

## HTM6015 Advanced Research Methods for Hotel and Tourism Management

<b>Subject Name</b>	Advanced Research Methods for Hotel and Tourism Management
<b>Subject Code</b>	HTM6015
<b>No. of Credits</b>	3 credits
<b>Total Contact Hours</b>	30 hours
<b>Prerequisite</b>	HTM6006 Quantitative Research Methods for Hospitality and Tourism Management

### Subject Description

Students will learn about:

1. Structural equation modeling (SEM)
2. Confirmatory factor analysis (CFA)
3. Mediating and moderating effect
4. Validity check
5. Scale development using a mixed-methods
6. Invariance testing

### Subject Outcomes

- a) Develop a conceptual model utilizing SEM
- b) Develop scale using a mixed-methods
- c) Test mediating effect and moderating effect
- d) Examine method biases
- e) Write a research paper using advanced research methods

### Assessment Weighting

Continuous Assessment 100%