

## Structural Equation Modelling in Tourism Management Research

June 15<sup>th</sup> | 11:00 | Patrícia Pinto

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### ABSTRACT

Structural Equation Modelling (SEM) is frequently used in the top hospitality and tourism journals, and its application has significantly increased since 2000. This seminar will provide a conceptual overview of SEM in tourism management research, emphasizing the recommended guidelines for its correct use. Motives for choosing the method, data requirements, model characteristics, and model assessment steps will be revised. Some advanced applications will also be identified and several practical applications will be presented. The seminar will end with a more detailed application of SEM by exploring an empirical article recently published in an influential journal in the Tourism Management field.



### SPEAKER

Patrícia Pinto has a PhD in Quantitative Methods Applied to Economics and Management (QMAEM). She is an Associate Professor with Habilitation at the Faculty of Economics, University of Algarve (FE-Ualg). She is the coordinator of the Research Centre for Tourism, Sustainability and Well-being (CinTurs), funded by FCT and with a classification of Very Good, and coordinator of the PhD program in QMAEM of the FE-Ualg. Patrícia Pinto is a member of the directive board of the PhD in Tourism and the Master in Marketing Management of the FE-Ualg.

Patrícia Pinto teaches course units of data analysis (statistics and econometrics) and research methods. She has over 110 publications, including 96 articles published in journals indexed in Web of Science and 49 also indexed in SCOPUS.

She currently participates as a researcher in three funded projects and coordinates the project RESTUR - Residents' attitudes and Behavior towards Sustainable Tourism Development in the Algarve.