

Structural Equation Modeling in Hospitality and Tourism Research

Structural Equation Modeling (SEM) is a popular quantitative research method used in hospitality and tourism research. Nonetheless, many of doctoral students and academics still struggle to develop research with the application of SEM. The two-day module is designed for those who do not know how to develop research using SEM or who are simply able to run SEM with the lack of comprehensive knowledge on SEM. Using AMOS, this module will cover the important components of SEM, including confirmatory factor analysis (CFA), structural relationships, validity, reliability, mediator, moderator, competing model, and second-order factor.