

## **Investigating residents' support for Muslim tourism: The application of IGSCA-SEM and fsQCA**

### **ABSTRACT**

This study investigates residents' intention to support Muslim tourism (ITSMT) through the lens of residents of non-Islamic countries. By integrating the Social Exchange Theory (SET), Emotional Solidarity Framework (ESF) and the Theory of Reasoned Action (TRA), our findings confirmed that welcoming nature was the most salient factor to attenuate the negative effect of perceived risk from Islamophobia by South Korean and Americans residents. The fuzzy set Qualitative Comparative Analysis (fsQCA) suggested the three different configurations that can explain the formation of residents' intentions. fsQCA also validated the importance of incorporating ESF, SET and TRA into a unified framework.

**Keywords:** Emotional solidarity, Theory of Reasoned Action, Social Exchange Theory, Sustainable Tourism Development, Intention to Support Muslim Tourism, fsQCA, IGSCA-SEM

### **1. Introduction**

Many non-Muslim countries have significantly gained more traction in tapping into the Halal tourism market. This traction is due in part to the fact that the growth in Muslim demographics is two folds more remarkable than that in the global population. By 2030, the Muslim population is expected to be higher than 26% of the world population. Currently, 60% of Muslims are relatively younger than 30, with very high spending power. Thus, many non-Muslim countries worldwide have begun to welcome more international Muslim tourists in the hopes that this type of tourism will help develop their local attractions and economies in the long term (Jeaheng et al., 2020; Moshin et al., 2020). For example, the Korea Tourism Organization and Tourism Authority of Thailand have presented their services, congruent with the Halal rule, in

their recommended official guidebooks (Aneakpoonsinsuk, 2019). These initiatives from non-Muslim countries imply that they are preparing for the upcoming influx of international Muslim travelers.

In academics, attention has been given to the perspective of Muslim tourists (Al-Ansi & Han, 2019; Awan et al., 2015; Jeaheng et al., 2020). Findings from recent literature on Muslim tourism have reported that the attractiveness of destinations relies largely on five components: the atmosphere of the society, the availability of halal food and drinks, halal-friendly facilities and amenities, halal-friendly services and halal-friendly residents and workforce. Mursid (2021) found that the locals and staff are the most significant component. Besides, recent studies have also shown that the attitudes of local people have a significant role in the long-term success and sustainability of tourist development in a local neighbourhood (Xie & Luo, 2021). Given that this statement holds, favourable attitudes and support from locals and staff are necessary conditions for ensuring that the long-term Muslim tourists' experiences are aligned harmoniously with the local community.

Although a number of studies have conducted an empirical investigation on the traveller perspectives or demand side (Al-Ansi & Han, 2019; Eusébio et al., 2018; Gannon et al., 2021; Han et al., 2019; Moghavvemi et al., 2017), recent studies have advanced the body of Muslim tourism knowledge by examining the co-creation value between supply (residents) and demand (Muslim tourists) sides. Specifically, Chua et al. (2021) extended the Emotional Solidarity Framework (ESF) to include Perceived Benefits (PB) in explaining the co-creation value between Muslim travellers and locals. These authors reported that emotional solidarity (ES) played an essential role in shaping residents' attitudes toward supporting Muslim travellers. Importantly, this finding has been generalized through the culturally different perspectives of locals residing in South Korea

and the United States, which have different cultures. Hence, supplementing the lens of the supply side with the knowledge of the demand side could give non-Muslim destinations leverage over other ones for sustainable development. Considering all the abovementioned issues, the precise role of ES to form co-creation value between locals and tourists, which has not been investigated in previous Muslim tourism literature, has the potential to provide fresh insights and serve as a catalyst for more in-depth investigations.

Our study also extends the calls in recent research (Rhama, 2021) to highlight the importance of ESF in creating a resident support (Erul & Woosnam, 2022) for sustainable tourism destination development (Gannon et al., 2021) in the context of non-Muslim countries (Al-Ansi & Han, 2019; Rhama, 2021). Although an earlier study by Chua et al. (2021) obtained impressive insights, the current study complements theirs in several ways. First, we acknowledge the diversity of perspectives on ES and the need to develop a more thorough understanding by segregating the actual effect of each component in the SF, which include welcoming nature (WN), emotional closeness (EC), and sympathetic understanding (SU). To this end, we can clearly discern the sundry roles within ESF, which is more informative than understanding the role of the aggregated ESF itself. Second, we treated perceived benefit as a composite rather than a factor model that has been tested in prior literature. Theoretically, a factor model is useful when researchers want to measure things from a global perspective (e.g., aggregated ESF) because all items within the measurement trait will convey the same meaning (Hair et al., 2020). However, the different role of an individual item under the construct has been ignored when using factor-based assumptions, which could sometimes methodologically lead to misspecification bias as reflected in the call for more paper in tourism by Mikulić and Ryan (2018). To minimize this bias, a composite model informs us of the significance of different weights of all items (Bollen & Bauldry, 2011), thereby

advancing further understanding of each item's role. In this study, all items from perceived benefits (well-being, famous, and infrastructure gained in the tourism sites) will be tested using the Confirmatory Composite Analysis (CCA). This study minimizes the unintentional bias arising from mismatching CFA-CCA practice by applying the unified factor-composite models based on the Integrated Generalized Structured Component Analysis (IGSCA), thereby improving the accuracy of the parameters estimates. Third, in explaining the formation of locals' attitudes, we extended prior studies that have concentrated on the perceived benefit by introducing the perceived risk. This extension is crucial for policymakers since it takes into account the effects of tradeoffs between benefits and risks (Kim et al., 2021). Islamophobia can be viewed as a unique feature of Muslim tourism because this factor separates Muslim tourism from general tourism. A recent study has shown that a considerable percentage of Americans have unfavourable views about Islam (e.g., terrorism, violence or fanaticism) (Chua et al., 2021). This negative perception could translate into the tourism context, which may outweigh the perceived benefits of Muslim tourism and shape negative attitudes toward residents. That is, the community's perceived economic gain from accepting Muslim guests may not exceed the perceived danger. For that purpose, having a better understanding of the circumstances under which local citizens would have favourable sentiments regarding Muslim tourism and would be willing to support future tourist growth, given the perceived risk. Fourth, this study considers the individual differences, which have been ignored in prior research. Individual differences reflected the real-world situation, but it violated the homogeneity assumption of the standard statistical approach (e.g., SEM). Thus, by relaxing a homogeneity assumption, this study offers more profound knowledge because it unearths the possible combinations of different factors in explaining the occurrence of local support, which is called 'equifinality' in the language of fuzzy set Qualitative Comparative Analysis (fsQCA).

Hence, the unique feature of our research is not only that it provides an overview of the net effects of each variable (using IGSCA-SEM) but also the insights into how the configurations of different variables influence locals' attitudes and support. Finally, we test a unified theoretical framework (SET, ESF and TRA) with the individual differences assumption with the integration of IGSCA-SEM and fsQCA method. Hence, our study provides more robust findings than that from previous literature. The acquired insights with the unified theories contribute to a more comprehensive understanding of local attitude development and the desire to encourage Muslim tourism.

Thus, this research significantly extends the prior work by merging three widely used theoretical frameworks and presenting an integrative model (TRA, SET and ESF) to investigate the interaction between economic and non-economic (emotion) aspects in explaining locals' attitudes and intentions to promote Muslim tourism. IGSCA-SEM validated the proposed model in the United States and South Korea. Furthermore, based on the complexity theory, fsQCA was used to determine the sufficient configurations that equate to the result. Finally, these theories were evaluated for consistency and explainability using the fsQCA approach.

## **2. Theoretical framework**

### **2.1. Formation of intention to support Muslim tourism**

Recent studies in sustainable tourism development have highlighted the significance of the locals' support in the destinations (Gannon et al., 2021). For example, Ribeiro et al. (2017) pointed out that resident support is an inevitable condition for achieving destination development sustainability. Thus, tourism literature has called for more research on this topic to promote the sustainability of tourism destinations (Seo et al., 2021; Styliadis et al., 2021). Until now, the answer to this demanding topic lies in the heart of the Theory of Planned Behaviour. The theory posits

that individual intention can be explained as a mixed function of attitude, subjective norms and perceived behavioural control. Summarized by Ajzen (1991), personal attitude is ‘a psychological tendency expressed by evaluating a particular entity with some degree of favour or disfavour.’ Subjective norms (SN) are ‘an individual’s normative beliefs about others’ perception or judgments to engage or not engage in the behaviour.’ Finally, perceived behavioural control refers to ‘the perception of the ease or difficulty of performing the behaviour’. These three variables have been tested in behavioural prediction in various settings, such as tourism development, Muslim tourism or visitors’ pro-social/environmental behaviour (Erul & Woosnam, 2022). The conclusion from contemporary meta-analytic studies in tourism settings (Manosuthi et al., 2020b) supported the idea that the most salient factor is attitude, followed by subjective norms. For the sake of parsimonious, we selected ATT and SN as candidates to explain the ITSMT.

Some studies replace resident intention with resident attitude (Ulker-Demirel & Ciftci, 2020), which could lead to confusion as to the proper relationship between these constructs. Attitude is the evaluation base variable, which contains positive and negative sides, while resident support could be perceived as the intention base variable. Lepp (2007) highlighted that pro-tourism behaviour in Bigodi village, Uganda, could be attained if a favourable evaluation (attitude) is cultivated in the residents’ mindset. However, some scholars treat resident support as an evaluation-based variable. For example, Zhou and Ap (2009) measured resident support using an attitude scale. The current study follows the traditional application of evaluation- and intention-based variables when dealing with attitude and resident support for Muslim tourism development respectively to avoid confusion.

Prior studies have shown that residents’ preferences for tourism from certain attractions may translate into future support for such locations if the arriving tourists create substantial

economic advantages (Maruyama et al., 2019; Rasoolimanesh et al., 2015). Individuals who have a more optimistic view of Muslim visitors would be more eager to accept tourism operations. In particular, individuals who have a more favourable attitude toward Muslim tourists will be more motivated to participate in Muslim-related experiences that meet their cognitive and social development requirements, leading to a stronger desire to promote Muslim-related tourism. In the case of Muslim tourism, support has been revealed based on proposed employment opportunities for residents. However, prior literature has emphasized that people may perceive followers of Islam negatively and stereotype them even though the vast majority of Muslims live peacefully under civil laws. Hence, similar to a positive attitude, a negative attitude could adversely affect the residents' intention to support Muslim tourism. Hence, it is logical to assume the following:

H1: Residents' attitudes positively correlate with the intention to support Muslim tourism.

Under the Theory of Reasoned Action (TRA), SN is another factor assumed to trigger behavioural intention. Similar to ATT, a number of studies have investigated the direct relationship between SN and resident support in a variety of tourism contexts (Eusébio et al., 2018; Gannon et al., 2021; Moghavvemi et al., 2017; Ribeiro et al., 2017; Woosnam et al., 2018), such as destination choice (Manosuthi et al., 2021), Halal services (Awan et al., 2015) or resident support (Erul & Woosnam, 2022). In addition to testing the role that ATT plays in predicting resident support for Muslim tourism development, this study hypothesised and controlled the positive relationship between SN and resident support. Therefore, we hypothesize that

H2: Subjective norms have a positive direct effect on the intention to support Muslim tourism.

## **2.2. Formation of residents' attitude**

### **2.2.1. Emotional solidarity**

Prior literature in sustainable tourism development has recommended that local support is an undeniable predictor of destination improvement (Nunkoo & Gursoy, 2012). The significance of resident support has also been highlighted because this component is considered a crucial source for creating social innovation and promoting a destination's sustainability (Nordberg et al., 2020). Hence, to achieve this outcome, tourism scholars have argued that local communities' emotions serve as substantial determinants in forging favourable attitudes of citizens (Maruyama et al., 2019). The use of ESF as a backbone when the formation of residents' attitudes is the main focus has been suggested by tourism scholars (Seo et al., 2021; Woosnam, 2012; Woosnam & Norman, 2010; Woosnam et al., 2009; Woosnam et al., 2015).

Initially, ES and its theoretical framework were proposed by Woosnam et al. (2009). Woosnam and Norman (2010), who then constructed and validated the 10-item Emotional Solidarity Scale (ESS), comprising three distinct factors: welcoming nature (WN), emotional closeness (EC) and sympathetic understanding (SU). In the emotional solidarity literature, numerous instances have been examined in the prior decade to justify the link between residents' and tourists' feelings of proximity. Woosnam (2012) highlighted that emotional solidarity worked well in predicting residents' attitudes about tourism growth. That is, citizens who are hospitable to visitors are more likely to take a personal interest in the tourism business, recognize the advantages that tourism growth brings and feel proud of their hometown. WN is supposed to be the most vital support indicator for tourism expansion (Woosnam, 2012) compared to EC and SU. Hence, it is logical to assume the following:



H3a: Welcoming nature could affect residents' attitude

Residents and visitors typically live together tourism sites. Hence, emotional proximity could contribute to residents' positive attitudes when locals and tourists positively interact (Woosnam & Norman, 2010). Moreover, locals who had formed connectedness with visitors had come to appreciate the advantages of tourism and were more likely to support it. Relationships of this kind are established through communications and the exchange of ideas and practices (Woosnam et al., 2009). Chua et al. (2021) addressed that increasing the frequency of positive contacts would foster connectedness among locals and visitors. In this manner, residents' mindset can be shaped through this proximity (Moghavvemi et al., 2017). Therefore, it is logical to hypothesize that

H3b: Emotional closeness has a positive relationship with residents' attitude.

Woosnam et al. (2009) reported that SU is displayed by residents and tourists placing themselves in the shoes of one another and viewing the world through diverse lenses to comprehend one another truthfully. Such a viewpoint contributes to bias reduction. As a result, some residents have shown great compassion to visitors. After extensive interaction with tourists through sustainable tourism initiatives, residents will be able to understand that many tourists are genuinely interested in learning about the indigenous context and preserving local lifestyles (Besculides et al., 2002). As one of the three emotional solidarity criteria, SU best describes how residents view the effects of tourism on their lives (Moghavvemi et al., 2017), tending to develop

a favourable attitude to promote tourism development of citizens (Chua et al., 2021; Woosnam, 2012). Thus, it is possible that

H3c: Sympathetic understanding has a positive effect on resident's attitude

### **2.2.2. Social exchange theory**

Residents' views and support for tourism may be better understood using SET, which has been extensively utilized in previous research. A discretionary cost-benefit estimation and a comparison of potential outcomes underpin all human interactions (Kang et al., 2008). People are more likely to engage in a transaction with another party if they perceive the interaction to be beneficial to them (Nunkoo & Gursoy, 2012). Residents' evaluations of tourists and tourist attractions are based mainly on the perceived positive and negative effects or benefits and costs. In sum, people will support tourism more readily if they believe the beneficial effects exceed any unfavourable ones.

During economic downturns, tourism may be seen as a way for individuals to gain financial independence (Fakfare et al., 2021). Previous studies have shown that locals who gain monetarily from tourism tend to have a more positive attitude on the effects than those with less or no advantages (Vargas-Sánchez et al., 2015). Prior studies have also revealed that a person's belief in the economic benefits of tourism is the most crucial factor influencing their support for tourist growth (Boley et al., 2018). Consistent with the SET logic, residents who profit financially are more inclined to increase their support for tourism (Stylidis et al., 2014). However, researchers found no correlation between residents' perceptions of personal economic gain and tourism's positive or negative effects (Vargas-Sánchez et al., 2015). These results are often inconclusive and

conflicting. Stylidis and Terzidou (2014) believe this disparity can be attributed to the taxonomy of tourist effects used by subsequent research. However, it has been argued that people who might not be employed in the hospitality sector may have negative sentiments about tourism growth because of a lack of understanding of the industry's advantages. Consequently, they view tourist growth as environmentally damaging and negatively affecting tourism industry enhancement. A recent study has shown that a considerable percentage of Americans have unfavourable views about Islam in the Muslim tourist setting (e.g., terrorism, violence, or fanatic) (Chua et al., 2021). This negative factor could outweigh the perceived benefits of Muslim tourism and shape negative attitudes toward residents. Sustainable tourism planning and development must take these factors into account. That is, citizens are likely to contemplate the positive aspects of Muslim tourism (e.g., jobs, improved wages, infrastructure upgrades and chances to meet new people) and the negative aspects (e.g., terrorist attacks, violence and fanaticism). Based on the SET principles, the following hypotheses have been proposed:

H4a: Perceived benefit from Muslim tourism has a positive influence on residents' attitude.

H4b: Perceived risk from Muslim tourism has a negative influence on residents' attitude.

### **2.2.3. Complexity theory**

Complexity theory posits that the outcome can result from a combination of different potential events. It assumes that the equifinality tenet, i.e., the condition in which different configurations can explain the outcome, can be present in any complex situation (Fiss, 2007). While traditional SEM analysis assumes a unifinality tenet, relaxing this unifinality assumption will contribute to a clearer understanding of the complex phenomenon. In other words, the

traditional SEM method explains the outcome (endogenous variable) using fixed hypothesized paths for high and low values of an endogenous variable (unifinality). In contrast, the analysis based on the complexity theory explores multiple causal combinations that lead to the same outcome (equifinality) because of the individual difference assumption. Because we know of the individual difference within a studied sample, assuming the homogeneity within the sample could mislead the interpretation. In this vein, complexity theory can help clarify what the combination of specific situations could arrive at the same outcome. For example, it is hypothesized that Islamophobia negatively correlates with ATT. However, because of the individual difference, complexity theory could uncover that Islamophobia may be high but as long as a person has a very high value of WN, he or she will be willing to support tourism development. Complexity theory has been widely used to gain additional insights into an outcome, such that its observation becomes potentially heterogeneous. Hence, complexity theory is highly applicable when we aim to determine how different situations can come up with the same answer. Similarly, the current research anticipates that the ITSMT will result from complex interactions among multiple factors generated from TRA (ATT and SN), SET (PB and Islamophobia) and ESF (WN, EC and SU). Consequently, we may gain additional understanding of how ITSMT occurs in terms of several configurations that work together to explain this outcome by applying complexity theory.

The fuzzy set qualitative comparative analysis (fsQCA) is an analysis to determine which combinations of antecedents, called configurations, are necessary or sufficient conditions to create the desired outcome. Based on complexity theory, fsQCA provides all possible configurations that differently describe the occurrence of a similar outcome. There are three core tenets relating to the principle of fsQCA and complexity theory, which are an asymmetrical association, equifinality, and conjunctural causation. When antecedents are causally related to the presence of an outcome,

but the same antecedents cannot explain the absence of the outcome, it is called asymmetrical association (Lee, 2022). Equifinality is the situation where the same outcome can be differently explained by various combinations of configurations (Kopplin & Rösch, 2021). In conjunctural causation, the occurrence of events depends on how different antecedents are combined rather than the extent to which the magnitude of the standalone antecedents (Romero-Castro et al., 2021). fsQCA is highly suitable for scenarios in which a result has several causes that interact to generate an outcome. fsQCA has gained some traction in recent years (Hsiao et al., 2015). Many researchers (Kumar et al., 2022; Shi et al., 2022; Um et al., 2022) have realized its advantages over standard statistical methods partly because of its superiority in offering reality with insights (Rasoolimanesh et al., 2021). Hence, our study incorporates this part to strengthen the internal validity of the finding.

### **3. Methods**

#### **3.1. Measurement**

The ITSMT was evaluated using five items derived from prior works (Erul & Woosnam, 2022; Erul et al., 2020; Shen & Shen, 2020; Woosnam et al., 2018) and a qualitative method. ES was assessed using three dimensions adopted from prior studies: (i) WN adapted from Ribeiro et al. (2017) with four items, (ii) EC adopted from Moghavvemi et al. (2017) with four items and (iii) SU derived from Moghavvemi et al. (2017) with three items. Each statement's object was changed (for example, use 'international Muslim travellers' rather than 'tourist'). ATT and SN were adapted from previous literature to include five and three components, respectively (Han & Yoon, 2015), while ITSMT was developed from the qualitative interview. We assess the abovementioned

items based on a seven-point Likert-type scale ranging from strongly disagree (1) to agree strongly (7), except ATT, using semantic differential scales.

The questionnaire was prepared in English and Korean. It was developed in English initially and then translated into Korean by a bilingual (English–Korean) translator. Then, another bilingual translator evaluated the two versions to detect inconsistencies in the translation, making minor changes to ensure consistency. Next, the questionnaire was piloted with 12 tourism experts. The phrasing was corrected based on their feedback. Finally, all items in the questionnaire were examined by three academic tourist management professionals who are competent in both languages. Based on expert comments, the measuring items were modified slightly to be suitable for this investigation.

### **3.2. Data collection**

Data was gathered using a web-based platform provided by Qualtrics and Macromill Embrain. This data collection method is reliable since it can leverage the overall research validity through randomization, and it can systematically distribute questionnaires equally to respondents throughout the countries, thus ensuring the representativeness of the population. Hence, this study employed systematic random sampling to obtain data from Americans and Korean. We believe the online system provided a privacy law-compliant online potential resident panel consisting of more than 100,000 members around the world. To approach the potential participants, the sampling frame (the United States and South Korea) of our study was screened through our two screening questions: (1) An American [Korean] who has visited tourist destinations in the United States [South Korea] with a high concentration of foreign Muslims at least once per six months and (2) An American [Korean] who met and connected with foreign Muslim visitors. With these screening

questions, we ensured that respondents are residents of the destinations that are visited by Muslim tourists in the US and Korea, while they are also tourists/visitors who travel to Muslim tourist destinations in those two countries. Moreover, we did not ask respondents to name specific tourism destinations since our research aimed to generalize the findings.

The process of data gathering started around February 2020. By two months, 783 respondents, who were confirmed to be both citizens and residents of the US and South Korea, returned our questionnaire. The response rate is expected to be around 15%. Response bias is then tested and fixed before entering the subsequent process. After cleaning the dataset, 684 cases were available for analysis.

We used 684 examples because we computed and excluded the cases with the highest uncertainty (fuzzy score = 0.5) from the sample. The data were then divided into training (625) and testing (59) datasets, then used in the data analysis to prevent overfitting bias and promote generalizability. For demographic characteristics of the American and Korean respondents, both samples included an equal number of male and female respondents. Korean respondents (36) were, on average, younger than American respondents (40). American respondents reported the most significant proportion of the annual household income of \$100,000 or more (29.2%), whereas Korean respondents reported the highest yearly household income of \$25,000–\$39,999. (30.1%). Most Korean respondents finished higher education, with 70.9% holding a university degree, compared to 31.9% of the American respondents. The majority of American (65.4%) and Korean (52.3%) respondents were married. A substantial number of American respondents (79.1%) were Caucasian/White, whereas all Korean respondents were Asian (100%). Respondents' profiles were listed in the Appendix B.

## **4. Results**

### **4.1. Reliability and validity**

The alpha and rho coefficients were used to determine reliability as indicated in Table 2. All reliability estimates are greater than or equal to the threshold values ( $\alpha > 0.6$ ,  $\rho > 0.7$  and  $AVE > 0.5$ ), indicating construct reliability. Construct validity was determined using convergent and discriminant validities. Given that all items in Table 1 had standardized loadings of more than 0.6, inferring significant support for convergent validity was reasonable. In addition, the discriminant validity (Table 1) was established. Thus, the data suggested that the measurement met the most fundamental requirements for reliability and validity.

**[Insert\_TABLE1: Measurement\_model\_assessment]**

**[Insert\_TABLE 2: Discriminant\_validity]**

### **4.2. Structural and constrain analysis**

Table 3 shows the results of the IGSCA, which indicated that for the constrained model,  $FIT = .708$ ,  $GFI = .994$  and  $SRMR = .049$ . For the unconstrained model,  $FIT = 0.709$ ,  $GFI = 0.994$  and  $SRMR = 0.047$ . When observations exceeded 100, the GFI cut-off should be more than 0.93 and that of SRMR should be less than 0.08 (Cho et al., 2020). Consequently, our fit indices ( $GFI = 0.994/0.994$  and  $SRMR = 0.049/0.047$ ) suggested that both models were extremely well-fitted. The difference in FIT between the constrained and unconstrained models was determined using 1,000 bootstrap samples. IGSCA indicated that the FIT difference was 0.001 and the 95%



confidence interval was [0.000; 0.000]. Therefore, empirical evidence indicated that unconstrained model (Model 2) was superior.

**[Insert\_TABLE3]**

The overall evaluation fit indices for the unconstrained model indicated the significance of the FIT family in the overall assessment. In particular, this model accounted for 70.9% of the total variance of all variables inside the model ( $FIT = .709$ ), indicating the model is highly predictive. Furthermore, an analysis of the measurement model's explanatory power showed that  $FIT_m = .828$ , indicating that the measurement model accounted for 82.8% of the entire variance in all indicators. Furthermore, the structural model explained approximately 21.5% of latent components and composites ( $FIT_s = .215$ ).

Findings reported that the effect of ATT and SN on ITSMT was statistically significant and positive, which is similar in the United States and South Korea groups (H1 and H2a were not rejected). Moreover, while WN and EC had a positive and statistically significant influence on ATT (H3a and H3b were not rejected), Islamophobia had a negative and statistically significant effect on ATT (H4b was not rejected). However, SU and SN statistically affected ATT in both groups (H3c and H2b were rejected). Surprisingly, the effect of PB on ATT was apparent for South Korea (H4a was not rejected) but was statistically insignificant for the United States (H4a was rejected). Figure 1 illustrates the critical result revealed by IGSCA.

**[Insert\_FIGURE 1: \_Result\_revealed\_by\_IGSCA]**

### 4.3. Contrarian case and necessary condition analysis

We imputed the IGSCA latent and composite scores to account for potential measurement errors to prepare for the calibration and contrarian case analysis. The IGSCA latent and composite scores were calibrated into fuzzy set scores based on the logistic function ranging from 0 (full non-membership) to 1 (full membership) during the calibration step in fsQCA (full membership). The maximum ambiguity cases (0.5) were not shown because they were removed in the first stage before data processing. Three thresholds were established in the current study: 7 denoted full membership with a value of 1, 4 denoted a crossover point with a value of 0.50 and 1 denoted full non-membership with a value of 0 as previously recommended (Afonso et al., 2018). Calibration was performed using R programming. First, we divided the calibrated dataset equally by using quintiles. Then, we ran cross-tabulations across quintiles, resulting in the contrarian instance shown in the Appendix. We found contrarian examples at the bottom left and top right for Islamophobia, indicating the variability that the primary effect cannot explain.

We performed NCA to determine the necessary conditions for ITSMT (Table 4). The two primary antecedent circumstances were WN and ATT. When a condition's consistency value exceeded 0.9, it is called 'necessary.' Table 5 shows the existence of WN (consistency = 0.936, relevancy = 0.884 and coverage = 0.924) and ATT (consistency = 0.931, relevancy = .846 and coverage = 0.900) as essential requirements, but no absence conditions are necessary. These results imply that WN and ATT are important prerequisites for understanding ITSMT, and signify the importance of ESF and TRA.

**[Insert\_TABLE 4:NCA]**

#### 4.4. Sufficient condition analysis, logical minimization and its predictive power

By conducting SCA, we determined whether circumstances and diverse causal configurations are sufficient to account for the occurrence of ITSMT by conducting SCA. First, all possible formulas that provide the same outcome were identified by building a truth table and applying logical minimization to the table. As a starting point, the raw consistency and proportional reduction inconsistency (PRI) scores were set as 0.90. Then, the fsQCA approach extracted intermediate, parsimonious and complex solutions for ITSMT, with the frequency threshold set as 5. Consequently, we distinguished between core and peripheral conditions of the outcome, wherein a core condition suggested a more significant causal association with the outcome while a peripheral condition indicated a weaker causal relationship.

Our analysis of essential and sufficient criteria is summarized in Table 5. Four configurations with a solution consistency of 0.918 were determined to be associated with the presence of the ITSMT. These configurations accounted for 82.8% of the observed ITSMT. In Table 5, a complete black circle (●) denotes the existence of a condition associated with a core condition, an open-loop (○) represents the absence of a condition and a peripheral black ring (◐) denotes a peripheral condition related to the configuration.  $\sim IP * PB + \sim IP * WN + \sim IP * ATT$  established sufficient fundamental antecedents of the conclusion based on the parsimonious solution. Necessary conditions were also considered core conditions. Thus, we highlighted that WN and ATT were core antecedents of the presence of ITSMT. The other components were considered peripheral antecedents.

Configuration 1 is composed of a mixture of South Koreans with the absence of Islamophobia. This setup accounted for 43% of the observed sample with an 86.9% consistency

rate. However, the PRI of this configuration was below our threshold. The second configuration also relied on the South Korean sample. In addition, ATT, PB and WN must coexist to ensure the presence of ITSMT. This configuration has a 97.3% consistency rate and explains around 42.5% with very high PRI. The third and fourth configurations were free from the moderation effect (Americans or South Korean). Based on the third configuration, SN was not considered if the coexistence of ATT, PB and WN was observed. This configuration had a maximum explanatory power of 72.3% with a 99% consistency rate and 98.1% PRI. The fourth configuration had a maximum consistency rate (99.6%) and explained 66.5% of ITSMT with the 99.2% PRI. This configuration underlined the significance of ESF as a sufficient condition to generate ITSMT because EC and SU were considered sufficient peripheral conditions. To ensure the usability of the model, we tested it on our testing dataset. The result achieved a high predictive validity except for the first configuration (Table 6 and Figure 2). However, the PRI of the first model was extremely low (57.6%), which implies that this configuration did not pass the robustness test, although the overall consistency level was higher than 0.9.

**[Insert\_TABLE5:Core\_vs\_Peripheral\_conditions]**

**[Insert\_TABLE6:Robustness\_analysis\_of\_the\_equifinality]**

**[Insert\_FIGURE2:Predictive\_power\_of\_testing\_dataset]**

#### **4.5. Theory evaluation**

In this section, fsQCA was performed to evaluate theories based on Schneider and Wagemann (2012). Table 7 reports the results of the theory evaluation. ESF alone can explain the variation within the observed ITSMT with a 99.2% consistency rate. With the presence of ESF but

the absence of solution ( $\sim$ SOLUTION\*THEORY: PRI > .9), the consistency remains high with the explanatory power accounting for 39.2% of the presence of ITSMT, thereby highlighting the importance of this theory. In addition, for the absence of ESF ( $\sim$ SOLUTION\* $\sim$ THEORY and SOLUTION\* $\sim$ THEORY), the PRI was less than .9, thereby confirming that ESF was an indispensable theory for explaining the ITSMT. This situation is also true for SET and TRA as shown in Table 7.

**[Insert Table 7: Model fit using fsQCA approach]**

## **5. Discussion**

Our study has identified the growing significance of boosting ITSMT as a strategic requirement for achieving sustainable tourist development based on Muslim tourism. It also addressed the calls for more research on Muslim tourism to gain further insight into how residents in the United States and South Korea have perceived this sector as a vehicle for improving local tourism (Chua et al., 2021; Jeaheng et al., 2020). Specifically, this study considers the TRA, SET and ESF to explain the formation of ITSMT under the lens of residents in the United States and South Korea. That is, TRA was assumed to serve as a full mediator that transmits the effect from SET and ESF to ITSMT. Furthermore, because our proposed model is a unified model that constitutes both factor and component constructs, SEM with IGSCA was employed to account for the potential bias that the traditional SEM approach cannot control, thereby improving the accuracy of our findings (Fakfare et al., 2021; Fakfare & Manosuthi, 2022; H. Hwang et al., 2021; Manosuthi, 2021). IGSCA revealed that our proposed model fits exceptionally well with the empirical data in both groups. Overall, the main difference between the United States and South

Korea groups is the magnitude of the path coefficients. Specifically, results from IGSCA-SEM reveal three differences in effect size between American and Korean. The effect size of Americans is stronger than Korean for the relationship between Islamophobia and residents' attitude as well as between subjective norms and residents' intention to support Muslim tourism. The impact of welcoming nature, in turn, on residents' attitudes is higher for Korean.

The model findings further support the hypothesis that TRA influences ITSMT by indicating that ATT and SN contribute to establishing positive intention to support by local individuals. The data further reveal that the relationship between SET and ATT is statistically significant, thereby validating previous conceptual research that proposed that a good ATT could be formed when residents weighed the advantages over the disadvantages of the circumstance and vice versa (Maruyama et al., 2019; Rasoolimanesh et al., 2015).

Unsurprisingly, the favourable effect of ATT and SN on ITSMT is consistent with what the general TRA postulates (Han, 2015; Kim & Han, 2010; Lopes et al., 2019). However, consolidating the resident attitudes regarding the growth of Muslim tourism first is important to guarantee that local residents are prepared to support this kind of tourism. This likewise holds in the case of SN. Our empirical investigation also demonstrated that the critical opinion leadership's voice has a significant influence on the creation of ITSMT. Hence, our empirical data confirm the validity of TRA in understanding the formation of ITSMT.

ESF was the most significant predictor of the incidence of ATT, particularly WN, among the two theoretical frameworks that predict the occurrence of ATT. These data support the hypothesis that WN is a better explanatory factor compared to others for the development of ATT and ITSMT. That is, people who are welcoming to tourists are more likely to acquire a personal

interest in the tourism industry and understand the benefits that the expansion of Muslim tourism can offer to their community, resulting in a positive attitude toward supporting Muslim tourism (Moghavvemi et al., 2017; Seo et al., 2021; Styliadis et al., 2021; Woosnam et al., 2009; Woosnam et al., 2015). Our findings also indicated that Islamophobia continues to be an undeniably significant influence in dampening citizens' attitudes, especially in the United States. According to our results, perceived risk outweighed perceived economic advantage in the United States and South Korea. This finding is similar to that in previous research that reported that many Americans had negative and fearful opinions of Islam in Muslim tourist settings, such as terrorist events or violence (Chua et al., 2021).

Although SET is critical for developing local attitudes, it is inadequate for improving citizens' attitudes about Muslim tourism by assessing advantages versus costs. Meanwhile, WN reflects a strong resident-tourist interaction beyond economic rewards, making it a more valuable contributor to the development of committed favourable sentiments and readiness to support, which is consistent with our NCA result. Equifinality was empirically supported in further examinations with fsQCA. The results further indicate that ITSMT may be determined by four distinct combinations of three core conditions (ATT, PB and WN), three peripheral conditions (SN, EC and SU) and one absence condition ( $\sim$ IP). However, the first configuration (GROUP\* $\sim$ IP) failed the robustness test, resulting in three usable combinations. ATT, PB and WN are all present in all three combinations that lead to ITSMT. Based on these results, WN, ATT and PB may be considered indelible elements that are driving citizens to support tourism.

## **5.1. Theoretical implications**

The present research contributes to the body of knowledge on resident support by explaining how TRA, ESF and SET interact to affect ITSMT in various ways. First, our work responds to the calls for additional investigation to confirm the mechanism behind the link between variables in the TRA, SET and ESF and their consequence (ITSMT) (Chua et al., 2021; Maruyama et al., 2019). In doing so, we established the value of ES in improving citizens' views, which affect their willingness to build tourist destinations. Our results show that communities are more inclined to participate in long-term tourism development if they have emotional connections with visitors, even if they are concerned about Islamophobia. Additionally, previous literature confirmed the significance of the economic benefit, measured by the improvement in the perceived well-being and infrastructure of the destination (PB1 and PB3), as a heart to raise any tourism support from local people. However, our study extends the prior ones by confirming that emotional factors dominate the perceived economic benefit gained from Muslim tourism. Probably, it is because Islamophobia is context-specific to Muslim tourism. Besides, findings from IGSCA-SEM reveal that the positive effects of emotional perspective (e.g., welcoming nature and emotional closeness) on local attitude toward Muslim visitors could attenuate the unfavourable impact of Islamophobia, given that the locals are aware of the economic advantages generated from welcoming Muslim tourists. From the equifinality perspective, the fsQCA confirms the significance of the perceived economic benefit, although IGSCA-SEM informs that its effect size is not strong as formerly shown in the general tourism context. Hence, this study offers a valuable insight into the interplay between economic and non-economic perspectives in creating local intention to support of international Muslim tourism.

Second, this research contributes to the measurement of perceived benefit. Prior research has quantified this construct using only factor models (Chua et al., 2021). Theoretically, the factor



model produces a reliable estimate when the correlation among indicators is high, as shown in a prior work (Hair et al., 2020). However, the present work responds to the most urgent problem of measurement model misspecification in the tourism research (Mikulić & Ryan, 2018). Thus, this study was designed to mitigate possible biases from incorrectly specified measurement model types by developing and validating a more robust version of the unified model that included perceived benefits as a component model (H. Hwang et al., 2021). Methodologically, it helps to improve the internal validity of the model.

Third, the IGSCA analysis found that SU and PB had no significant effect on ATT when viewed through the standard unifinality analytic lens. Meanwhile, the NCA and fsQCA findings illustrate the importance of SU and PB in predicting ITSMT. The fourth configuration (ATT\*PB\*WN\*EC\*SU) indicated that as long as PB and SU can be found with the coexistence of ATT, WN and EC, residents from the United States and South Korea would continue to promote Muslim tourism even if SN and Islamophobia are missing. This finding contributes to the cross-cultural literature because it highlights a common condition that results in a comparable consequence, whether seen through the eyes of the United States and South Korean residents. Moreover, this study explains the phenomena relating to the ITSMT through the lens of TRA. fsQCA confirms the importance of residents' attitudes as one of the three core conditions. Unlike the unifinality paradigm, the equifinality paradigm backed by the complexity theory includes the individual difference among subjects (local citizens) into consideration. That is, in any circumstances, the occurrence of events depends on how different antecedents are combined rather than the extent to which the magnitude of the standalone antecedents (Conjunctural causation: the Core tenet 3 of complexity theory). Therefore, complexity theory strengthens the traditional unifinality paradigm that TRA is an essential element for explaining locals' intention to support

Muslim tourism. Similar to the findings based on TRA, complexity theory reveals additional insights from the traditional IGSCA-SEM analysis in the sense that as long as the occurrence of high ATT, WN, and PB is warranted, the desired outcome (ITSMT) is likely to happen regardless of the occurrence of Islamophobia. In other words, a non-economic perspective in Muslim tourism, such as WN, could effectively shape a favourable evaluation of ITSMT. Hence, this study confirms the indispensable role of TRA, SET, and ESF through the lens of complexity theory.

Fourth, using the benefits of complexity theory, we identify ITSMT as the result of interaction between numerous intricate parts that may result in a similar conclusion. This equifinality adds to the corpus of knowledge by suggesting other explanations for the occurrence of ITSMT that resulted from our first proposed model. Fifth, the fsQCA-based model fit analysis demonstrated that, independent of country differences, TRA, ESF and SET performed equally well when used to explain the ITSMT. Consequently, the findings of this research not only contribute to a better understanding of the resident-tourist connection but also add ESF and SET into the TRA debate, thereby broadening the current theory. Furthermore, given the multi-method approach adopted in this study, the insights obtained from this empirical discovery may be better comprehended, allowing for greater academic growth possibilities.

## **5.2. Practical implications**

The present study's findings have significant practical implications for policymakers and stakeholders. For example, according to our findings, citizens' attitudes and willingness to promote Muslim tourism may increase if they feel that Muslim visitors would benefit their community and themselves. Because citizens have unfavourable views about Islamophobia, policymakers should not depend merely on the economic benefit element. Our empirical findings indicate that the

negative effect of perceived risk from Muslim visitors outweighs the positive effect of perceived economic advantages. The ideal approach is to cement people's feelings to connect with Muslim guests. To that aim, locals may be able to recognize that Muslim visitors are not malicious. Nonetheless, some locals may also be sincerely interested in learning of the indigenous cultures and conserving traditional ways of living (Manosuthi et al., 2020a; Moghavvemi et al., 2017). Consequently, communities could be more open to welcoming guests and acquiring a good view of Muslim tourism. Furthermore, we postulate that SN has a binding influence on the growth of locals' readiness to promote Muslim tourism in their communities. Therefore, a further potential implication is that policymakers may enlist the foremost opinion leaders or even celebrities in their programs to boost the possibility of enhancing locals' readiness to promote Muslim tourism in their communities. We also observe a strong connection between WN and ATT. Such a finding is consistent with previous studies on how positive attitudes among residents have been fostered through time (Eusébio et al., 2018; Lepp, 2007; Maruyama et al., 2019; Ribeiro et al., 2017; Vargas-Sánchez et al., 2015; Woosnam, 2012; Woosnam et al., 2018). Even if it was not shown explicitly in the present study, we believe that policymakers should link Muslim tourists with friendly local members to enjoy various activities to strengthen their relationships and familiarity.

Finally, given that the contrarian case and equifinality have been established, our findings have significant implications for stakeholders and policymakers as to three distinct viable measures for monitoring locals' readiness to support the growth of Muslim tourism. While the presence of all components outlined in this fsQCA increases the likelihood of getting more support for Muslim tourism development, such a scenario may be a challenge to materialize in practice. Although policymakers may be aware of the perceived danger posed by Muslim tourists, creating a desired condition wherein locals have a good attitude and the desire to assist in improving this

kind of tourism. According to the findings of the fsQCA, officials should continue to push WN and PB to the border. Given that social media platforms have the capability of social media to communicate with their target audience (Sarkar & George, 2018), policymakers could indirectly manage WN and PB through multiple social media platforms (Han et al., 2021). They could regularly link friendly Muslim tourists with their residents to absorb pleasant sensations based on such platforms. Also, It is significant for policymakers to enhance residents' awareness of the economic benefits. As suggested from the findings, the perception of economic benefits is an essential element in nurturing a favourable ATT. Consequently, policymakers should frequently promote the economic benefits to residents via social media. Also, emotional connectedness, which is reflected by WN, plays a crucial role in attenuating the negative effect of Islamophobia and, at the same time, leveraging the positive effect of perceived economic benefit to induce the intention to support tourism in the long run (J. Hwang et al., 2021; Paker & Gök, 2021). Hence, local authorities in both US and South Korea should promote strategies to stimulate positive long-term emotional connectedness between Muslim tourists and local citizens. Specifically, policymakers should create opportunities for residents and Muslim travellers to engage in co-creation events at tourism attractions. These places could be arranged at Hanok Village (Jeonju), Naejangsan National Park (Jeongeup), Gwanghalluwan Garden (Namwon), Masjid Manhattan (New York), or the Islamic center of downtown (Los Angeles).

### **5.3. Limitations and future directions**

This study has several limitations. First, the fsQCA calibration procedure is subjective and may provide inconsistent results. Hence, we suggest that future researchers conduct numerous calibration aspects to prevent this possible bias and present different results for each calibration

approach. Second, the results of this study may not be applicable universally. Hence, future studies could be conducted in other countries to validate the results. Finally, because ESF has demonstrated that the framework is critical to enabling the residents' views, more research on developing and imprinting emotional unity should be conducted.

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**Figure 1. Results of MG-IGSCA-SEM: Unifinality analysis**

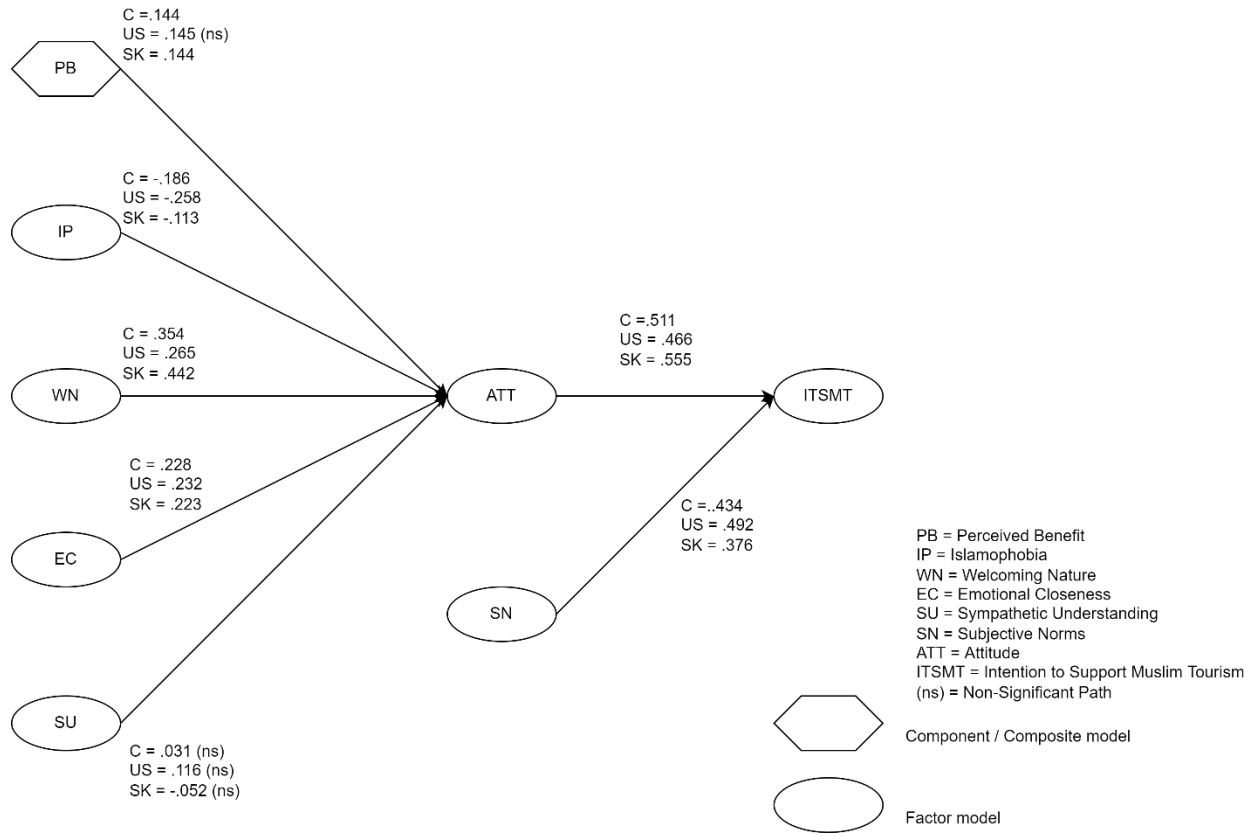
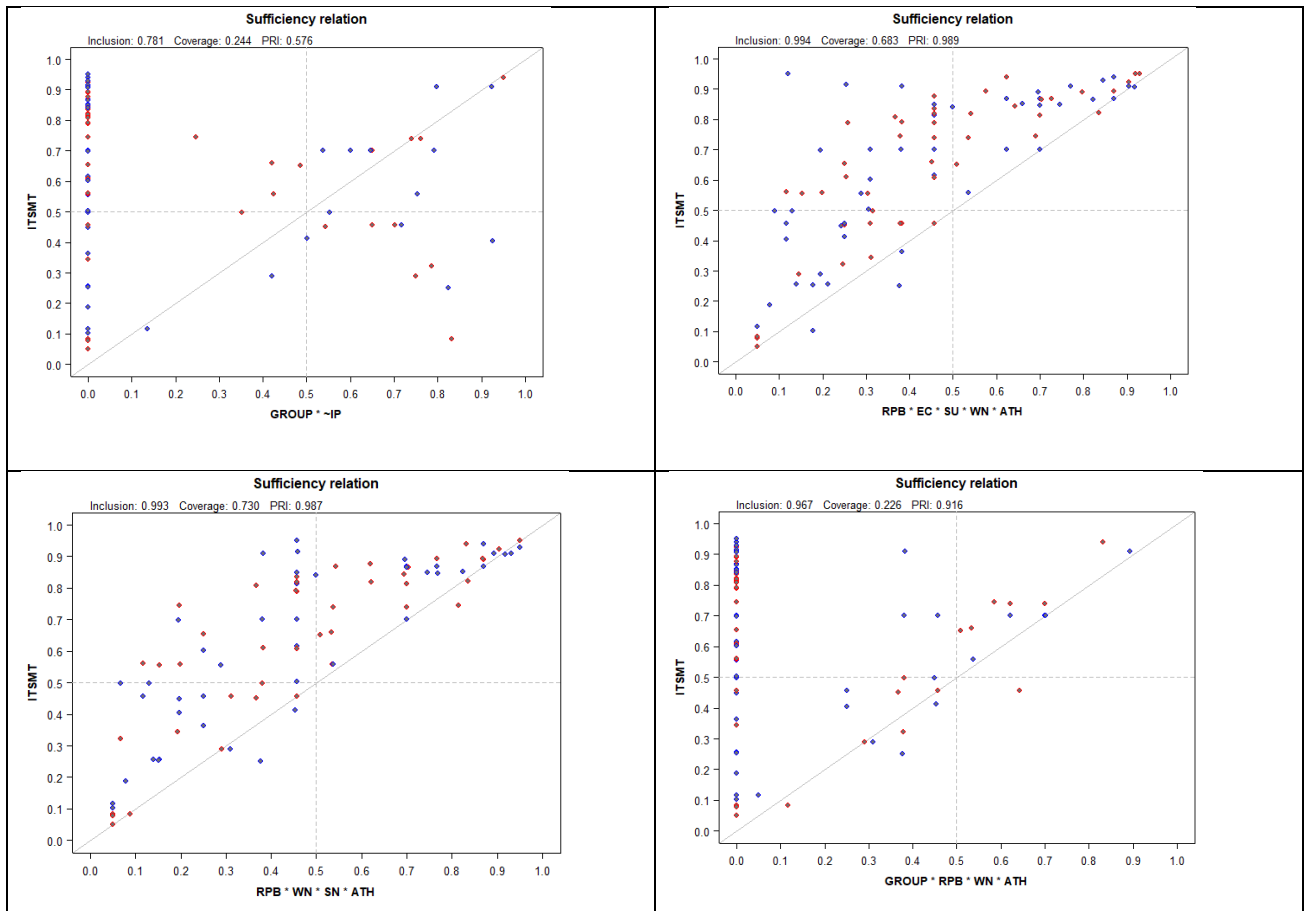


Figure 2. Robustness examination of four configurations (Testing dataset)



**Table 1: Reliability and validity of measurement model**

Construct	Type	Item	US		SK		AVE	$\alpha$	$\rho$
			$\hat{\lambda}_i$	CI ( $\hat{\lambda}_i$ )	$\hat{\lambda}_i$	CI ( $\hat{\lambda}_i$ )			
IP	Factor	IP 1	.896	[.855,.928]	.859	[.813,.892]	.814 (US) .785 (SK)	.924 (US) .908 (SK)	.946 (US) .936 (SK)
		IP 2	.916	[.885,.944]	.921	[.908,.936]			
		IP 3	.907	[.885,.933]	.92	[.902,.937]			
		IP 4	.888	[.841,.919]	.841	[.790,.876]			
PB	Component	PRB 1	.94	[.922,.961]	.932	[.908,.950]	.871 .896	.926 .942	.953 .963
		PRB 2	.946	[.925,.968]	.956	[.938,.967]			
		PRB 3	.915	[.882,.943]	.951	[.936,.963]			
WN	Factor	WN 1	.907	[.872,.925]	.92	[.896,.939]	.793 .828	.912 .931	.967 .950
		WN 2	.915	[.876,.943]	.909	[.877,.934]			
		WN 3	.812	[.747,.855]	.894	[.855,.919]			
		WN 4	.923	[.900,.942]	.915	[.887,.936]			
EC	Factor	EC 1	.893	[.861,.916]	.899	[.861,.922]	.789 .855	.910 .943	.937 .959
		EC 2	.888	[.842,.921]	.925	[.896,.944]			
		EC 3	.924	[.905,.941]	.949	[.936,.959]			
		EC 4	.846	[.799,.891]	.925	[.909,.941]			
SU	Factor	SU 1	.92	[.893,.943]	.888	[.859,.911]	.853 .802	.914 .876	.945 .924
		SU 2	.932	[.916,.948]	.932	[.915,.946]			
		SU 3	.918	[.898,.938]	.865	[.820,.895]			
SN	Factor	SN1	.924	[.902,.951]	.952	[.932,.963]	.895 .916	.941 .954	.962 .970
		SN2	.966	[.957,.976]	.954	[.928,.970]			
		SN3	.947	[.928,.964]	.965	[.950,.974]			
ATT	Factor	ATT 1	0.921	[.889,.952]	.931	[.911,.947]	.854 .874	.957 .964	.967 .972
		ATT 2	0.946	[.930,.959]	.923	[.904,.941]			
		ATT 3	0.856	[.811,.913]	.923	[.900,.943]			
		ATT 4	0.946	[.925,.961]	.936	[.915,.950]			
		ATT 5	0.948	[.930,.962]	.961	[.952,.969]			
ITSMT	Factor	ITSMT 1	0.898	[.868,.926]	.943	[.925,.955]	.849 .882	.956 .967	.966 .974
		ITSMT 2	0.931	[.910,.947]	.95	[.933,.963]			
		ITSMT 3	0.938	[.920,.957]	.953	[.934,.964]			
		ITSMT 4	0.919	[.895,.946]	.942	[.921,.956]			
		ITSMT 5	0.921	[.894,.948]	.908	[.880,.936]			

**Notes:** IP = Islamophobia , PB = Perceived resident’s benefits, WN = Welcoming nature, EC = Emotional closeness, SU = Sympathetic understanding , SN = Subjective norms, ATT = Attitude toward Muslim tourism, ITSMT = Intention to support Muslim tourism, US = United States group, SK = South Korea group, AVE = average variance extracted,  $\hat{\lambda}_i$  = factor/component loadings, CI ( $\hat{\lambda}_i$ ) = 95% Confidence interval of factor/component loadings,  $\alpha$  = Cronbach’s alpha, and  $\rho$  = DG-rho

**Table 2: Assessment of discriminant validity based on Fornell-Larcker criteria**

<b>US:</b>	<b>PB</b>	<b>ITSMT</b>	<b>IP</b>	<b>ATT</b>	<b>WN</b>	<b>EC</b>	<b>SU</b>	<b>SN</b>
<b>PB</b>	0.933							
ITSMT	0.783	0.922						
IP	-0.34	-0.458	0.902					
ATT	0.703	0.778	-0.551	0.924				
WN	0.785	0.843	-0.478	0.759	0.89			
EC	0.781	0.793	-0.344	0.723	0.768	0.888		
SU	0.801	0.788	-0.36	0.711	0.769	0.834	0.923	
SN	0.785	0.788	-0.324	0.634	0.732	0.727	0.767	0.946

<b>SK:</b>	<b>PB</b>	<b>ITSMT</b>	<b>IP</b>	<b>ATT</b>	<b>WN</b>	<b>EC</b>	<b>SU</b>	<b>SN</b>
<b>PB</b>	0.946							
ITSMT	0.757	0.939						
IP	-0.476	-0.562	0.886					
ATT	0.77	0.845	-0.582	0.935				
WN	0.782	0.888	-0.546	0.857	0.91			
EC	0.786	0.881	-0.564	0.826	0.851	0.925		
SU	0.763	0.796	-0.449	0.72	0.742	0.862	0.896	
SN	0.796	0.805	-0.492	0.774	0.785	0.826	0.799	0.957

**Table 3: Assessment of structural model**

Relationship	Constrained model (Model 1)				Unconstrained model (Model 2)			
	$\hat{\beta}_i$	CI ( $\hat{\beta}_i$ )	$f^2$	$R^2$	$\hat{\beta}_i$	CI ( $\hat{\beta}_i$ )	$f^2$	$R^2$
ATT→ITSMT	.511	[.423,.599]	0.599	.748	.466	[.380,.560]	.278	.750
	US:				SK:	.555	[.461,.650]	
SN→ITSMT	.434	[.355,.515]	0.515		.492	[.386,.57]	.319	
	US:				SK:	.376		
PB→ATT	.144	[.059,.227]	0.227		.145	[-.023,.276]	.021	.686
	US:				SK:	.144		
IP→ATT	-.186	[-.248,-.128]	-0.128		-.258	[-.330,.185]	.071	
	US:				SK:	-.113		
WN→ATT	.354	[.251,.457]	0.457		.265	[.112,.378]	.076	
	US:				SK:	.442		
EC→ATT	.228	[.141,.343]	0.343		.232	[.123,.373]	.057	
	US:				SK:	.224		
SU→ ATT	.031	[-.071,.139]	0.139		.116	[-.077,.280]	.014	
	US:				SK:	-.052		
<b>Model Evaluation:</b>	<b>Constrained model</b>				<b>Unconstrained model</b>			
<b>FIT indices</b>	<b>Est</b>	<b>CI(Est)</b>			<b>Est</b>	<b>CI(Est)</b>		
FIT	.708	[.694,.722]			.709	[.694,.722]		
FITs	.197	[.187,.206]			.215	[.204,225]		
FITm	.828	[.803,.836]			.828	[.813,.844]		
GFI	.994	[.989,.995]			.994	[.988,.995]		
SRMR	.049	[.048,.063]			.047	[.047,.063]		
<b>FIT difference:</b>	<b>Est</b>	<b>CI(Est)</b>			<b>Decision:</b>			
Δ FIT	.001	[.000,.000]			Favor unconstrained model			
Δ FITs	.018	[.000,.000]			Favor unconstrained model			
Δ FITm	.008	[.000,.000]			Favor unconstrained model			

**Notes:** IP = Islamophobia, PB = Perceived resident’s benefits, WN = Welcoming nature, EC = Emotional closeness, SU = Sympathetic understanding, SN = Subjective norms, ATT = Attitude toward Muslim tourism, ITSMT = Intention to support Muslim tourism, Est = Estimated fit indices, CI = 95% Confidence Interval

**Table 4: Necessary conditions analysis results for ITSMT**

Conditions	Outcome: ITSMT		
	Consistency	Relevancy	Coverage
PB	.823	.945	.950
~IP	.817	.845	.870
EC	.854	.956	.963
SU	.745	.979	.976
WN	.936	.884	.924
SN	.828	.958	.962
ATT	.931	.846	.900

**Note:** ~ indicates the absence of a condition

**Table 5: Configurations of Attributes Leading to ITSMT**

Configurations	1	2	3	4
GROUP	●	●		
ATT		●	●	●
SN			○	
PB		●	●	●
IP	○			
WN		●	●	●
EC				●
SU				●
<b>Consistency</b>	.869	.973	.990	.996
<b>PRI</b>	.753	.944	.981	.992
<b>Raw coverage</b>	.430	.425	.723	.665
<b>Unique coverage</b>	.062	.005	.033	.016
<b>Solution consistency</b>	.918			
<b>Solution PRI</b>	.859			
<b>Solution coverage</b>	.828			

**Notes:** Black circle indicates the presence of a condition; ● indicates core conditions; ○ indicates peripheral conditions; ○ indicates its absence. A black space indicates unnecessary or unimportant condition.

**Table 6: Testing robustness and predictive power of testing data**

Model	Configurations	Consistency	PRI	Raw coverage	Unique coverage	Robustness
1	GROUP*~IP	.781	.576	.244	.03	Failed
2	GROUP*PB*WN*ATT	.967	.916	.226	.003	Passed
3	PB*WN*SN*ATT	.993	.987	.730	.043	Passed
4	PB*EC*SU*WN*ATT	.994	.989	.683	.016	Passed
	<b>Solution</b>	<b>.917</b>	<b>.862</b>	<b>.799</b>	-	



**Table 7: Theory evaluation**

Configurations	Consistency	PRI	Raw coverage
<b>Solution:</b> [Training dataset] GROUP*~IP + GROUP*PB*WN*ATT + PB*WN*SN*ATT + PB*EC*SU*WN*ATT	.918	.859	.828
[Testing dataset] GROUP*~IP + GROUP*PB*WN*ATT + PB*WN*SN*ATT + PB*EC*SU*WN*ATT	.917	.862	.799
<b>THEORY EVALUATION: [Emotional Solidarity]</b>	<b>.992</b>	<b>.984</b>	<b>.717</b>
SOLUTION * THEORY	.995	.990	.685
SOLUTION * ~THEORY	.921	.775	.531
~SOLUTION * THEORY	.992	.962	.392
~SOLUTION * ~THEORY	.733	.380	.488
<b>THEORY EVALUATION: [Social Exchange Theory]</b>	<b>.971</b>	<b>.943</b>	<b>.702</b>
SOLUTION * THEORY	.982	.963	.675
SOLUTION * ~THEORY	.932	.811	.499
~SOLUTION * THEORY	.968	.879	.188
~SOLUTION * ~THEORY	.742	.407	.494
<b>THEORY EVALUATION: [Theory of Reasoned Action]</b>	<b>.976</b>	<b>.957</b>	<b>.794</b>
SOLUTION * THEORY	.987	.975	.751
SOLUTION * ~THEORY	.927	.731	.454
~SOLUTION * THEORY	.985	.931	.406
~SOLUTION * ~THEORY	.727	.355	.471