

SYSTEMATIC LITERATURE REVIEW: THE USE OF SEM IN JOURNAL OF TRAVEL & TOURISM MARKETING (JTTM) BETWEEN 2020 – 2022

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Abstract

The aim of this study was to categorize and analyze the patterns of structural equation modeling (SEM) used in research in the travel and tourism industry, published in the journal of travel & tourism marketing (JTTM) between 2020 and 2022. This review seeks to provide an updated literature overview and identify gaps in the literature relevant to future research by employing the systematic literature review (SLR) method. The findings of the study indicate that factor-based SEM has been more frequently used compared to composite-based SEM. However, for future research, there should be more emphasis on composite-based SEM, particularly utilizing techniques such as integrated generalized structured component analysis (IGSCA) and partial least square consistent structural equation modeling (PLSc-SEM). These methods are hybrid techniques that can analyze both factor and composite variables within the same model. Additionally, this study has categorized research in the travel and tourism industry into eight major themes: 1) destination, 2) attraction, 3) hotel/resort, 4) airline, 5) restaurant, 6) social media, 7) festival/event, and 8) travel agency. For future research, there should be a focus on the festival/event and travel agency themes, as there is a relatively limited body of research within these themes.

Keywords: Travel and tourism, A systematic review, Structural equation modeling (SEM), Generalized structured component analysis (GSCA), and Integrated generalized structured component analysis (IGSCA)

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1. INTRODUCTION

The tourism industry, known for its dynamic and multifaceted nature, has consistently garnered significant scholarly attention as researchers strive to understand its complex challenges (Niñerola et al., 2019). Structural equation modeling (SEM) has proven particularly effective in this context, becoming a widely utilized analytical tool in tourism research due to its robust capability to model intricate relationships among numerous variables (Ali et al., 2018; del Vecchio et al., 2018). The adoption of SEM has seen a marked increase, with frequent application in recent studies (Jitsoonthornchaikul, 2022; Rattanaburi, 2023; Samara et al., 2020). This method is highly regarded by researchers, practitioners, and policymakers for its ability to enhance our understanding of the nuanced dynamics that shape the tourism experience (Amelung et al., 2016; Pung et al., 2020).

The growing interest in SEM is attributed to its comprehensive approach, which integrates both measurement and structural models, allowing for a simultaneous exploration of observed and latent constructs within a single analytical framework (Chumwichan et al., 2023; Malesios et al., 2020; Napontun et al., 2023; Napontun & Pimchainoi, 2023; Napontun & Senachai, 2023; Pinthong et al., 2024; Sathatip, 2024; Satitsamitpong et al., 2024; Senachai et al., 2023; Senachai et al., 2024). This integration is particularly valuable in the tourism sector, where the phenomena under study are inherently complex. SEM enables the development and testing of detailed models that encompass a range of factors, including tourist motivations, destination attributes, service quality, and overall satisfaction, consequently providing a deeper understanding of the mechanisms influencing tourist behavior and satisfaction (Forgas-Coll et al., 2017; Prasongthan, 2023; Pung et al., 2020; Ru-zhe et al., 2023).

Such comprehensive insights are crucial for industry stakeholders, as they inform strategies for destination management, marketing, and sustainable development (Niu et al., 2020; Prawira et al., 2023; Tadawattanawit et al., 2023; Vilaisri et al., 2023). Furthermore, SEM's ability to account for measurement error offers a significant advantage, enhancing the reliability and validity of research findings. This methodological rigor helps to mitigate the inherent variability in tourism data, leading to more accurate and dependable results. Such robust findings are essential for developing evidence-based strategies which can improve the tourism experience (do Valle & Assaker, 2016; Marques & Pinho, 2021; Nusair & Hua, 2010; Sørensen et al., 2020).

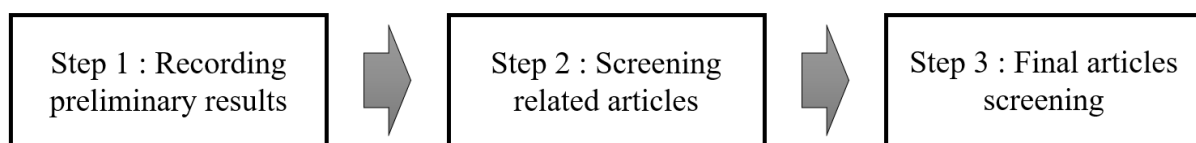
With the growing adoption of structural equation modeling (SEM) in the tourism industry, various SEM analysis methods such as maximum likelihood estimation (MLE), partial least squares-structural equation modeling (PLS-SEM), and integrated generalized structured component analysis (IGSCA) have been developed to cater to different research needs. Each method offers distinct advantages depending on the type of variables involved. For instance, MLE is typically used in factor-based SEM research where the focus is on latent variables modeled as linear combinations of observed data. Conversely, IGSCA is particularly effective for SEM studies that incorporate both factor and component variables within a unified conceptual framework, as it allows for a more nuanced analysis of complex models (Allison et al., 2017; Chiasson, 2015; H. Hwang et al., 2021).

Given these variations, there is a pressing need to systematically evaluate the different SEM analysis methods used within the tourism industry to optimize the future application of SEM. Such an evaluation would provide valuable guidelines for both researchers and industry practitioners who utilize SEM in tourism. A Systematic Literature Review (SLR) that categorizes and rigorously assesses SEM-utilizing research articles can offer deep insights into emerging trends, methodologies, and key focus areas, thus supporting the ongoing refinement of SEM as an essential analytical tool in tourism (Chiasson, 2015).

As the field of tourism continues to evolve and diversify, the Journal of Travel & Tourism Marketing (JTTM) plays a critical role in advancing the knowledge base by disseminating innovative research methodologies and bridging the gap between academic research and practical applications (Lee & Law, 2012; Mulet-Forteza et al., 2018). Recognized in 2022 as a Tier 1 journal in the categories of “Tourism, Hospitality, and Event Management” and “Marketing” in Scopus, JTTM is pivotal in shaping the landscape of tourism research (Scopus, 2023).

This SLR will focus on analyzing research articles related to SEM published in JTTM from 2020 to 2022. The objective is to categorize and critically evaluate the different forms of SEM used, providing insights into emerging trends, methodologies, and focal areas within SEM applications in tourism. This analysis is intended to contribute to the continuous advancement of SEM as a versatile and powerful tool in the domain of tourism research.

Figure 1 Conceptual Research Framework



2. METHODOLOGY

This section describes the systematic methodology used for conducting a SLR to synthesize research related to SEM within the JTTM for the years 2020 to 2022. The primary objective is to categorize and establish guidelines for future SEM applications in the field of travel and tourism. The research framework depicted in Figure 1 consists of three key steps adapted from Rungroueng and Monpanthong (2023b). Step 1, named Recording Preliminary Results, involved searching for and collecting all research articles published in the JTTM from 2020 to 2022. Step 2, named Screening Related Articles, involved the selection of research articles that specifically employed SEM as a research methodology. This step facilitates the identification of articles directly relevant to the study's objectives, which requires in-depth analysis. The selected articles had to undergo a rigorous categorization process. This categorization was based on two main criteria. The first grouping (2.1) identified as Tourism Industry Segmentation, involved the categorization of articles according to their alignment with different segments of the tourism industry adapted from Ye et al. (2020) as shown in Table 1. This segmentation provided a comprehensive understanding of SEM application in various aspects of the tourism sector. The second grouping (2.2) identified as Tourism Domains, involved the categorization of articles based on specific tourism domains adapted from Fakfare et al. (2022). This categorization further enriches the analysis by highlighting SEM applications within the distinct subdomains of tourism. Step 3, named Final Article Screening. The final step encompassed a comprehensive analysis and synthesis of the selected articles. These articles were specifically chosen based on their relevance to the study's focus. Through this SLR, the aim was to provide a detailed understanding of SEM applications within the specified context, offering insights into emerging trends, methodologies, and areas of emphasis. The synthesized information can serve as a valuable resource for future researchers and industry practitioners seeking to employ SEM in the field of tourism. By employing this systematic methodology, the review ensures the inclusion of relevant research articles and systematically organizes them according to industry segments and domains, thereby contributing to the advancement of SEM as a valuable analytical tool within the realm of tourism research.

Table 1 Details of Research Industry Themes

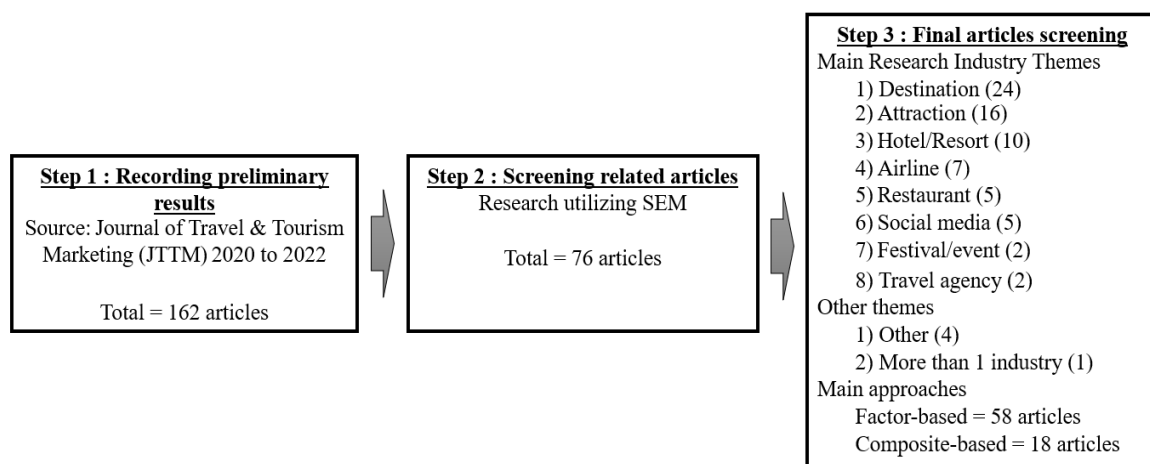
Research Industry Themes	Details
Festival/event	Studies in this theme cover research related to festivals and events, ranging from cultural festivals, food festivals, concerts, large-scale sporting events, and other aspects related to the festival and event industry.
Destination	Studies in this theme cover research related to overall destination management, diverse tourism experiences, and various tourist destinations.
Restaurant	Studies in this theme cover research related to restaurants, including aesthetics, customer behavior, various technologies, and other aspects related to the restaurant industry.
Hotel/resort	Studies in this theme cover research related to the hotel industry, resorts, and other types of accommodations, including short-term stays and other lodging options.
Travel agency	Studies in this theme cover research related to travel agencies, such as tourist decision-making behavior, perceptions, tourist satisfaction evaluations, and other aspects related to the travel agency industry.
Social media	Studies in this theme cover research related to social media in the context of tourism.
Attraction	The study of attraction covers the study of specific tourist destinations, as well as the behavior of tourists and various management approaches.
Airline	Studies in this theme cover research related to the airline industry, including examining the behavior of passengers, service evaluations, and other aspects related to the airline industry.

Source: adapted from Ye et al. (2020)

3. RESULTS AND DISCUSSION

The results of the systematic literature review (SLR), as depicted in Figure 2, encompass all the research articles published in the journal of travel and tourism marketing (JTTM) between 2020 and 2022, amounting to a total of 162 articles. A total of 76 studies that utilized SEM were identified.

Figure 2 Results of SLR



3.1 Theme and Domain

Table 2 presents the primary research industry themes that have been studied from 2020 to 2022, categorized as follows (in descending order of frequency of study): 1) destination, 2) attraction, 3) hotel/resort, 4) airline, 5) restaurant, 6) social media, 7) festival/event and 8) travel agency. Additionally, one research work examined more than one industry. Consequently, a separate category labeled “More than 1 industry” was created to accommodate such cases. Research articles that did not align with the eight primary tourism industry segments are grouped under the theme “Other.”

The majority of research studies concentrate on topics related to the destination research industry theme, covering destination management, diverse tourism experiences, and various tourist destinations. Most studies in this research industry theme are in the domains of tourist destinations. The research industry theme of attraction specifically studies tourist destinations. For example, Mehran et al. (2020) studied the behavioral intentions of canal boat tour participants in France. Le et al. (2021) studied tourists’ intentions to visit agrotourism destinations in Vietnam, researchers found that most studies in this research industry theme are in the tourism domains of canal boat tourism and heritage tourism. In research under the hotel/resort industry theme, which encompasses the study of hotels, resorts, and other types of accommodations, it was found that most studies were in the tourism domain of sustainable tourism. In the research industry theme of restaurants, the predominant focus in recent years has been on studying tourism domains, specifically within the category of technology & innovation. This research primarily revolves around the use of technology in the context of remote food delivery. In the research industry theme of social media, it was found that most studies were in the tourism domains of internet content and tourism. In both the research industry themes of festival/event and travel agency, there remains limited research available. Over the past few years, studies pertaining to these two industries have comprised of only 2 research papers, indicating a relatively low level of research activity within these domains. In the other research industry theme, the majority of studies do not directly relate to the core sectors within the tourism industry. For instance, Kautish et al. (2021) examined the influence of social support on career anxiety and career commitment, while Radic et al. (2022) conducted research on the use of digital currencies in tourism. These studies do not have a direct connection to the primary sectors of the tourism industry. Therefore, these articles were categorized under the “Other” industry theme.

Through synthesizing and summarizing the covered topics in the studies published in the JTTM, gaps were identified in the research within the festival/event and travel agency industry themes. These two industries have received the least attention in recent years, possibly due to the impact of the COVID-19 pandemic, which forced both sectors to halt operations and limited research opportunities (Gajjar & Parmar, 2020; Kaczmarek et al., 2021). However, as Parry (2023) suggests, after the pandemic, both the festival/event and travel agency industries are likely to regain popularity. Therefore, there is an urgent need for research to develop these industries further and meet the evolving consumer demands, including management improvements, experience enhancements, customer attraction, and more. Hence, it is recommended that researchers consider conducting studies in the festival/event and travel agency industries to fill these academic gaps and support the growth and development of these sectors. Meanwhile, in other industries, there are gaps in various tourism domains, as mentioned earlier. In the future, researchers may also consider investigating these less-studied tourism domains to broaden the coverage of the tourism industry.

Table 2 Research Industry Themes and Tourism Domains

Research Industry Themes	Tourism Domains	Authors	Variables
Destination (24)	Tourist destination (6)	Lv and Wu (2021)	Extraordinary sensory experiences, momentary happiness, retrospective happiness, and destination brand love
		Tsaur et al. (2022)	Openness to experience, proactive personality, attractiveness, uniqueness, inspired-by, inspired-to, well-being, and destination attachment
		Guan et al. (2021)	Surface-level fit, deep-level fit, and value co-destruction behavior
		Adam et al. (2020)	Negative interpersonal directed T2T interaction, negative interpersonal non-directed T2T interaction, negative site-directed T2T interaction, negative site-directed T2T interaction, value, and memorability
		Woosnam et al. (2021)	Feeling welcome, emotional closeness, sympathetic, sympathetic understanding, communality, fairness, and destination loyalty
		Rather (2020)	Cognitive engagement, affective engagement, behavioral engagement, customer experience, customer identification, and behavioral intentions
	Heritage Tourism (3)	Al-Ansi et al. (2021)	Border performance and rules, tangible heritage value, intangible heritage value, sustainable tourism support, sustainable behavior, and community participation
		Joo and Woosnam (2022)	Shared touristic belief, shared religious belief, shared touristic behavior, shared religious behavior, propensity to interact, communality, fairness, and travel intentions
		Lin et al. (2022)	Nostalgic heritage travel motivation, self-continuity, reminiscing enjoyment, place identification, psychological ownership, advocacy, self-actualization, and revisit intentions
	Wellness tourism (2)	Y. Zhang et al. (2021)	Political conformity, social conformity, attitude, subjective norms, perceived behavioral control, health consciousness, health-directed travel desire, anticipated place emotion, and behavioral intentions
		Wang et al. (2022)	Health-goal salience, PDRQs, tourist engagement, resource uniqueness perception, and recovery perceptions
	Coastal and marine tourism (1)	Liu et al. (2021)	Biosphere value, attitude towards taking environmentally responsible behaviors, environmentally responsible behavioral intentions, environmentally responsible behaviors, environmental concern, perceived consumer effectiveness, and environmental interpretation
	Domestic tourism (1)	Sharma et al. (2022)	Social comparison, self-presentation, travel envy, tourism xenophilia, local travel behavior, and social return
	Leisure tourism (1)	Mehran et al. (2020)	Autonomy, relaxation, detachment, mastery, and life satisfaction
	Medical tourism (1)	Yu et al. (2021)	Professionalism of the medical staff, convenience of the information collection process, personal information security, procedural convenience, appropriateness of health care price, customer engagement, trust, loyalty, and revisit intentions
	Muslim tourism (1)	Manosuthi et al. (2022b)	Islamophobia, perceived resident's benefits, welcoming nature, emotional closeness, sympathetic understanding, subjective norms, attitude toward Muslim tourism, and intentions to support Muslim tourism

Table 2 (Continued)

Research Industry Themes	Tourism Domains	Authors	Variables
	Nature-based tourism (1)	Lee and Lee (2021)	Destination quality, family cohesion, refreshment, novelty, arousal, meaningfulness, and involvement
	Nostalgia tourism (1)	Wang and Xia (2021)	Perceived COVID-19 severity, nostalgia, approach motivation, avoidance motivation, exciting travel, and relaxing travel
	Slow tourism (1)	Chi and Han (2020)	Sense of belonging, mental well-being, willingness to support local communities, willingness to buy local products, revisit intentions, WOM intentions, and multiple attributes of slow cities
	Sports tourism (1)	Pikkemaat et al. (2020)	Perceived crowding, social behavior, skill level, satisfaction, and crowding location
	Technology & Innovation (1)	Shin and Jeong (2022)	VT authenticity, VT interactivity, VT system usability, VT sensorial appeal, VT immersion, nostalgia for destination, nostalgia for past life, nostalgia for social activity, intentions to revisit the destination, intentions to visit another destination, and intentions to share memories with others
	Travel risk and safety (1)	Tsang and Wong (2021)	Perceived vulnerability, response cost, response efficacy, behavioral intentions, perceived severity, benefit of not following OTA advice, and self-efficacy
	Volunteer tourism (1)	Manosuthi et al. (2020)	Attitude, subjective norms, personal norms, perceived behavioral control, and behavioral intentions
	Wellbeing tourism (1)	Dekhili and Hallem (2020)	Co-creation degree, wellbeing, empowerment, satisfaction with the co-creation performance, and loyalty
Attraction (16)	Canal boat tourism (2)	Mehran et al. (2020)	Social motivation, utilitarian motivation, hedonic motivation, service failure risk, psychological risk, safety risk, re-attendance intentions, and recommendation intentions
		Fakfare et al. (2021)	Visual, aural, olfactory, gustatory, haptic, perceived value, advocacy, and revisit intentions
	Heritage tourism (2)	Su et al. (2020)	Immersion, surprise, participation, fun, subjective vitality, authenticity experience, behavioral intentions, and value perception
		Q. Zhang et al. (2021)	Educational experience, esthetic experience, escapist experience, entertainment experience, flow experience, WOM intentions, and revisit intentions
	Agritourism (1)	Le et al. (2021)	Biospheric values, altruistic values, aesthetic values, new ecological paradigm, awareness of consequences, intentions to undertake agritourism, assignment of responsibility, personal norms, and intentions to behave pro-environmentally
	Casino Tourism (1)	Tsai and Fong (2021)	Casino-induced satisfaction of needs, gaming attitude, subjective norms, perceived behavioral control, perceived gaming value, perceived personal luck, and casino customer loyalty
	Coastal and marine tourism (1)	Paker and Gök (2021)	Service concept related risks, trust, cci risks, perceived value, psychosocial risks, and loyalty
	Community-based tourism (1)	Chi and Han (2021)	Rural tourism destination performance, overall destination image, overall satisfaction, rural tourism destination loyalty, and tourist expectations

Table 2 (Continued)

Research Industry Themes	Tourism Domains	Authors	Variables
	Creative tourism (1)	Wang et al. (2020)	Creative travel experience, memorability, and authenticity
	Dark tourism (1)	Juan et al. (2020)	Views of war, attitude, subjective norms, perceived behavioral control, and behavioral intentions
	Food tourism and festival (1)	Li et al. (2021)	Food authenticity, atmosphere authenticity, nostalgic emotion, attitudes toward local food, gastronomy destination image, revisit intentions, and past experience
	Honeymoon tourism (1)	Fakfare et al. (2020)	Honeymoon service providers, honeymooner privileges, hospitality of local residents, accessibility, dining experience, honeymoon accommodation, local tour products, fantasy, advocacy, openness, and immunity
	Nature-based tourism (1)	Chen et al. (2021)	Awe, time perception, the small self, proactive helping behavior, and reactive helping behavior
	Theme park tourism (1)	Xie and Luo (2021)	Low safety awareness, pricing sensitivity, low brand trust, past switching experience, low variety seeking, uniqueness, peer influence, push, mooring, pull, and revisit intentions
	Tourist destination (1)	Kumar and Kaushik (2020)	Sensory brand experience, affective brand experience, behavioral brand experience, intellectual brand experience, destination brand engagement, destination brand advocacy, and destination revisit intentions
	Wellbeing tourism (1)	Liu et al. (2022)	Prestige and luxury, novelty and knowledge, self-development, relation and escape, goal relevance, goal congruence, inspired-by, and inspired-to
Hotel/resort (10)	Sustainable tourism (3)	Shin and Kang (2021)	Gain goal, hedonic goal, personal normative goal, social descriptive norm, social injunctive norm, attitude toward green traveling, booking intention for green P2P accommodations, and willingness-to-pay-more for green P2P accommodations
		Quan et al. (2022)	Environmental CSR, perceived environmental threats, green services, perceived health benefits, physical appearance, functional quality, employee attributes, emotional well-being, and willingness to revisit a green hotel
		Lo (2020)	Customer experience in CSR activities engagement, brand relationship quality, brand loyalty, and future engagement in CSR activities
	Internet content and tourism (2)	Xu and Gursoy (2020)	Physical servicescape, social servicescape, place attachment, and intentions to recommend
		Leung and Ma (2020)	Consumer-based, company-based, transaction-based, review-based, perceived trust in hybrid travel websites, intentions to purchase, intentions to follow, and intentions to recommend
	Technology & Innovation (2)	Kim and Han (2020) Hao and Chon (2021)	Attributes of a smart hotel, anticipated customer experience quality, anticipated positive emotion, anticipated negative emotion, and visit intentions Customer experience, customer delight, value equity, brand equity, relationship equity, and brand trust

Table 2 (Continued)

Research Industry Themes	Tourism Domains	Authors	Variables
	Tourism business (2)	Ji and Yang (2022)	Experience encounter, security perception, gaming-related elements perception, theme landscape & decoration perception, non-gaming-related elements perception, hedonic value, utilitarian value, and perceived overall attractiveness
		Yu et al. (2022)	Data privacy, data breach vulnerability, data access vulnerability, privacy concern, emotional violation, and switching intentions
	Wellbeing tourism (1)	Suess et al. (2020)	Homescape, feelings at home, and well-being
Airline (7)	Sustainable tourism (2)	Heesup Han, Jongsik Yu, et al. (2020)	Perceived CSR, brand reputation, brand image, brand attitude, brand trust, and behavioral intentions
		H. Han, K.-S. Lee, et al. (2021)	Green self-identity, care for environmental consequences of using airplane, green moral obligation, attitude toward adoption of eco-friendly airplanes, anticipated feeling of pride, anticipated feeling of guilt, intentions to adopt eco-friendly electric airplanes, and perceived risk
	Tourism business (2)	Heesup Han, Bonhak Koo, et al. (2020)	Attitude toward the airline, confidence in the airline, airline love, ideal social image congruence, social image congruence, and repeat patronage intention
		H. Han, B.-L. Chua, et al. (2021)	Quality value, emotion value, price value, social value, brand trust, brand satisfaction, ambient conditions, spatial layout & functionality, and brand loyalty intentions
	Food tourism and festival (1)	H. Han et al. (2020)	External F&B performance, core F&B performance, F&B delivery performance, airline F&B performances, cognitive appraisal of flight experiences, affective appraisal of flight experiences, and passenger loyalty
	Luxury tourism (1)	Choi et al. (2020)	Luxury value perception, self enhancement, face consciousness, loyalty to first-class, and willingness to-pay more
	Technology & Innovation (1)	Moon et al. (2021)	Self-check-in kiosk quality, passenger satisfaction, passenger innovativeness, and passenger loyalty
Restau- rant (5)	Technology & Innovation (4)	Choe et al. (2021)	Perceived ease of use, product innovativeness, perceived usefulness, attitude, subjective norms, perceived behavioral control, and behavioral intentions
		J. Hwang, H. Kim, et al. (2021)	Perceived risks of robotic restaurants, attitude towards using robotic restaurants, intentions to use, word-of-mouth intentions, and willingness to pay more
		J. Hwang, J. Y. Choe, et al. (2021)	Functional motivation, hedonic motivation, cognitive motivation, social motivation, attitude, intentions to use
		Hwang et al. (2022)	Utilitarian value, hedonic value, brand authenticity, brand satisfaction, brand preference, and brand loyalty

Table 2 (Continued)

Research Industry Themes	Tourism Domains	Authors	Variables
	Luxury tourism (1)	Peng et al. (2020)	Functional value, hedonic value, symbolic/expressive value, financial value, restaurant satisfaction, restaurant spending, destination attitude, and behavioral intentions toward the restaurant
Social media (5)	Internet content and tourism (2)	Kim et al. (2021)	Informational content, informational content, remunerative content, relative content, visual design, information overload, intentions to share information, information trust, and intentions to participate
		Taylor (2020)	Social media usage, narcissism, envy, self-promotion, and travel selfies
	Live streaming (1)	Lv et al. (2022)	Informativity, entertainment, interactivity, immersion, product interest, live streaming interest, immediate buying behavior, and continuous watching intentions
	Sustainable tourism (1)	W. Han et al. (2021)	Informational cues, normative cues, affective cues, ascription of responsibility, personal norms, awareness of consequences, and pro-environmental behaviors
	Technology & Innovation (1)	Shen et al. (2020)	Interactivity of online community, online trust, engagement, personalization, and dependence
Other (4)	Education (1)	Kautish et al. (2021)	Personal ability, irrational beliefs about employment, employment environment, professional education training, and career commitment
	Financial Technology (1)	Radic et al. (2022)	Attitude toward CBDC payment, subjective norm, perceived behavioral control, mass media coverage, fear of missing out, relative advantaged, perceived risk, and behavioral intentions
	Technology & Innovation (1)	M. J. Kim et al. (2020)	Project attribution, platform attribution, fundraiser attribution, trust in platform, trust in fundraiser, and willingness to crowdfund
	Tourism Crisis Management (1)	Ruan et al. (2022)	Crisis management plan, information and communication management, human resource management, sense of material gain, sense of spiritual gain, managers' confidence, and environmental uncertainty
Festival/ event (2)	Food tourism and festival (1)	Chi et al. (2022)	Cognitive festival image, affective festival image, overall festival image, community support, perceived risk of virus infection, and loyalty intentions for the festival
	Sports tourism (1)	Ladhari and Souiden (2020)	Mega-sports event experience perception, host city experience perception, mega-sports event enjoyment, host city enjoyment, host city image, and behavioral intentions
Travel agency (2)	Medical tourism (1)	S. H. Kim et al. (2020)	Story, telling, medical tourist's trust, and behavioral intentions
	Tourism business (1)	Mwesiumo et al. (2021)	The perceived threat of informal actors, service quality efforts, customer acquisition efforts, and business performance
More than 1 industry	Tourism business (1)	Manosuthi et al. (2021)	Employee engagement, service innovation, memorable experience, customer engagement, customer lifetime value, and customer influence value

Source: Adapted from Fakfare et al. (2022) and Ye et al. (2020)

3.2 Method and Software Used to Estimate SEM

In the analysis and categorization of SEM types, as well as methods for estimating SEM values presented in Table 3, it was found that the majority of SEM research conducted within the context of JTTM primarily fell into the category of factor-based SEM. The predominant method utilized for estimating these SEM values was maximum likelihood estimation (MLE). Meanwhile, within the timeframe of 2020 to 2022, SEM research of the composite-based type remains relatively scarce. The primary estimation method employed for composite-based SEM is partial least squares-structural equation modeling (PLS-SEM). Through a SLR, it has been observed that the use of composite-based SEM techniques is limited, particularly regarding approaches such as integrated generalized structured component analysis (IGSCA) and partial least square consistent structural equation modeling (PLSc-SEM) (Fakfare et al., 2021; Manosuthi et al., 2022a, 2022b). These methods represent hybrid techniques capable of analyzing both factor and composite variables within the same model (Leruksa et al., 2023; Napontun et al., 2023; Rungroueng & Monpanthong, 2023a; Senachai et al., 2023).

This underscores a research gap within the travel and tourism industry, highlighting the need to bridge the academic divide and compensate for the literature deficit in the field. To address this academic shortfall and to enhance the quality of future research, studies should consider employing integrated approaches such as IGSCA and PLSc-SEM. This will contribute to more robust scholarly contributions.

The frequency of statistical software usage for estimating SEM values, as depicted in Table 4, reveals that the most commonly employed statistical software is AMOS, ranking in first place with use of 32 times. Second in popularity is SmartPLS, used 11 times, followed by Mplus in third place with 3 instances of usage. EQS ranks fourth and has been utilized 2 times, while SPSS and R jointly hold the fifth position, each being employed only once. Interestingly, 26 instances were recorded where the statistical software used was not specified.

Table 3 Methods Used to Estimate SEM

Main approaches	Method used to estimate	Frequency	Percentages
Factor-based (58)	Maximum Likelihood Estimation (MLE)	51	67.11
	Maximum Likelihood Robust Method (MLR)	4	5.26
	Regression Analyses	3	3.95
Composite-based (18)	Partial Least Squares-Structural Equation Modeling (PLS-SEM)	14	18.42
	Integrated Generalized Structured Component Analysis (IGSCA)	2	2.63
	Partial Least Square Consistent Structural Equation Modeling (PLSc-SEM)	1	1.32
	Partial Least Squares-Graphical Modeling Approach (PLS-GMA)	1	1.32
	Total	76	100.00

Table 4 Software Used to Estimate SEM

Software	Frequency	Percentages
AMOS	32	42.11
Not specified	26	34.21
SmartPLS	11	14.47
Mplus	3	3.95
EQS	2	2.63
SPSS	1	1.32
R	1	1.32
Total	76	100.00

3.3 Theory/Framework

The theories or theoretical frameworks used in prior research are shown in Table 5. The top five most used frameworks are as follows: Theory of planned behavior (10 times), stimulus-organism-response model (7 times), and a three-way tie for the third position, with cognitive appraisal theory, customer engagement theory, and the theory of reasoned action all being used 4 times.

Table 5 Theory/Framework

Theory/Framework	Frequency	Percentages
Theory of planned behavior	10	11.90
Stimulus-organism-response model	7	8.33
Cognitive appraisal theory	4	4.76
Customer engagement theory	4	4.76
Theory of Reasoned Action	4	4.76
Cognition-affect-conation model	2	2.38
Commitment-trust theory	2	2.38
Customer experience theory	2	2.38
Norm activation theory	2	2.38
Social exchange theory	2	2.38
AIDA model	1	1.19
Attribution theory	1	1.19
Co-creation theory	1	1.19
Comparison theory	1	1.19
Creative tourism theory	1	1.19
Cumulative prospect theory	1	1.19
Customer value theory	1	1.19
Embodied cognition theory	1	1.19
Emotional solidarity theory	1	1.19
Equity theory	1	1.19
Expectancy violations theory	1	1.19
Experience economy theory	1	1.19
Experiential approach	1	1.19
Flow theory	1	1.19
Focus Theory of Normative Conduct	1	1.19
Framing theory	1	1.19
Goal systems theory	1	1.19
Interdependence theory	1	1.19
Luxury consumption value model	1	1.19
Maslow's Hierarchy of Needs	1	1.19
Memorable tourism experiences	1	1.19
Model of Goal-Directed Behavior	1	1.19
Normative social influence theory	1	1.19
Organizational behavior theory	1	1.19
Perceived risk theory	1	1.19
Person-environment fit theory	1	1.19
Post-positivism theory	1	1.19
Protection motivation theory	1	1.19
Self-enhancement theory	1	1.19
Self-identity-based electric product adoption model	1	1.19
SERVQUAL model	1	1.19
Social cognitive career theory	1	1.19

Table 5 (Continued)

Theory/Framework	Frequency	Percentages
Social comparison theory	1	1.19
Social identity theory	1	1.19
Technology acceptance model	1	1.19
Push-pull-mooring theory	1	1.19
Theory of Emotional Solidarity	1	1.19
Valuation theory	1	1.19
Theory of Fantasy Realization	1	1.19
Theory of Inspiration	1	1.19
Uses and Gratifications Theory	1	1.19
Value-attitude-behavior theory	1	1.19
Value-belief-norm theory	1	1.19
Well-being theory	1	1.19
Servicescape theory	1	1.19
Total	84	100.00

3.4 Research Study Locations

Table 6 illustrates the distribution of research study locations. It is evident that the majority of studies were conducted in the continent of Asia, comprising a total of 49 research works. These were further divided into specific countries as follows: China with 24 research studies, South Korea with 13 research studies, Thailand with 3 research studies, India with 3 research studies, Hong Kong with 3 research studies, Taiwan with 2 research studies, and Vietnam with 1 research study. Following Asia, the next most prevalent continent for research studies was North America, with a total of 15 research works. These were divided into 14 research studies conducted in the United States of America and 1 research study in Canada. Europe ranked third in terms of study location, with a total of 3 research studies. Specifically, there were 2 research studies conducted in France and 1 research study in Turkey. Oceania was the location for 2 research studies, with 1 study conducted in Australia and another in Fiji. Both South America and Africa each had 1 research study conducted in their respective continents. In South America, the study was conducted in Brazil, while in Africa, the research took place in Tanzania. Additionally, there were 3 research studies conducted in multiple continents (more than 1 continent), and 2 research studies where the location was not specified.

Table 6 Study Locations of the Literature

	North America	South America	Europe	Africa	Asia	Oceania	More than 1 continent	Not-specified
n = 76 (100%)	15	1	3	1	49	2	3	2
Country-based	United States of America (14) Canada (1)	Brazil (1)	France (2) Turkey (1)	Tanzania (1)	China (24) South Korea (13) Thailand (3) India (3) Hong Kong (3) Taiwan (2) Vietnam (1)	Australia (1) Fiji (1)		

Source: Adapted from Rungroueng and Monpanthong (2023b)

4. CONCLUSION AND FUTURE RESEARCH

Based on a systematic literature review (SLR), we have identified a predominance of factor-based structural equation modeling (SEM) in the *Journal of Travel & Tourism Marketing* (JTTM) from 2020 to 2022, with most studies employing maximum likelihood estimation (MLE) for parameter estimation. However, the review also reveals a notable underutilization of composite-based SEM techniques, such as Integrated Generalized Structured Component Analysis (IGSCA) and Partial Least Squares-based SEM (PLSc-SEM). These techniques are crucial hybrid methods that facilitate the analysis of complex models involving mixed structures—where some variables function optimally as factors and others as composites.

The substantial benefits of IGSCA and PLSc-SEM arise particularly in their ability to construct and analyze relationships within models which integrate both factor and composite variables. This integration allows for a more nuanced understanding of the underlying relationships and provides robustness against potential biases that might arise from simpler models. These methods ensure accurate estimation of relationships among various variables, even when the measurement model includes both factor and composite indicators, thus reducing the risk of biased results or misinterpretations (Benitez et al., 2020; Fakfare et al., 2021; Hwang et al., 2023; Manosuthi et al., 2021, 2022a, 2022b; Rasimidatta, 2023).

Within the tourism industry, research in the field can be categorized into eight main themes: 1) destination, 2) attraction, 3) hotel/resort, 4) airline, 5) restaurant, 6) social media, 7) festival/event, and 8) travel agency. A focused review has revealed notable research gaps particularly within the festival/event and travel agency themes. These sectors have arguably received less academic attention in recent years, which can be partially attributed to the disruptive impact of the COVID-19 pandemic. The pandemic led to widespread operational suspensions and consequently limited research opportunities within these areas (Gajjar & Parmar, 2020; Kaczmarek et al., 2021). Post-pandemic observations indicate a resurgence in the popularity of both the festival/event and travel agency sectors (Parry, 2023). This resurgence underscores an urgent need for targeted research aimed at fostering the development of these industries. Future research could focus on a variety of critical areas, such as refining management practices, enhancing customer experiences, and developing effective customer attraction strategies. By addressing these areas, research can contribute to the revitalization and sustainable growth of these sectors, aligning academic efforts with industry trends and needs.

In future research endeavors, it is strongly recommended that researchers focus on the festival/event and travel agency sectors. This focus is crucial for addressing the existing research gaps and supporting the growth and development of these industries. For those aiming to publish papers on SEM in the *ABAC Journal*, it would be beneficial for the journal to encourage the use of IGSCA. This method can effectively estimate complex models that incorporate both factors and components. Although previous publications in the journal have predominantly featured traditional models (Ativetin, 2021; Atthawej et al., 2021; Batada, 2021; Kitcharoen, 2021; Meeprom & Suttikun, 2024; Noypa et al., 2021; Poolsawat, 2021; Purwanto, 2021; Satitsamitpong et al., 2024; Sinanuwong et al., 2021; Talawanich & Pongwat, 2024; Tarurhor, 2021), incorporating IGSCA could broaden the scope and enhance the analytical capabilities of future research articles.

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