS-SEM) that created intensive arguments among tourism scholars in a proper valid statistical method should be applied in measuring a developed structural model (Ali et al., 2018). SEM using CB is the most prominent analytical method

applied in tourism fields and significantly enriched the contents of statistics thru applying various solid analytical techniques into different hospitality contexts in the past two decades, while SEM using PLS increases scholars attention to its high ability in prediction complex models and high effectiveness in explaining variances rather than covariances (Ali et al., 2018). However, understating each method's roles were identified in earlier studies which justified that both approaches consider as complementary analytical tools for each other rather than competitiveness tools (Lee et al., 2011; Hair et al., 2014; Hair et al., 2017; Ali et., 2018). In the case of halal tourism, CB-SEM and PLS-SEM were applied invariably in previous studies. For CB-SEM (Olya and Al-Ansi, 2018; Han et al., 2019; Jeaheng et al., 2019; Al-Ansi and Han, 2019), and for PLS-SEM (Al-Ansi et al., 2018; Battour et al., 2017). Hence, the present study used both approaches to provide an in-depth description of each individual approaches' usability and efficiency.

Please insert table. 1 here

4. Findings
4.1. Qualitative approach
4.1.1. Focus group discussion FGDs

The two sessions discussions established a solid base to explore common complaints and issues frequently occurred while Muslim traveling abroad. In the first group session, participants from hotels focused on customer treating and ability to understand their cultural background such as South East Asians or Middle Eastern. Uniform ethics, language, and separated gym/swimming facilities were found to be advantages services to reduce Muslim travelers' discomfort. They have confirmed sensitivity in dealing with middle eastern families or women needs which prefer to be served by female staff. Likewise, travel agent and tour guide highlighted halal food and prayer room facilities as a priority in tailoring tour packages and programs for Muslim travelers. They emphasized how much risk and anxiety feelings occurred when they close a deal with Muslim travelers pertaining completely fulfill their halal necessary needs. For transportation services, privacy was a significant issue for Muslim families or couples in particular Muslim Middle Eastern which not prefer to share a ride with other individual or groups during a day tour or transfers. Second group session was added distinctive concepts and themes based on earlier discussion and literatures reviews that lead to build a comprehensive potential constructs influence Muslim travelers inconvenience experience such as halal food, hotels and accommodations, facilities and amenities, public awareness and staff, attire and uniform, services and information, social environment and locals.

4.1.2. Semi-structured interviews

Findings of this stage determined the most distinctive attributes forming Muslim travelers inconvenience experience in Korea. The disparity between male and female respondents was observed according to their individual preferences, but some common issues were equally uncovered because of its generality in Islamic teachings. For explanatory purposes, halal food and meals preparations and difficulty to find in tourists places was a major issue increasing Muslim traveler inconvenience experience which highly commented by major participants as statements below:

"... My travel time to Korea is for a short trip. Unfortunately, I have spent half of my time searching for trusted halal food restaurants in many places visited. This is made me feel discomfort".
(Male, 26 years, Malaysia)

"...Struggling to find halal food in many tourists places in Korea left me stuck to visit one or two places only, I just enjoyed the spring weather without experience local halal Korean food and dishes".
(Female, 32 years, Indonesia)

"... I did bring some halal food with me from home after seeing many complaints on the Internet on difficulties to get trusted halal food in Korea, I read that many local Korean dishes used porks in their food".
(Female, 29 years, Malaysia)

Clearly, lack of availability or proper preparation of halal food create hardship moments for Muslim travelers in visiting tourists' sites in Korea as shown in Appendix A. Prayer rooms and its amenities strongly pointed out by most respondents as explained in the below statements:

"... During my waiting time at the Incheon airport, the prayer room existed there was almost empty and have no additional amenities such as wudu area, prayer rugs, qibla indicator, or Quran copy which is really important equipments for Muslim prayer rooms, I felt dissatisfied and raised my complaint to the airport information counter".
(Male, 44 years, Oman)

"...The prayer room existed in Everland theme park and some other places are not separated between male and female. It also does not have a clear sign to indicate its place, I was shocked that even the size of that prayer room is so small which required different gender groups to perform their prayers first, while other groups need to wait and queue outside. It was an inconvenient experience all day".
(Female, 38 years, Brunei)

"...Some major public attractions and markets do not have Muslim prayer rooms, even though many Muslim travelers visit it, I saw a Muslim family used to pray in the subway station corner of Myeyongdong because they could not find a nearby prayer room. I felt annoyed about this".
(Female, 27 years, Malaysia)

In fact, Muslim prayer rooms facilities show high influence on Muslim travelers' experience in Korea. Accessibility and fully equipped furniture for both male and female prayer accessories are important to avoid any dissatisfaction feelings (Appendix A). Further various exploration by interviewees indicating inconvenience and annoyance experience during visit Korean tourist which elaborated in the following statements:

"...My first annoying experience was to find Muslim-friendly hotels for my honeymoon trip in Korea which not located in a place that contain certain non-halal facilities such as night clubs or bars, I then decided to book an Airbnb accommodation instead for peace of mind".
(Male, 31 years, Indonesia)

"...The big issue made me and my family overall travel experience inconvenient is unavailable of toilet water-hand bidets in many five-star hotels we stayed in Seoul and Busan. This gave us a difficulty in keeping our bodies hygiene and clean before performing our daily prayers".
(Male, 35 years, Kuwait)

"... My overall experience was below average as we are invited for official business talks with some local Korean counterparts, I faced many issues related to local people awareness about halal services in many popular tourist destinations, even though I founded some halal food street in certain places are not really halal or complying to Islamic rules. I was referring to our embassy representatives in Seoul every time seeking some helps".
(Male, 39 years, Saudi Arabia)

"... My friends recommended me to visit limited places in Seoul only as they faced fewer issues pertaining to halal food and services comparing to other places in Korea. Local people also was staring at me in some public places because I wear the hijab which clearly shows unfamiliar to them. I think visiting other places out of Seoul will be difficult for Muslim tourists".
(Female, 25 years, Malaysia).

"...I was lucky to have a local Korean friend who used to help us during our visit in Korea. He is fluent speaking in Arabic and English because he was working in Dubai previously and highly understand our culture. His guidance completely provided us an excellent and perfect travel experience in Korea".
(Male, 30 years, United Arab Emirates).

According to above various Muslim interviewees perceptions and experience, specific issues related to halal infrastructure and performance were sufficient to influence their overall travel experience in Korea as illustrated in Appendix A. Therefore, the interviews results assisted to finalize the possible attributes that constitutes inconvenience experience of Muslim travelers in Korea which classified into seven labels including hotels and facilities, public awareness and staff, social environment and locals, attire and ethics, foods and meals, services and information, overall halal service experience .

4.2. Quantitative approach
4.2.1. Exploratory factor analysis EFA

An exploratory factor analysis EFA was initially performed using the principle component analytical technique (PCA) and the varimax rotation method to identify the underlying constructs and dimensions of Muslim travelers' inconvenient experience in Korea. Based on the qualitative approach findings, a total 48 items were developed. By removing and excluding low items that loaded below (< 0.60) and cross-loadings (Li and Cai, 2012). Final 20 valid items were generated and retained into different five constructs. As reported in table 1, the Kaiser-Meyer-Olkin (KMO) value was .908 and the Bartlett's test of sphericity was highly significant ($p < .000$), which verifies the adequacy of exploratory factor analysis EFA (George and Mallery, 2001). The eigenvalues of the five identified constructs were higher than 1 accounted for about 73.601% of the total variance. The first construct, labeled "Overall service experience" contains six items that captured 42.949%. Construct two was termed "Public awareness and information" that included five items with variance explained about 11.748%. In the third construct, three items were loaded onto a named construct "halal food and meals" with 5.885% of the total variance. The fourth loaded construct was labeled as "Staff uniform and social atmosphere" involved of three items that account for 7.618% of the variance. Lastly, the fifth construct, labeled as "Hotels and facilities", was accounted 5.402% of the variance. In addition, all 20 items factor loadings were sufficient and exceeded the threshold of .50 (Hair et al., 1998). The items reliability values "coefficient alpha" of the identified constructs were estimated to assess the internal consistency among all 20 items loaded under all five explored constructs. The coefficient values (Factor 1 = .909, Factor 2 =

.885, Factor 3 = .812, Factor 4 = .885, and Factor 5 = .769) were all higher than 0.70 which determinant that all five explored constructs adequate to the reliability standard and criteria (Nunnally, 1978). The study performed factor loadings assessment using IBM-SPSS 22.0 software.

Please insert table. 2 here

4.2.2. Confirmatory factor analysis CFA

The present study applied Anderson and Gerbing's (1988) analytic approach to estimate the identified five constructs measurement items reliability and validity. According to CFA findings in Table 2, the goodness-of-fit statistics of the measurement model was $: \chi^2 = 498.714, df = 158, \chi^2/df = 3.156, p < .000, RMSEA = 0.081, CFI = 0.921, IFI = 0.921; TLI = 0.905; AGFI = 0.838$. These results of fit statistics confirmed that the proposed measurement model meet and fitted the data standard of Ford et al., (1986). Additionally, The composite reliability CR assessment of all five extracted constructs determined an acceptable loaded values (> 0.60) between .820 and .916 which is greater than thresholds suggested by Bagozzi and Yi (1988). Furthermore, average variance extract (AVE) outcomes values show excellent scores for all five evaluated constructs as follows (Factor 1 = .646, Factor 2 = .587, Factor 3 = .749, Factor 4 = .605, and Factor 5 = .538), which reached the cutoff level recommended by Hair et al., (1998). Table 3 also shown that all constructs squared correlations are lower than the AVE values which significantly emphasized the discriminant validity between them (Hair et al., 1998). Thus, the measurement model assessment based of CFA results proofed the reliability and validity of all the five explored constructs.

Please insert table. 3 here

4.2.3. Measurements assessment for additional proposed model

A total of additional five constructs were proposed in the research model including "Satisfaction with overall experience", "Affective experience", "Desire toward visiting Korea", "Behavior intention", and "Place attachment" to test its sufficiency and quality. Two stages were applied to evaluate the convergent and discriminant validity of the proposed additional measurement model (Table 4). First, CFA assessment was performed using SPSS-AMOS 22.0 to test model fit which revealed the following goodness-of-fit statistics$: \chi^2 =1586.514, df = 540, \chi^2/df = 2.938, p < .000, RMSEA = 0.068, CFI = 0.888, TLI = 0.876$. Composite reliability for all completed model constructs involved were loaded excellency ranging between .851 and .959, exceeding criteria of .60 (Bagozzi and Yi, 1988). In addition, the AVE values for each single construct in the model reported perfect scores ranging between .549 and .887, which reached the minimum suggested criteria of .50 (Hair et al., 1998). Next, the discriminant validity assessments demonstrated that AVE values of each single construct was greater than the square correlation between them (Hair et al., 1998).

A second assessment stage of measurement model was established using Smart-PLS 3.2 which involved a sub-two estimation levels (e.g., convergent validity, discriminant validity). In the convergent validity level, composite reliability CR and average variance extracted AVE values were tested for the identified five factors. The CR values ranged between .655 and .807, while AVE values were ranged between .850 and .928, which highly indicated accepted suggested thresholds values (Bagozzi and Yi, 1988; Hair et al., 1998) (Table 2). For discriminant validity, a new method of Heterotrait–Monotrait ratio (HTMT) criterion was performed which is extremely powerful technique in detecting discriminant validity issues in PLS-SEM as summarized in table 5. HTMT findings involved additional model constructs indicated all values are below the suggested 0.9 threshold (Henseler et al., 2015).

4.2.4. *Structural model assessment (CB-SEM) and (PLS-SEM) results*

A structural equation modeling estimation was assessed using two different analytical tools. Initially, a covariance-based CB-SEM statistical approach was established to investigate constructs associations using SPSS-AMOS 22.0. The CB-SEM findings revealed excellent scores for the proposed model goodness of fit statistics as follows: *χ^2 = 1549.033, df = 545, χ^2/df = 2.842, p<.000, RMSEA = .075, CFI = .892, IFI= .893, TLI = .882.* As anticipated in Hypotheses 1 and 2, the total impact of inconvenience experience of Muslim traveler has a negative and significant effect on Satisfaction and affective experience (H1: β Inconvenience experience of Muslim traveler dimensions - > Satisfaction = - 0.409, t = -5.273, p < .01; H2: β Inconvenience experience of Muslim traveler dimensions - > Affective experience = - .162, t = -2.603, p < .01). It is verified that inconvenience experience of Muslim traveler construct, which is represented in a higher-order construct, serve as a high significant predictor of satisfaction and affective experience (Table 6). Similarly, the results of SEM-CB demonstrated that hypotheses 3, 4, 5, and 6 were supported (H3: β Satisfaction - > Desire toward visiting Korea = .196, t = 4.283, p < .01; H4: β Affective experience - > Desire toward visiting Korea = .615, t = 12.776, p < .01; H5: β Desire toward visiting Korea - > Behavior intention = .818, t = 12.429, p < .01; H6: β Desire toward visiting Korea - > Place attachment = .579, t = 11.873, p < .01;). In turn, the total explanation power of satisfaction with overall experience and affective experience were R^2 = 16.7% and 0.26 %, respectively. R^2 for desire toward visiting Korea was 43.2%, Place attachment was 33.5%, and behavior intention was 67%.

Second, the partial least square PLS-SEM structural assessment approach was performed using SmartPLS 3.2. The results clarified excellent estimation scores consistently with CB-SEM outcomes. Hypotheses 1 and 2, were supported the proposed assumptions (H1: β Inconvenience experience of Muslim traveler dimensions - > Satisfaction = - .250, t = 3.941, p < .01; H2: β Inconvenience experience of Muslim traveler dimensions - > Affective experience = - .143, t = 2.121, p < .01). Likewise, results of hypotheses 3, 4, 5, and 6 were also supported (H3: β Satisfaction - > Desire toward visiting Korea = .181, t = 3.711, p < .01; H4: β Affective experience - > Desire toward visiting Korea = .541, t = 8.625, p < .01; H5: β Desire toward visiting Korea - > Behavior intention = .737, t = 21.836, p < .01; H6: β Desire toward visiting Korea - > Place attachment = .601, t = 16.565, p < .01;). Moreover, the total variance of satisfaction with overall experience and affective experience were R^2 = .060 and .017, respectively. R^2 for desire toward visiting Korea was .390, Place attachment was .561, and behavior intention was .541. In addition, the predictive relevance results of endogenous constructs (Q^2) illustrated acceptable values according to Chin (2010). For satisfaction (Q^2 = .048), affective experience (Q^2 = .017), Desire (Q^2 = .340), Place attachment (Q^2 = .279), and behavior intention (Q^2 = .386). Lastly, both analytical assessments indicating the effectiveness of the proposed conceptual model prediction and ability to interpret Muslim traveler inconvenience experience dimensions in Korea. Table 6 summarizes both assessments results.

The structural model findings of the higher-order construct of "inconvenience experience of Muslim travelers" indicted that coefficient values and the associations with the identified lower-order model constructs were highly positive and significant in both analytical approaches. For CB-SEM (Overall service experience = .655, p < .01, Public awareness and information = .852, p < .01, Hotels and facilities = 0.754, p < .01, Staff uniform and social atmosphere = .624, p < .01, Food and meals = .803, p < .01) (Figure 2)., while for PLS-SEM (Overall service experience = .795, p < .01, Public awareness and information = .820, p < .01, Hotels and facilities = .736, p < .01, Staff uniform and social atmosphere = .750, p < .01, Halal food and meals = .733, p < .01). Consequently, these relationships results emphasized that all five explored constructs highly and significantly belong to the higher-order construct of the inconvenience experience of Muslim travelers (Figure 3).

5. Discussions
5.1.Synopsis of research

This study verified the possible inconvenience experience dimensions of Muslim travelers while visiting South Korea through a rigorous process. Initially, the study applied an advanced analytical method of qualitative (i.e., FGDs, Interviews) and quantitative (i.e., Survey-questionnaire) approaches to determine the distinctive factors effecting Muslim travel experience which eventually labeled five factors as follows: "Overall service experience, public awareness and information, hotels and facilities, staff uniform and social atmosphere, as well as, halal food and meals". Next, the study developed a structural model to test the functionality of these identified five factors by applying a comprehensive data analysis procedure including, covariance-based (CB-SEM) and partial least square (PLS-SEM) approaches. Interestingly, the results of both approaches confirmed the reliability and validity of the identified factors and supported all hypothesized associations. It also demonstrated high significant relationships between the identified five factors and the proposed structural model that involved additional constructs of "Satisfaction", "Affective experience", "Desire toward visiting Korea", "Behavior intention", and "Place attachment".

5.2.Implications

The present study sought to expand the scope of the halal tourism market by understanding effective constructs of inconvenience experience of Muslim travelers using a sophisticated analytical mix-method of qualitative and quantitative. The outcomes of this study created a solid platform for destination tourism developers in Korea to mitigate the dissatisfaction perception and experience of Muslim travelers. Nagy and Carr (2018) verified the complexity of customer satisfaction notion in tourism industry which has several effective components. Therefore, decoding the most discomfort factors that influence travelers experience is necessary to achieve their satisfaction. According to the SEM findings, the five identified factors that formulate Muslim travelers' inconvenience and displeasure experience in Korea are sufficient attributes that negatively and significantly impact their satisfaction and affective experience. Muslim travelers expected to not find such poor halal products or services in tourist destinations in Korea. For example, halal food and meal preparation and provision should be widely offered in major visited places such as terminal airports, subway stations, shopping malls, and hotels. Difficulties to gain certified halal food easily in Korean visited destinations are increasing dissatisfaction of Muslim travelers (Al-Ansi et al., 2018; Mannaa, 2019). Besides that, the lack of knowledge and awareness of public and staff about halal concept creates another obstacle for Muslim travelers while visiting a destination. This issue leads to lose confidence and trust toward a destination (Al-Ansi and Han, 2019). Thus, tourism policy-makers in Korea highly recommended to increase public awareness using different strategies to attract the Muslim market.

On the other hand, hotels and accommodations players in Korea are required provision the necessary facilities and amenities that completely influence Muslim guests stay such as in-room prayer rugs, Mecca/qibla indicator, toilet hand-wash bidet, separated gym/swimming pool facility for male and female. In the meantime, avoid providing any type of haram products (i.e, non-halal) such as alcohol or pork (Han et al., 2019; Jeaheng et al., 2019). Apart from that, staff uniform and social atmosphere are important to attained Muslim travelers' satisfaction. For instance, frontline employees in tourist locations including restaurants, hotels, airports,

shopping centres are required to show public ethics adherence such as clothing styles, attitudes, and behaviors that not conflict with the Islamic notions (Temerak, 2019). Finally, a paramount concern and stress would affect Muslim travelers' overall service experience when they receive such disservice or low quality halal-friendly services which considered as an indispensable item to them. In fact, the halal concept is a sensitive issue to Muslim travelers in order to have a healthy lifestyle (i.e., physically, mentally). Thus, the inability of finding halal services and products easily are giving them a feeling of guilt of not practicing or follow Islamic instructions, which reflected their future behavior to avoid a visit to such destinations.

This study contributed to the field of hospitality and tourism in two main ways. Academically, it strived to extend the scope of the halal tourism notion by uncovering exclusive dimensions of Muslim travelers that highly increase their dissatisfaction and displeasure travel experience in Korea. Besides, the study sufficiently demonstrated the significant outcomes of adopting an intricate research process of qualitative (i.e., FGDs, Interviews) and quantitative (i.e., survey-questionnaire) to discover the distinctive constructs in tourism studies, and then it verified efficiency of employing comprehensive analytical techniques of CB-SEM and PLS-SEM to examine reliability and validity of developed constructs. Also, it provides a solid understanding of a proper theoretical framework to diminish tourism disserves in Korea, which is a major source of inconvenience travel experience. Practically, the study developed a functional tool for enhancing Korean tourism stakeholders' capacity through the diagnosis of effecting Muslim travelers' behavior. This tool would highly guide local tourism players in Korea to set a robust strategy to eliminate inconvenience travel experience factors of Muslim visitors. In other words, it will strengthen the competency of the hoteliers, travel agencies, tourism developers, and guidance sector in Korea for leveraging of the halal tourism market.

5.3. Limitations and conclusions

Preferences of Muslim traveler market segments have not been identified such as Middle Eastern, Southeast Asian, or Central Asia. Certain matters related to Muslim cultural background is varied which required further investigation to understand positive and negative effective factors for each segmented market. The study scope was focused on Korea as an emerging Muslim-friendly destination, which may not apply to other destinations that successfully involved in halal tourism development. Future scholars recommended to intensively exerting to find out differences between halal tourism development in Asian destinations with minor Muslim population (e.g., Singapore, Thailand) and (e.g., Korea, Taiwan, Japan). Moreover, the study verified five distinctive constructs causes inconvenience experience for Muslim visitors, which highly required to broaden this concept to discover more effective constructs.

The growing momentum of halal tourism is opening new opportunities for global destinations to establish substantive solutions accessibility of a lucrative niche Muslim market. Destination competitiveness highly began with formulating uniqueness for each segment market (Truong et al., 2018). Five distinctive constructs were discovered in this study that guides Korean tourism developers to consider in diminish drawbacks or issues impact Muslim travelers inconvenience experience. The study builds a complex research process to substantiate its validity adopting mixed-methods and techniques based on a strong theoretical framework. The findings of the study achieved its objectives.

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Table 1. Exploratory factor analysis EFA results

Factors	Loadings	Eigen-values	Variance explained (%)	α	Skewness (Std.error)	Kurtosis (Std.error)
Factor 1: Overall service experience		**8.590**	**42.949**	**.909**		
Ser7: My overall experience with halal services and information in tourist places are uncomfortable.	.913				-.159 (.134)	-.464 (.267)
Ser2: I feel discomfort, as the halal service providers in tourist locations are not well aware of Islamic rules.	.864				-.001 (.134)	-.624 (.267)
Ser3: I feel dissatisfied because the halal services offered in tourist places do not conform to Islamic law.	.797				-.015 (.134)	-.409 (.267)
Fac8: My overall experiences with halal facilities offered in tourist places are uncomfortable.	.794				-.007 (.134)	-.484 (.267)
FB2: In general, I feel discomfort because I cannot find halal food easily in tourist places and sites.	.794				.109 (.134)	-.857 (.267)
FB8: My overall experiences with halal foods offered in tourist places are uncomfortable.	.692				.337 (.134)	-.473 (.267)
Factor 2: Public awareness and information		**2.350**	**11.748**	**.885**		
Awa2: Overall, staff in many tourist places had a lack of knowledge of the Islamic and halal rules.	.910				-.255 (.134)	-.128 (.267)
Awa3: I feel dissatisfied because the staff in many tourist places does not understand the Islamic and halal rules.	.863				-.170 (.134)	-.212 (.267)
Awa5: It is inconvenient that staff in many tourist places is not well aware of halal products and services.	.845				-.441 (.134)	.044 (267)
Awa7: It is inconvenient that staff in many tourist places does not understood how to offer halal products and services.	.694				-.357 (.134)	-.249 (.267)
Ser4: It is not easy to find halal information offered in tourist places (e.g., flyers, guides, maps).	.672				-.535 (.134)	-.395 (.267)
Factor 3: Halal food and meals		**1.177**	**5.885**	**.812**		
FB4: I feel annoyed because the halal food offered in tourist places is not prepared with a clear understanding of Islamic law.	.826				-.258 (.134)	-.730 (.267)
FB3: I feel dissatisfied because the halal food offered in tourist places does not comply with Islamic law.	.823				-.127 (.134)	-.639 (.267)
FB7: I feel disappointed as the halal food and beverage offered in tourist sites/places are not clean, safe, and hygienic.	.784				.045 (.134)	-.596 (.267)
Factor 4: Staff uniform & Social atmosphere		**1.524**	**7.618**	**.885**		
Att2: I feel uncomfortable at tourist sites because male staff/tourists/locals' attire/uniform does not comply with sharia law (e.g., silky clothes, jewelry).	.992				-.186 (.134)	.535 (.267)
Att1: I feel discomfort in many tourist sites because female staff/tourists/locals' attire/uniform does not comply with sharia law (e.g., mini-skirts, see-through, tights).	.936				-.064 (.134)	.292 (.267)
Soc6: I feel inconvenience because the atmospherics of tourist places does not comply with Islamic rules.	.678				-.231 (.134)	.223 (.267)
Factor 5: Hotels and facilities		**1.080**	**5.402**	**.769**		

Fac6: I feel discomfort, as the halal facilities offered in tourist places contain other haram activities *(e.g., gambling, casinos, bars).*	.829		-.078 (.134)	-.067 (.267)
Fac5: I feel annoyed because the halal facilities offered in tourist places are not separated between male/female *(e.g., spas, swimming pools, gyms).*	.791		-.217 (.134)	-.041 (.267)
Acc6: Alcohol and/or pork products offered in the hotel room's minibar made me feel discomfort and annoyance.	.715		-.057 (.134)	-.654 (.267)

KMO and Bartlett's test = .908, Sig = .000 **Total:**

73.601**%**

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

Table 2. Summary of the confirmatory factor analysis CFA results

Scale Items	CB-SEM			PLS-SEM				
		AVE	CR		AVE	CR		
- Overall service experience	**Loading**	**.646**	**.916**	**Loading**	**.683**	**.928**	**Mean**	**SD**
Ser7	.883			.853			4.036	1.570
Ser2	.846			.840			4.396	1.538
Ser3	.826			.860			4.263	1.513
Fac8	.805			.832			4.027	1.555
FB2	.726			.784			4.015	1.690
FB8	.723			.788			3.604	1.579
- Public awareness and information		**.587**	**.876**		**.681**	**.914**		
Awa2	.717			.832			4.879	1.349
Awa3	.793			.865			4.810	1.365
Awa5	.786			.841			4.677	1.444
Awa7	.853			.861			4.471	1.530
Ser4	.667			.719			5.157	1.493
- Staff uniform and Social atmosphere		**.749**	**.898**		**.807**	**.926**		
Att2	.948			.934			3.785	1.341
Att1	.938			.916			3.873	1.427
Soc6	.685			.841			3.876	1.361
- Halal food and meals		**.605**	**.820**		**.728**	**.889**		
FB4	.873			.895			4.597	1.694
FB3	.787			.881			4.251	1.564
FB7	.659			.780			3.861	1.560
- Hotels and facilities		**.538**	**.853**		**.655**	**.850**		
Fac6	.771			.827			4.782	1.371
Fac5	.644			.765			4.798	1.385
Acc6							4.367	1.706
	.783			.834				

Note[1] : CR stands for Composite Reliability, AVE is Average Variance Extracted

Table 3. Results of identified constructs correlations

Constructs	1	2	3	4	5
1. Overall service experience	**.778**	(.219)	(.534)	(.204)	(.264)
2. Public awareness & information	.468	**.795**	(.255)	(.195)	(.419)
3. Halal food and meals	.731	.505	**.766**	(.274)	(.354)
4. Staff uniform & Social atmosphere	.452	.442	.524	**.866**	(.279)
5. Hotels and facilities	.514	.648	.595	.529	**.735**

Goodness-of-fit statistics: x^2 = 498.714, df = 158, x^2/df = 3.156; p < .000, RMSEA = .081; CFI = .921; IFI = .921; TLI = .905; AGFI = .838

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

Table 4. Descriptive statistics and associated measures

Goodness-of-fit statistics: χ^2 = 1586.514, *df* = 540, χ^2/df = *2.938*, *p*<.000, RMSEA = .068, CFI = .888, IFI= .888, TLI = .876

Note : SD stands for Standard Deviation, CR stands for Composite Reliability, AVE is Average Variance Extracted

Table 5. Heterotrait-monotrait (HTMT) discriminant validity criteria.

Constructs	1	2	3	4	5	6	7	8	9	10
1. Hotels and facilities										
2. Affective experience	.146									
3. Staff uniform and Social atmosphere	.597	.207								
4. Place attachment	.182	.638	.236							
5. Behavior intention	.113	.704	.310	.501						
6. Desire	.151	.632	.383	.641	.806					
7. Halal food and meals	.544	.052	.536	.093	.273	.259				
8. Satisfaction	.178	.361	.153	.325	.516	.387	.476			
9. Public awareness and information	.661	.032	.586	.056	.179	.181	.728	.350		
10. Overall service experience	.650	.256	.555	.487	.159	.283	.490	.117	.484	

Note: HTMT findings indicated all constructs values are below the suggested 0.9 threshold.

Table 6. Structural model results and hypotheses testing (N = 325)

Hypothesis	linkage		CB-SEM Coefficient	CB-SEM t-value	PLS-SEM Coefficient	PLS-SEM t-value	Status
Hypothesis 1	Inconvenience experience of Muslim travelers	→ Affective experience	-.162	-2.603**	-.143	2.121**	Supported
Hypothesis 2	Inconvenience experience of Muslim travelers	→ Satisfaction with overall experience	-.409	-5.273**	-.250	3.941**	Supported
Hypothesis 3	Satisfaction with overall experience	→ Desire toward visiting Korea	.196	4.283**	.181	3.711**	Supported
Hypothesis 4	Affective experience	→ Desire toward visiting Korea	.615	12.776**	.541	8.625**	Supported
Hypothesis 5	Desire toward visiting Korea	→ Behavior intention	.818	12.429**	.737	21.836**	Supported
Hypothesis 6	Desire toward visiting Korea	→ Place attachment	.579	11.873**	.601	16.565**	Supported

CB-SEM

Total variance explained:

R^2 for Affective experience = .026
R^2 for Satisfaction = .167
R^2 for Desire = .432
R^2 for Place attachment = .335
R^2 for Behavior intention = .669

PLS-SEM

Total variance explained:

R^2 *adj* for Affective experience = .017 Q^2 = .017
R^2 *adj* for Satisfaction = .060 Q^2 = .048
R^2 *adj* for Desire = .390 Q^2 = .340
R^2 *adj* for Place attachment = .561 Q^2 = .279
R^2 *adj* for Behavior intention = .541 Q^2 = .386

Goodness-of-fit statistics: χ^2 = *1549.033*, df = 545, χ^2/df = 2.842, p<.000, RMSEA = .075, CFI = .892, IFI= .893, TLI = .882
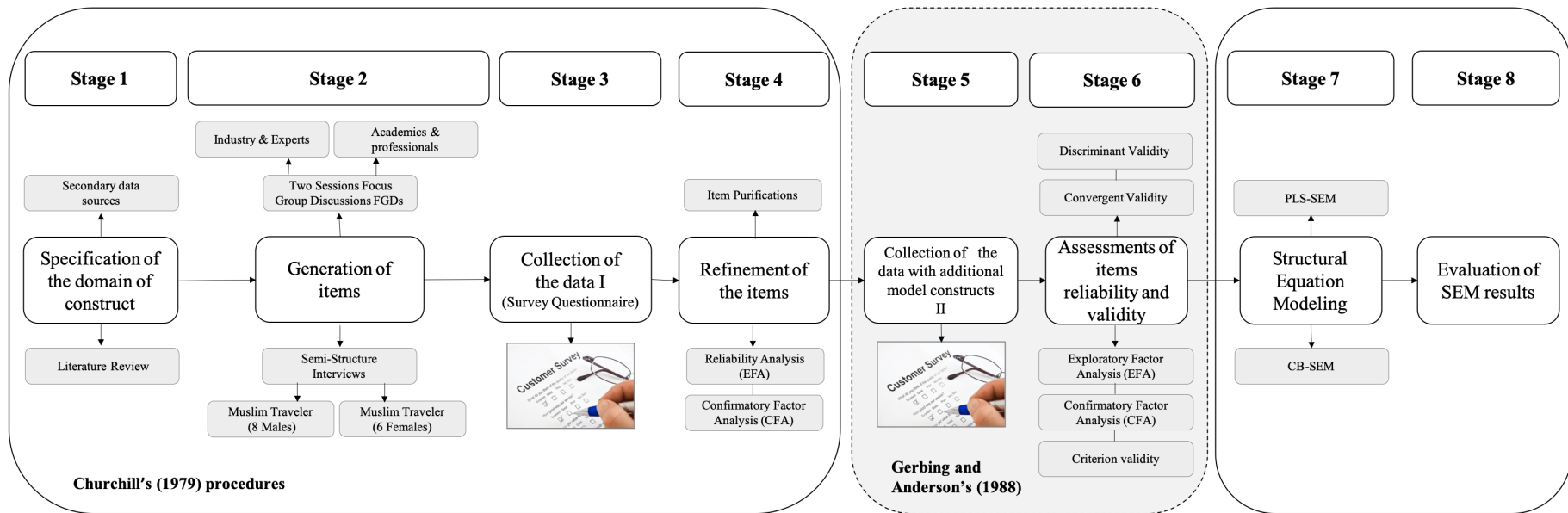
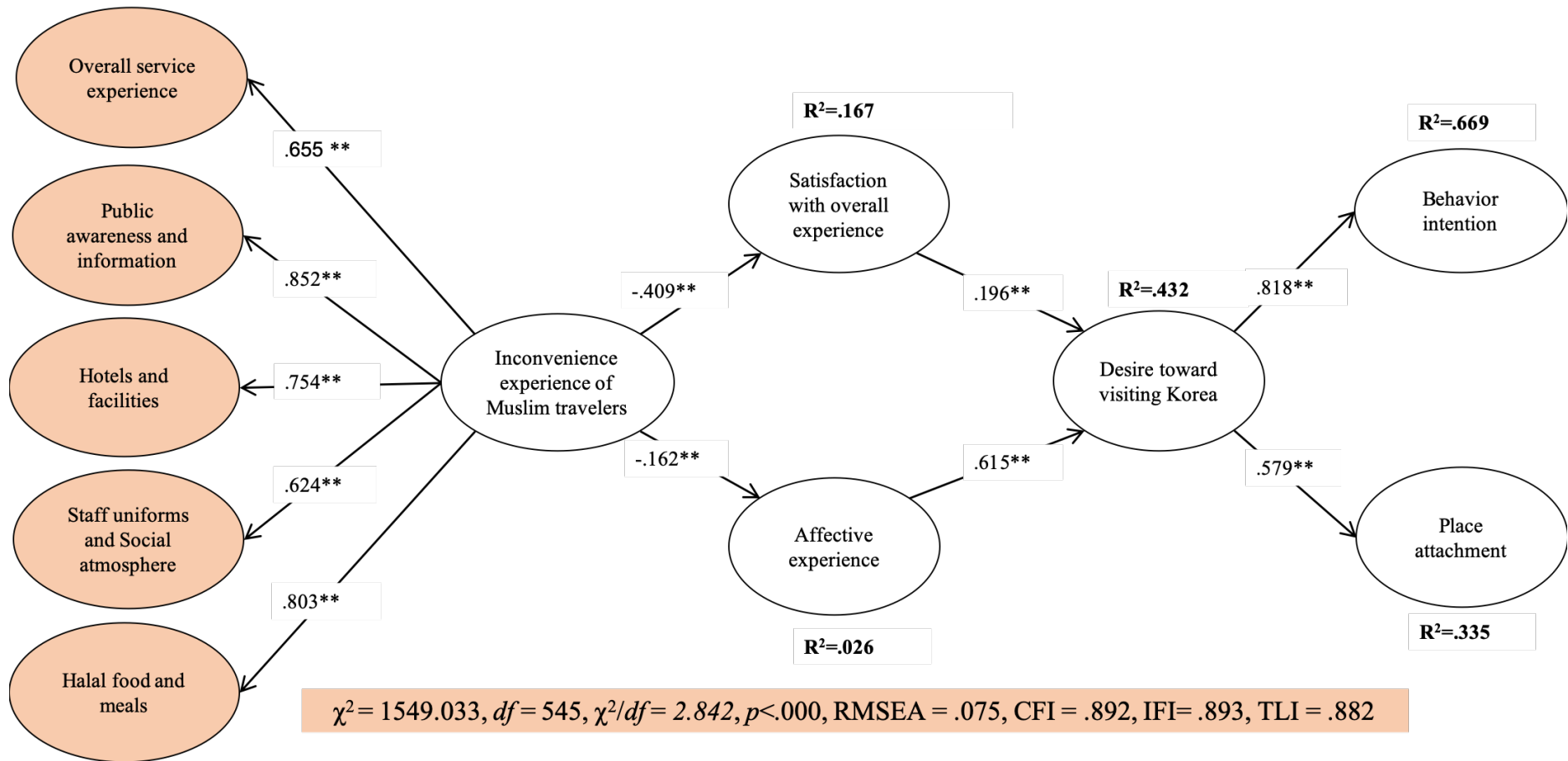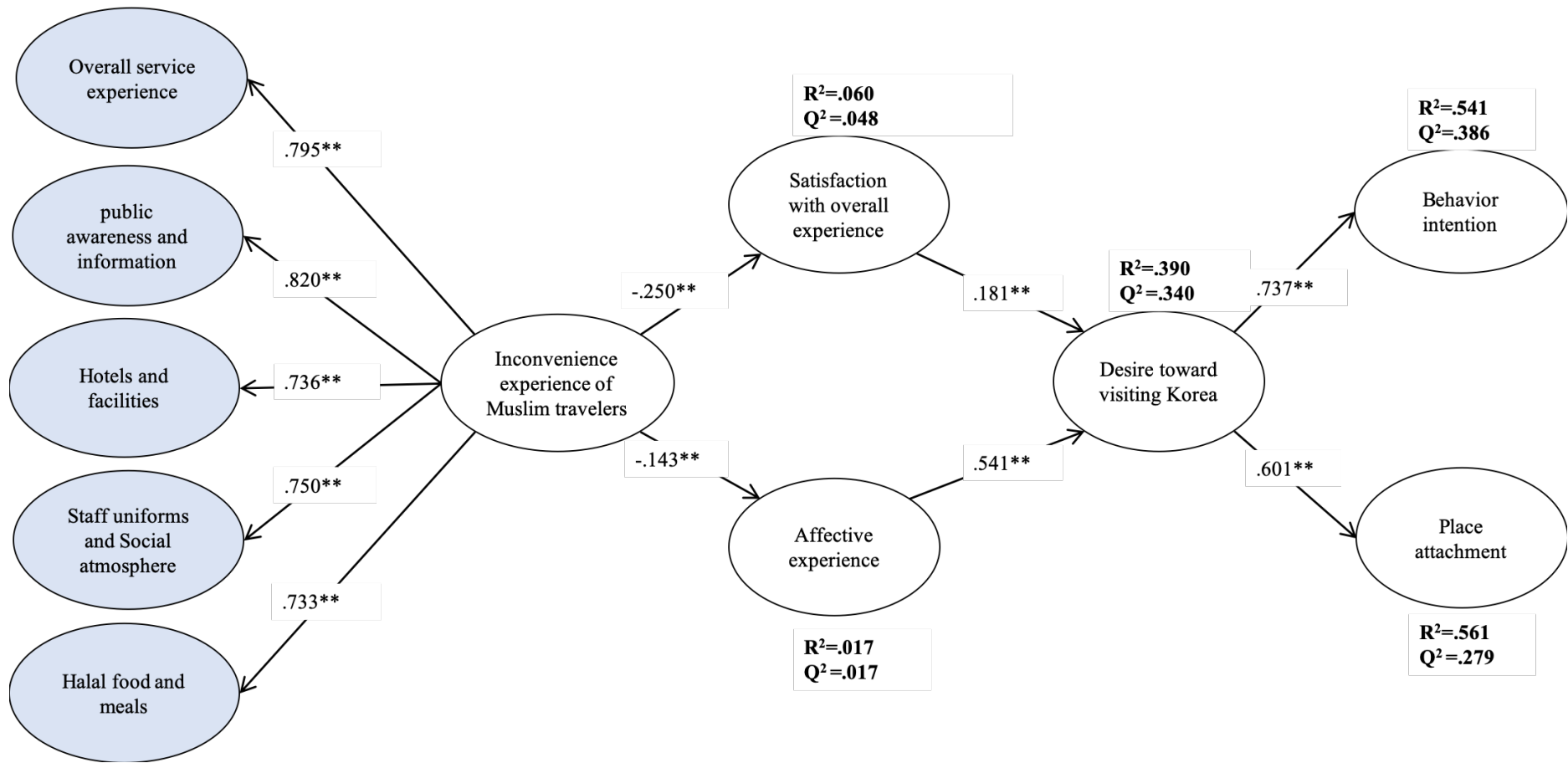**=$p < .01$

Figure 1. Research design and process

Figure 2. CB-SEM results

Appendix A

Figure 3. PLS-SEM results

Source: tripadvisor

Muslim tourists carefully trying local Korean halal street food in Seoul

Source: Yonhap News

Muslim visitors carefully selecting halal food from a buffet menu during a visit to Seoul

Source: Yonhap News

Muslim's prayer room at Seoul National University Hospital (small size and discomfortable design)

Source: havehalalwilltravel.com

Muslim's prayer room in Everland-Theme park (unclear signage & Male & Female not separated)