

## Report of Study Tour Abroad

# International Symposium on Applied Structural Equation Modelling and Methodological Matters (SASEM) 2023

Service Organization: Sarawak Research  
Society

Name and Professional Title: Ammarn  
Sodawan

Countries Dispatched to: Malaysia

Period of Study Tour Abroad: 16-18  
November 2023

Report Date: 30 November 2023

It is with great enthusiasm that introduce a PhD student, Ammarn Sodawan, a dedicated and accomplished doctoral candidate in Graduate Institute of Tourism Management from National Kaohsiung University of Hospitality and Tourism. I have been selected to present my groundbreaking research at International Symposium on Applied Structural Equation Modelling and Methodological matters (SASEM) 2023, and I am confident that my participation will contribute significantly to the intellectual dialogue within the academic community. My research, “Comparing Perception of Islamic Value Attributes and Visit Intention in Diverse Countries” , which has demonstrated exceptional expertise and innovation. I have diligently worked on methodologies of the research, and the findings have the potential to the current understanding of halal tourism. Apart from academic achievements, I possess excellent communication skills and a passion for sharing my insights with peers and experts in the field. I have actively engaged in relevant conferences at international levels. Attending International Symposium on Applied Structural Equation Modelling and Methodological matters (SASEM) 2023 provides me with a unique opportunity to exchange ideas, received valuable feedback, and establish collaborations with fellow researchers from around the globe. My presence at the conference aligns seamlessly and contributes to the advancement of knowledge in the field of tourism. I am a valuable contributor to the discussions at SASEM 2023. I am confident that my participation will not only enhance their own academic journey but also enrich the overall experience of all conference attendees.



Picture 1: Title of Symposium

RAIA HOTEL AND CONVENTION CENTRE KUCHING		
CONCURRENT PAPER PRESENTATION SESSION 1		
16 November 2023   11:00 PM - 12:30 PM   Room (Mulu 3), Raia Hotel & Convention Centre		
Track: Tourism   Session Chair: Assoc Prof. Dr. Ng Siew Imm   Admin: Hasya		
CODE	AUTHORS	TITLE
3	Irving Tan	Reimagining Travel Experiences: SMART-PLS Empowered Strategies for Enriching Community-Based Tourism Value-Added Programs
5	Peiyu Wu	Research on the influence of ICH image on tourists' cultural identity
6	Ammarn Sodawan	Comparing Perceptions of Islamic Value Attributes and Visit Intentions in Diverse Countries

Picture 2: The schedule of presentations



Picture 3: Picture with Prof. Ramayah Thurasamy, SASEM Director



Picture 4: Certificate of participation