

# Determinants of working holiday makers' destination loyalty: Uncovering the role of perceived authenticity

Bo Meng<sup>a</sup>, Heesup Han<sup>b,\*</sup>

<sup>a</sup> Department of Tourism Management, Shanxi University, No. 92 Wucheng Road, Taiyuan, Shanxi Province 030006, PR China

<sup>b</sup> College of Hospitality and Tourism Management, Sejong University, 98 Gunja-Dong, Gwanjin-Gu, Seoul 143-747, Republic of Korea

## ARTICLE INFO

### Keywords:

Destination loyalty  
Place identification  
Place dependence  
Working-holiday  
Perceived authenticity

## ABSTRACT

Regardless of the steady growth of working holidays for the past few decades (Tsai & Collins, 2017), working-holiday makers' destination loyalty formation has been little explored. Filling this void, this study was aimed at examining the working-holiday travelers' loyalty generation process by developing a conceptual framework encompassing working-holiday tourism attributes, place identification, place dependence, and perceived authenticity. The results of the structural analysis indicate that the attributes dimensions of working-holidays positively influence place identification and place dependence which in turn trigger destination loyalty. In addition, both place identification and place dependence act as important mediators. Moreover, invariance testing reveals that the place identification- destination loyalty relationship is significantly influenced by perceived authenticity. Our findings help destination practitioners better understand working-holiday travelers' behaviors and develop effective loyalty enhancement strategies.

## 1. Introduction

Nowadays, many tourists are increasingly demanding a more authentic and experiential tourism experience through meaningful interactions with locals (Paulauskaite, Powell, Coca-Stefaniak, & Morrison, 2017; Han & Yoon, 2015; Pine & Gilmore, 1998). As a response to this new experiential economy, a great number of tourists, especially young people, are willing to choose the form of a working holiday as an optimal option for a budget-styled and more experiential trip (Kiatkawsin & Han, 2017; Tsai & Collins, 2017; Tsaur & Huang, 2016). The working holiday, which has emerged as a new tourism phenomenon, stresses the combination of work and travel (Pizam, Uriely, & Reichel, 2000). In this form of tourism, tourists may stay in a place for a relatively longer time, while working as part time employees (e.g., half day working, and half day touring). As a reward, these tourists get free meals and accommodation, and sometimes a small amount of money (Ho, Lin, & Huang, 2014; Jarvis & Peel, 2013; Wilson, Fisher, & Moore, 2010). Thus, with the support from this temporary job, they interact with local culture and people on a deeper level (Pizam et al., 2000). More importantly, due to the deeper interaction and enriched experience, working holiday tourists could find their identity influenced by factors such as utilitarianism (e.g., fulfillment, and friendship), independence (e.g., self-confidence, personal development, and open-mindedness), hedonics (e.g., fun and enjoyment) (Ho et al., 2014; Tsaur & Huang, 2016; Uriely,

Yonay, & Simchai, 2002). Such tourism experiences with high-involvement and interactive participation meets the needs of experiential consumption (e.g., desires for pleasure, fun and excitement) (Pine & Gilmore, 1998). In addition, the psychological benefits provided by working holidays also satisfy humans' mental needs (Maslow, 1968).

Despite the importance of the working holiday as an excellent application of experiential economy in tourism, few studies have been conducted to explore this topic in tourism development. As an emerging paradigm, understanding how to keep the loyalty of a working holiday is critical to the destination marketers, related-industry practitioners and destination employers (Han & Ryu, 2009; Hwang & Lee, 2019; Hwang & Park, 2018; Lyu & Hwang, 2017; Oliver, 1997). Destination loyalty is a deep commitment to visit a certain tourism destination again in the future (Oliver, 1999; Oppermann, 2000). A tourist who is loyal to a destination not only means a stable source of income but also acts as a channel of information to their friends or relatives to a destination. Moreover, they are willing to pay more and spread positive word of mouth (Almeida-Santana & Moreno-Gil, 2018; Shoemaker & Lewis, 1999). Previous literature revealed that the benefit perceived by tourists from unique tourism attributes could lead to a higher level of destination loyalty (Han, Meng, & Kim, 2017; Tanford & Jung, 2017). Tourists would form a place attachment (i.e., place identification and place dependence) if they highly evaluate the tourism attributes (Brown & Raymond, 2007; Johnson, Kim, Mun, & Lee, 2015). Moreover, this

\* Corresponding author.

E-mail address: [heesup.han@gmail.com](mailto:heesup.han@gmail.com) (H. Han).

place attachment would finally turn these tourists into loyal customers in the future (Yi, Fu, Jin, & Okumus, 2018; Yuksel, Yuksel, & Bilim, 2010). Thus, attributes dimensions, place identification, and place dependence were important antecedents of loyalty destination. In addition, perceived authenticity is also an important moderating factor influencing the process of the working holiday tourists' loyalty formation. A working holiday extends the travel time and provides opportunities to interact with the local people and culture (Heuman, 2005; Yang & Wen, 2016). When tourists have more perception of authentic tourism activities, they are more likely to develop a higher level of place attachment (place identification and place dependence) (Ram, Björk, & Weidenfeld, 2016), which can lead to a higher level of destination loyalty (Kim, Chung, Lee, & Preis, 2015; Tsai, 2016). Consequently, perceived authenticity is seen as a moderator between the relationships of place identification/place dependence, thus, uncovering the role of perceived authenticity could further deepen our understanding of the loyalty generation process of the working holiday tourists.

As such, a better understanding of the role of these distinct tourism attributes in forming destination loyalty would provide a framework to explore the underlying mechanism behind loyalty formation. More importantly, the possible relationships among the variables explaining this process would possibly provide effective marketing strategies for developing working holiday destinations. To bridge the gaps existing in tourism literature, this study attempted to develop a sturdy theoretical framework explicating working-holiday makers' destination loyalty formation. In particular, we aimed to 1) clarify the role of working holiday attributes (i.e., destination immersion, economy of traveling, experience of working, and self-fulfillment), 2) examine the mediating influence of place identification and place dependence, 3) uncover the moderating role of perceived authenticity, and 4) identify the comparative importance of research constructs in building travelers' loyalty for working-holiday tourism destinations.

## 2. Literature review

### 2.1. The working holiday and its characteristics

Working-holiday tourism is defined as a tourism form of youth travel to work for short periods of time, mostly during school summer vacations involving unskilled and manual labor (Cohen, 1973). The experience in working-holiday tourism was seen as a mixture of a tourist experience and a working experience. The term 'working holiday' was first made by Pape (1964) as 'touristy'. The social phenomenon of working-holiday tourism was demonstrated even earlier in 1962 at British Universities North America Club (BUNAC), where work and volunteer exchange programs were offered in summer camps (Wilson et al., 2010). Since working-holiday tourism is a tourism paradigm, which combines work and travel from its beginning (Jarvis & Peel, 2013), a working-holiday tourist usually has a dual purpose of being both a tourist and an employee. While its main purpose is travel, the temporary occupation provides the tourists' financial support (Pape, 1964; Uriely, 2001).

Based on different sources, tourists can receive different benefits from distinctive working holiday attributes. According to previous literature, the attributes can be distinguished into four specific categories: (1) immersion of a specific tourism destination, (2) economy as budget traveling, (3) experience of working, and (4) self-fulfillment (Brennan, 2014; Ho et al., 2014; Huxley, 2004; Jarvis & Peel, 2013; Muzaini, 2006; Ooi & Laing, 2010; Wilson et al., 2010). Usually, during a working-holiday tourism experience, tourists have a longer period of travel (usually longer than a week, sometimes longer than a month). Thus, working-holiday tourists can travel at a slower pace with more detailed interaction with the environment. Tourists can use plenty of time to stay in one tourism destination to participate in more activities (e.g., local festivals). Moreover, a longer stay would enable the tourists to form friendships with locals, and thus, they would obtain more

knowledge about their life and culture (Heuman, 2005). Also, due to the economic support from the working salary, working-holiday tourists can take advantage of budget traveling. From an employer's perspective, working-holiday programs are a cheaper way to find employees at minimum cost (Adler, 1985; Uriely & Reichel, 2000). These tourism related jobs expect working holiday tourists to serve other people by using their existing expertise (e.g., individuals who can sing or play instruments in the pubs, people who paint the restaurant wall in a different style, or the person who can make ethnic food) in the places such as restaurants and hotels (Adler, 1985; Uriely, 2001). In some working-holiday programs however their work is unpaid, but they are provided with accommodations, free food, and sometimes organized tours. As such, the expenditure for tourism is considerably reduced. Meanwhile, a working holiday also provides a unique working experience (Rice, 2010). Unlike working in regular life, this temporary job is described as a once-in-a-lifetime experience. While traveling into more destinations, working-holiday tourists engage in a variety of programs and thus, they develop a range of skills and acquired competence (Ho et al., 2014). Thus, the working experience in a working-holiday is more like an experience of exploring various jobs during short periods of time. Also, a working holiday could benefit tourists with personal self-fulfillment (Ho et al., 2014; Uriely, 2001). Usually, working holiday tourists involved in an unfamiliar environment experience a longer stay time. In this sense, working holiday activities are self-challenging activities with a certain risk. Therefore, a working holiday experience can reform self-identity, and lead working-holiday travelers into maturity and self-growth when they finish their journey (Ooi & Laing, 2010).

As previously discussed, a working-holiday may not only benefit tourists with a budget-style of traveling, but also provide them with a longer stay in a certain destination, which deepens the interaction with the local people and culture (Yang & Wen, 2016). Moreover, unlike conventional mass tourists, difficulties in their trips (e.g., budget restrictions, working under an unfamiliar environment, etc.) will allow them to form a sense of personal self-fulfillment when they successfully finish their trips (Ho et al., 2014; Rice, 2010). Due to the particular characteristics of working holidays, participating in this form of travel may provide more of a unique and detailed tourism experience for modern tourists. However, compared to other forms of tourism, little attention has been paid to the working holiday.

### 2.2. Place identification and place dependence

Tourism scholars believe that place identification and place independence are the sub-dimensions of place attachment (Bricker & Kerstetter, 2000; Kyle, Absher, & Graefe, 2003; Sontikul & Jachna, 2016). In previous literature, the relationships between tourists and a destination were also studied using similar terms such as tourists' involvement, sense of place, and brand attachment (Gross & Brown, 2008; Yang & Tan, 2017). Generally, the nature of these concepts, including place attachment, is the connections between the identification and the sense of self (Gu & Ryan, 2008; Sontikul & Jachna, 2016). As place identification and place independence reflect different aspects of place attachment, place identification refers to an emotional attachment to a place, which stresses an affective perception and symbolic meaning between an individual and tourism destination (Hidalgo & Hernández, 2001; Ramkissoon, Smith, & Weiler, 2013). Meanwhile, place dependence refers to how well a tourist destination can facilitate tourists' particular activities (Jorgensen & Stedman, 2001). Thus, place dependence is considered to reflect the functional aspect of an attachment, which satisfies goals of individual tourists (Moore & Graefe, 1994).

As such, tourists who received more benefits of tourism would have memorable experiences (Crouch, 2011; Kim, 2014). Further, these experiences would evoke tourists' strong sense of identifying this place (i.e., place identification) as well as the engagement in tourism activities in this destination, rather than other places (i.e., place dependence) (Tsai, 2016). Therefore, in the context of working holiday, if a

tourist felt himself/herself immersed in the destination, felt the trip was economic, felt the working experience was accumulated, and felt a certain extent of self-fulfillment was achieved, they would naturally feel a special meaning of this destination, and would likely engage more in tourism activities in this tourism destination than in other places. In other words, these working holiday attributes could strengthen memorable experiences which further leads to the formation of attachment of a place (i.e., place identification, and place dependence). As such, some empirical studies also demonstrated that tourism related attributes have a significant influence on the formation of place identification and place dependence. For example, Cheng, Wu, and Huang (2013) demonstrated that core attributes and augmented attributes of island tourism destination have significant influence on both place identification and place dependence. Brown and Raymond (2007) identified landscape attributes of spiritual and wilderness values as predictors of place attachment. More recently, Johnson, Kim, Mun, and Lee (2015) investigated and found that store attributes, including atmosphere, price, leisure, design, and service were critical predictors of both place identification and place dependence. Thus, based on the above discussion, we propose the following hypotheses:

- H1. Destination immersion has a positive impact on place identification.
- H2. Economy of traveling has a positive impact on place identification.
- H3. Experience of working has a positive impact on place identification.
- H4. Self-fulfillment has a positive impact on place identification.
- H5. Destination immersion has a positive impact on place dependence.
- H6. Economy of traveling has a positive impact on place dependence.
- H7. Experience of working has a positive impact on place dependence.
- H8. Self-fulfillment has a positive impact on place dependence.

### 2.3. Destination loyalty

Loyalty refers to a customers' 'deeply-held commitment to rebuy or patronize a preferred product consistently in the future, thereby causing repetitive same brand or same brand-set purchasing, despite situational influences and marketing efforts having potential to cause switching behavior' (Oliver, 1999, p.392). As an important construct in human behavior, loyalty has been incorporated into tourism products, destinations, and leisure activities (Albaity & Melhem, 2017; Chen & Rahman, 2018; Chua, Lee, Goh, & Han, 2015; Hyun & Han, 2015; Jani & Han, 2015; Lee & Shen, 2013). Scholars believe that loyalty encompasses customers' intentions to repurchase and positive word of mouth. When customers have these sturdy intentions and are deeply committed, it is likely that they remain loyal, spend money, and recommend to others (Han & Hwang, 2015; Oliver, 1997).

A growing number of studies have verified that both place identification and place dependence are important antecedents of destination loyalty. For instance, Yuksel et al. (2010) examined the role of attachment in predicting loyalty, revealing significant influences between place identity and place dependence. Su, Cheng, and Huang (2011) explored the formation of destination loyalty in hot-spring resorts attachment by conceptualizing place dependence and place identity into the framework of destination loyalty. Kim et al. (2015) found that an attachment to a group-buying site had a significant and positive effect on loyalty. More recently, Yi et al. (2018) proposed the concept of exhibition attachment, and their results indicated that both exhibition dependence and exhibition identity had an impact on attendees' loyalty. Therefore, our study proposes the following hypotheses:

- H9. Place identification has a positive impact on destination loyalty.
- H10. Place dependence has a positive impact on destination loyalty.

H11a. Place identification mediates the relationship between working-holiday tourism attributes and destination loyalty.

H11b. Place dependence mediates the relationship between working-holiday tourism attributes and destination loyalty.

### 2.4. Perceived authenticity

The concept of authenticity simply means genuineness, reality and truth (Kim & Jamal, 2007; Robinson & Clifford, 2012). In tourism literature, authenticity is generally distinguished into three types: objective approach; constructive approach; and existential approach (MacCannell, 1973; Wang, 1999). An objective authenticity approach refers to the tourism authenticity coming from the originality of a toured object. However, the constructive authenticity refers to the symbolic authenticity which was created through the process of socio-public discourse (Cohen, 2002). The existential authenticity refers to a state of being true to one's self, which is from a post-modernist perspective (Wang, 1999). As such, the objectivist approach considers that authenticity relates with the originality of an object; the constructivist approach assumes that objects are associated with identity and meaning, and the post-modernist approach is known as existential authenticity, referring to individuals' subjective senses (Cohen, 2002). In the current study, we adopted the concept of existential authenticity suggested by Wang (1999). In the context of working-holiday tourism, the extent of which the tourist perceives the authenticity is more important than whether it is actually authentic. Moreover, empirical studies also supported the notion that existential authenticity has more explanatory power (Kim & Jamal, 2007; Reisinger & Steiner, 2006; Wang, 1999). Thus, the post-modernist approach is adopted in this study.

In the relationship between place attachment (i.e., place dependence and place identification) and destination loyalty, perceived tourism authenticity is supposed to act as a moderator. In particular, since place identification was an emotional attachment to a place (e.g., affective perception and symbolic meaning), and place dependence is the extent that tourist destination can facilitate particular activities, therefore, tourists who have more perception on authenticity are more likely to have a memorable experience (Lew, 1989). Further, these memorable experiences would arouse emotions towards a destination (i.e., place identification) (Campos, Mendes, Valle, & Scott, 2017). Therefore, tourists with a higher level of authenticity are more likely to develop into a higher level of destination emotion (i.e., place identification) that finally contributes to a higher level of destination loyalty. Hence, authenticity moderates the relationships between place identification and destination loyalty. On the other hand, since tourism authenticity represents a real culture of local places (Paulauskaite et al., 2017), tourists who perceived more authenticity would have a higher level of perception on uniqueness during their tourism activities (i.e., place dependence). That is, tourists with a high level of authenticity would have a higher level of place dependence which further influences destination loyalty. Therefore, authenticity moderates the relationship between place independence. In such a way, perceived authenticity moderates the relationship between place dependence/place identification and destination loyalty.

H12a. Perceived authenticity significantly moderates the relationship between place identification and destination loyalty.

H12b. Perceived authenticity significantly moderates the relationship between place dependence and destination loyalty.

### 2.5. Proposed model and research hypotheses

The proposed model is exhibited in Fig. 1. As shown in Fig. 1, our conceptual framework comprised four dimensions of working holiday

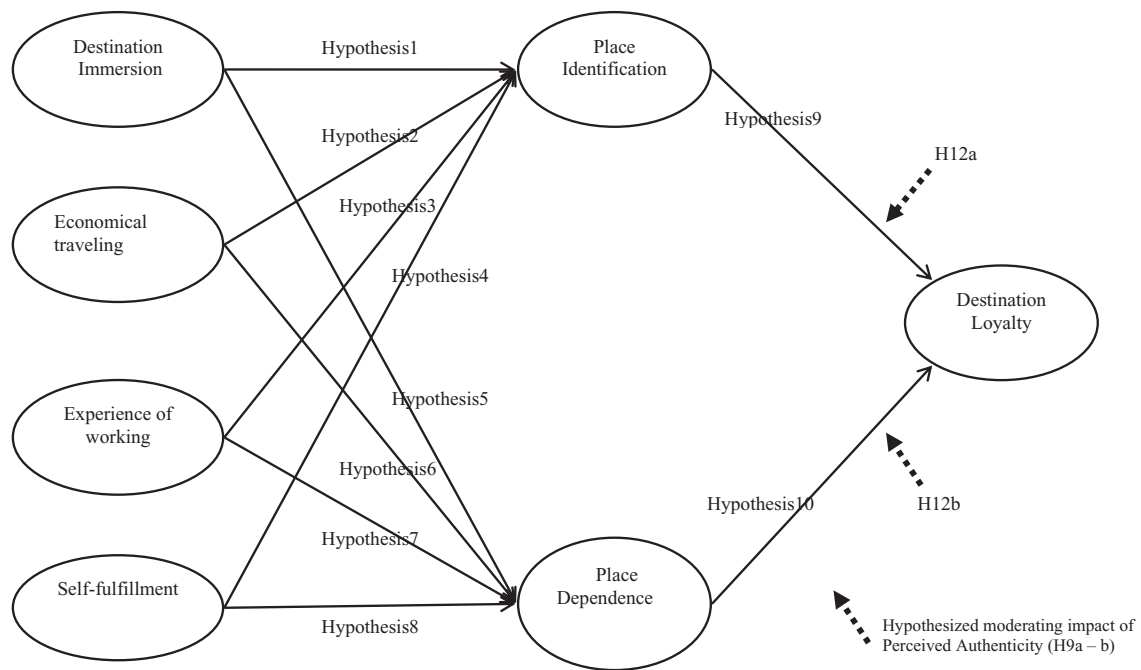


Fig. 1. Proposed model explaining loyalty formation.

attributes, two dimensions of place attachment (i.e., place identification, place dependence), perceived authenticity (moderator), and destination loyalty. Our model also included a total of ten research hypotheses (H1–H10) linking theoretical constructs and two research hypotheses regarding the moderating impact of perceived authenticity (H11a–H11b).

### 3. Methods

#### 3.1. Qualitative phase of the study

A qualitative method was used to verify working holiday attributes. We specifically used a focus group discussion and literature review to look for potential attributes (e.g., Brennan, 2014; Han, Kim, Kim, & Ham, 2015; Ho et al., 2014; Huxley, 2004; Jarvis & Peel, 2013; Muzaini, 2006; Ooi & Laing, 2010; Wilson et al., 2010). To find appropriate and potential participants, we went to one typical working holiday destination (Pingyao). We conveniently visited the restaurants, cafés, local accommodations, and budget hotels to see if managers have working-holiday tourism programs and if they can help us to contact program operators and working holiday tourists. Then we talked to the operators and tourists to see if they would like to participate in a focus group for the topic of working-holiday tourism. Initially, 47 potential participants were contacted (15 program operators, and 32 tourists). However, only 21 individuals finally agreed to participate in the focus group, including 7 operators (2 from restaurants, 3 from budget hotels, and 2 were from cafés/bars) and 14 tourists (3 males and 11 females from provinces such as Beijing, Hebei, Jiangsu, Guangdong, and Shanxi). In order to find hospitality/tourism academics, we sent an email to the experts who were professors in tourism related departments of universities to see if they had time to join our focus group. 12 professors were invited and 5 of them agreed. Thus, 26 individuals in total agreed to come to our focus meeting. In order to select suitable individuals for the group discussion, an in-depth interview was used to identify the knowledge level of these experts regarding working holidays. Interview questions includes definition of working holidays, whether having working holiday experiences, whether knowing programs/activities of working holidays, etc. If the interviewees could answer these structured interview questions, they were judged as

suitable individuals. As a result of this process, 17 individuals (3 tourism/hospitality academics, 9 tourists, and 5 program operators) in total were invited to the focus group meeting. Before the discussion, the experts were given materials such as news from the websites, magazines, and academic papers related to working holidays. This process ensured that participants were well prepared for the formal discussion and stimulated with more ideas on the topic. Meanwhile, a moderator was arranged to conduct the discussion followed by the Protocol for Focus Group (e.g., break the ice, stimulating periods of quiet, posing ending questions, etc.) (See Appendix A). An observer, whose responsibility it was to check the recording equipment throughout the session and to take necessary notes (e.g., record the speed of the discussion, and any non-verbal interaction that might be relevant to the analysis), was also present during the meeting. Thus, the participants in the focus group discussion were encouraged to freely share their ideas and opinions on the working holiday topic. During the discussion, a total of 18 items were initially generated. After eliminating 4 items which overlapped with other items in their meanings, 14 items were finally identified. These developed items are shown in Table 1.

To access other study variables, measures were adapted from the previous literature. In particular, four items were used to evaluate place identification (e.g., Touring at this destination has a deep meaning for me; I have a strong sense of belonging in regard to tourism at this destination). Three items were used to access place dependence (e.g., I like to engage in tourism activities at this destination better than other places; I feel more fulfilled from tourism activities at this destination than other tourism destinations.) These items were from Williams and Roggenbuck (1989), and Cheng et al. (2013). Four items were utilized to measure destination loyalty (e.g., I will make an effort to travel to this destination again in the near future; I am willing to travel to this destination again in the near future.) (Han et al., 2017; Hwang & Lyu, 2018; Parasuraman & Grewal, 2000). Perceived authenticity was measured by using four items suggested by Shen, Guo, and Wu (2012), and Wang (1999) (e.g., I felt that I was connected with local ways of life at this destination; I experienced a unique lifestyle and customer experience at this destination.). All items were measured on a 7-point Likert-type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Finally, tourism scholars and experts from tourism related departments in all possible universities (five universities) in our region

**Table 1**  
Summary of the exploratory analysis results.

Factors		Factor loading	Coefficient alphas (% of variance, Eigen-values)
Destination immersion (DI)	<i>This working-holiday tourism enabled me to~</i>		
	- immerse myself in the local culture	0.81	0.95 (60.46%, 8.46)
	- attend local and special events	0.86	
	- interact with local people	0.85	
- see more beautiful scenery.	0.82		
Economical traveling (ET)	<i>This working-holiday tourism enabled me to~</i>		
	- travel on a low budget	0.88	0.93
	- a budget-conscious travel style	0.87	7.98%, 1.11
Experience of working (EW)	<i>This working-holiday tourism enabled me to~</i>		
	- stay in the destination as long as possible with a relatively low budget	0.80	
	- accumulate working experiences	0.83	0.94
Self-fulfillment (SF)	<i>This working-holiday tourism enabled me to~</i>		
	- work for paying my travel expenses	0.86	9.43%, 1.32
	- have new working experiences	0.87	
	- a sense of self-fulfillment	0.79	0.95
	- a sense of accomplishment	0.84	10.70%, 1.49
	- feel like I did something great	0.87	
	- achieve a personal goal	0.83	
			Total Variance: 88.58%

Note. DI = Destination immersion; ET = Economy of the traveling; EW = Experience of working; SF = Self-fulfillment.

were invited to review and refine the items to reflect the context of working holiday, types of questionnaire and ease of understanding as well as to identify question errors. The questionnaire was initially developed in English (See Appendix B), and then a back-to-back method was used to translate the questionnaire into Chinese (See Appendix C). Three native Chinese speakers were employed to translate the questionnaires separately, and then differences were smoothed out through a discussion meeting.

### 3.2. Data collection procedure and sample characteristics

An internet-based survey with a self-administrated questionnaire was chosen as our data collection method. The survey time lasted nearly two months, from April to May 2016. The people who had experience participating in working holiday programs in China were chosen as respondents. Usually, working-holiday program organizers would build up an online chatting community during the period of program being processed. When the program finished, the community was not be dismissed, participants could remain in the community where they could freely exchange their ideas about their travel experiences. Thus, we used these communities for our survey. We employed ten well-trained surveyors who were also the participants in the programs in Chinese cities (e.g., Xiaman, Pingyao, Beijing, Shanghai, Shenzhen, and Tibet). Because our surveyors were also the group members who participated in previous working holiday activities, through a series of activities, the respondents were already known by our surveyors. Migrant workers were excluded from programs since participants were dismissed by program operators when the working holiday ended. Moreover, only the respondents who had experience no less than one month were chosen as survey participants. A questionnaire with a website link was sent to ten online communities with 1242 working holiday tourists. To ensure the representativeness and the validity of the sample, completeness was incentivized by giving an online money coupon to the respondents. As a result, a total of 402 respondents were collected (a response rate of 32.3%). After checking the missing data ( $n = 15$ ), outliers ( $z$ -score  $> 1.96$ ,  $n = 12$ ), and multivariate normality (Mahalanobis distance values,  $n = 6$ ), a total of 369 valid samples were used in the final analysis.

Of 369 respondents, 36.0% ( $n = 133$ ) were males, and 64.0% ( $n = 236$ ) were females. The majority of respondents ranged between the age group of 21 and 30 (76.3%). This was followed by the under-20 age group (22.0%). Moreover, 94.6% (349) of respondents indicated that they were single. Regarding education, 81.0%, (299) were college

students or held a bachelor's (or higher) degree. As for the family monthly income, 31.2% (155) reported that their income ranged from 3001 to 6000 Yuan (approximately from \$470 to \$950 US Dollar), 21.1% (84) received no  $> 3000$  Yuan, (approximately under \$470 US Dollar), and 17.3% (64) between 6001 and 9000 Yuan (approximately from \$470 to \$1430 US Dollar). Based on previous literature, working holiday tourism participants were more often female, generally young, received better education, and most were single (Ho et al., 2014; Tsaur & Huang, 2016). Therefore, our sample is a representative sample of the desired population.

### 3.3. Data analysis

The main focus of this empirical testing was the delineation of working holiday tourists' loyalty formation involving associations among constructs within the proposed theoretical framework by considering the moderating impact of perceived authenticity between place identification/place dependence and destination loyalty linkages. For a clear explication of such decision formation, SPSS 19.0 and AMOS 18.0 were used as data analysis tools. Structural equation modeling (SEM) was utilized to assess our conceptual model and test hypothesized linkages within the proposed conceptual framework. Bootstrapping was used to test the hypothesized mediating role of place identification/place dependence. Tests for metric invariance were employed to evaluate the hypothesized moderating role of the perceived authenticity in the formation of word-of-mouth and revisit intentions.

### 3.4. Normality check and sample size assessment

The investigation of the measurement items' skewness and kurtosis along with errors (standard) revealed no significant normality issue. The data set was free from the significant skewness and kurtosis problem. Our data analysis was conducted utilizing the usable 369 cases. Based on Myers, Ahn, and Jin's (2011) and Comrey and Lee's (1992) ratio of  $N$  (sample size) to  $q$  (the number of model parameters) (i.e.,  $N/q \geq 5$ ), our sample size was adequate since it exceeded the suggested threshold of 145 (29 parameters  $\times$  5 observations for each parameter).

## 4. Results

### 4.1. Quantitative procedures to derive attribute factors

#### 4.1.1. Exploratory factor analytic approach

An Exploratory Factor Analysis (EFA) using principal component analysis with the Varimax rotation method was conducted to derive working-holiday tourism attribute factors. The summary of the EFA findings is presented in Table 1. Four inclusive factors that had eigenvalues > 1.00 were extracted from the results. These four factors accounted for 88.57% of the total variance. The first factor captured 60.46% of the variance. This dimension includes the attribute items such as 'immerse myself in the local culture' and 'interact with local people'. Thus, this dimension was labeled as 'destination immersion', referring to the degree of immersion with a specific unique environment provided. The second factor explained about 7.98% of the variance. This dimension includes items such as 'travel on a low budget' and 'stay in the destination as long as possible with a relatively low budget'. Therefore, this attribute dimension refers to the extent of how much a working holiday tourist is on a budget-styled trip, and was named 'economy of travelling'. The third factor captured 9.43% of the variance. This dimension contains items such as 'work for paying my travel expenses' and 'have new working experiences'. Thus, this dimension refers to the amount of working experiences provided by working holidays, and labeled as 'experience of working'. The last factor captured 10.70% of the variance. This dimension has items such as a 'sense of self-fulfillment' and 'feel like I did something great'. Therefore, this attribute dimension was labeled as 'self-fulfillment,' as it reflects the degree of how much self-fulfillment an individual receives from a working holiday. Also, coefficient alphas were computed to assess the internal consistency of items loaded to each factor. The alpha values were all > 0.70 (i.e., factor 1 = 0.95; factor 2 = 0.93; factor 3 = 0.94; factor 4 = 0.95), making them significant according to the standards used in prior research (Nunnally, 1978). Factor loadings for all 14 items were relatively high, exceeding 0.50 (Hair, Anderson, Tatham, & Black, 1998). In addition, item-to-total correlations were all greater than the suggested level of 0.30 (Hair et al., 1998). These findings indicated that the four extracted factors were statistically vigorous and appropriately summarized the data.

#### 4.1.2. Confirmatory factor analytic approach

A Confirmatory Factor Analysis (CFA) was employed to assess the unidimensionality, reliability, and validity of the identified attributes and their underlying factors (Gerbing & Anderson, 1988). Table 2 provides a summary of the CFA results. The goodness-of-fit statistics of the CFA revealed that the model satisfactorily fits the data ( $\chi^2 = 196.84$ ,  $df = 71$ ,  $p < .001$ ,  $\chi^2/df = 2.72$ , RMSEA = 0.068, CFI = 0.97, IFI = 0.97, TLI = 0.97). The standardized loadings of each measurement item on its respective latent factor all exceeded the suggested cutoff of 0.40 (Ford, MacCallum, & Tait, 1986). In addition, these loadings were significantly related to their intended latent constructs ( $p < .01$ ), showing clear evidence of unidimensionality (Gerbing & Anderson, 1988). Composite reliability and construct validity were assessed next. Values for composite reliability ranged from 0.88 to 0.93, exceeding the minimum threshold of 0.60 and verifying the internal consistency of the loaded items for each latent factor (Bagozzi & Yi, 1988). AVE values for destination immersion, economy of traveling, experience of working and self-fulfillment were 0.75, 0.71, 0.78, and 0.78, respectively. These values were > 0.50, establishing convergent validity (Fornell & Larcker, 1981). In addition, the squared correlations between constructs were found to be smaller than these AVE values. Thus, discriminant validity was verified (Fornell & Larcker, 1981). Overall, the results of the CFA demonstrated empirical adequacy for the four-factor model and its 14 items for the distinctive attributes of the working-holiday tourism.

### 4.2. Measurement model results

The measurement model involving the remaining study variables was assessed for its data-quality testing. The results of the CFA proved that the model adequately fit the data ( $\chi^2 = 740.37$ ,  $df = 323$ ,  $p < 0.001$ , RMSEA = 0.058, CFI = 0.96, IFI = 0.96, TLI = 0.95). The composite reliability was calculated to determine whether multi-items for each variable were internally consistent. All reliability values for constructs ranging from 0.74 to 0.93 were above the suggested minimum criterion of 0.60 (Bagozzi & Yi, 1988). Following Fornell and Larcker's (1981) suggestion, construct validity was tested. The AVE values for study variables ranged from 0.51 to 0.78. These values exceeded the suggested cutoff of 0.50 by Hair et al. (1998), providing evidence of convergent validity. Discriminant validity was also established in that the AVE value for each construct was found to be greater than the square of the correlation between each pair of variables (Fornell & Larcker, 1981). The results of the measurement model are summarized in Table 3 and Table 4.

### 4.3. Structural model results

The Structural Equation Modeling (SEM) with the maximum likelihood estimation method using AMOS 18 was conducted to test the proposed relationships. The model generally fit the data well ( $\chi^2 = 558.37$ ,  $df = 240$ ,  $p < .001$ ,  $\chi^2/df = 2.32$ , RMSEA = 0.060, CFI = 0.97, IFI = 0.97, TLI = 0.96). The hypotheses were tested based on the results of the SEM. The results are provided in Fig. 2 and Table 5. Destination immersion, economy of traveling, experience of working, and self-fulfillment had a significant influence on place identification ( $\beta_{\text{destination immersion} \rightarrow \text{place identification}} = 0.28$ ,  $t = 4.66$ ,  $p < .001$ ;  $\beta_{\text{economy of traveling} \rightarrow \text{place identification}} = 0.19$ ,  $t = 3.61$ ,  $p < .001$ ;  $\beta_{\text{experience of working} \rightarrow \text{place identification}} = 0.14$ ,  $t = 2.56$ ,  $p < .05$ ;  $\beta_{\text{self-fulfillment} \rightarrow \text{place identification}} = 0.37$ ,  $t = 5.44$ ,  $p < .001$ ). Thus, Hypotheses 1, 2, 3 and 4 were supported. However, the proposed impact of the destination immersion and economy of traveling on place dependence were insignificant ( $\beta_{\text{destination immersion} \rightarrow \text{place dependence}} = 0.04$ ,  $t = 0.62$ ,  $p > .05$ ;  $\beta_{\text{economy of traveling} \rightarrow \text{place dependence}} = 0.10$ ,  $t = 1.43$ ,  $p > .05$ ). Thus, Hypothesis 5 and 6 were not supported. The findings indicated that experience of working ( $\beta_{\text{experience of working} \rightarrow \text{place dependence}} = 0.22$ ,  $t = 3.03$ ,  $p < .01$ ) and self-fulfillment ( $\beta_{\text{self-fulfillment} \rightarrow \text{place dependence}} = 0.60$ ,  $t = 6.66$ ,  $p < .001$ ) had significant influences on place dependence, which supported Hypotheses 7 and 8. Additionally, the study results also indicated that place identification and place dependence ( $\beta_{\text{place identification} \rightarrow \text{destination loyalty}} = 0.30$ ,  $t = 4.83$ ,  $p < .001$ ;  $\beta_{\text{place dependence} \rightarrow \text{destination loyalty}} = 0.41$ ,  $t = 6.19$ ,  $p < .001$ ) had a significant role in destination loyalty formation. Therefore, Hypotheses 9 and 10 were supported.

Further, the mediating role of study variables was also examined. As described in Table 5, the indirect impact of destination immersion, economy of traveling, experience of working and self-fulfillment on destination loyalty ( $\beta_{\text{destination immersion} \rightarrow \text{place identification} \rightarrow \text{destination loyalty}} = 0.01$ ;  $\beta_{\text{economy of traveling} \rightarrow \text{place identification} \rightarrow \text{destination loyalty}} = 0.02$ ;  $\beta_{\text{experience of working} \rightarrow \text{place identification/place dependence} \rightarrow \text{destination loyalty}} = 0.02$ ;  $\beta_{\text{self-fulfillment} \rightarrow \text{place identification/place dependence} \rightarrow \text{destination loyalty}} = 0.18$ ) were positive and significant. These results indicated that place identification and place dependence acted as mediators in the relationship between working holiday related attributes and destination loyalty. Thus, Hypotheses 11a and 11b were supported. Overall, the developed theoretical model had a potent ability to predict the possibility that tourists will visit the destination again in the future.

### 4.4. Invariance tests

To evaluate the proposed two aspects reasons (i.e., place identification and place dependence) influence on destination loyalty, respondents were separated into high and low groups by PA. The two

**Table 2**  
Summary of the confirmatory factor analysis results.

Measures	Standardized loading	Composite reliability	AVE
Destination immersion (DI)			
DI1	0.92	0.92	0.75
DI2	0.92		
DI3	0.92		
DI4	0.87		
Economical traveling (ET)			
ET1	0.90	0.88	0.71
ET2	0.95		
ET3	0.86		
Experience of working (EW)			
EW1	0.91	0.91	0.78
EW2	0.92		
EW3	0.92		
Self-fulfillment (SF)			
SF1	0.92	0.93	0.78
SF2	0.95		
SF3	0.91		
SF4	0.87		
Correlations among four identified factors (squared correlations)			
	DI	EW	SF
DI	1.00		
ET	0.55(0.30)		
EW	0.57(0.32)	1.00	
SF	0.68(0.46)	0.62 (0.38)	1.00

Model measurement fit:  $\chi^2 = 196.84$ ,  $df = 71$ ,  $p < .001$ ,  $\chi^2/df = 2.72$ , RMSEA = 0.068, CFI = 0.97, IFI = 0.97, TLI = 0.97.

Note 1. All standardized factor loadings were significant ( $p < .01$ ).

Note 2. DI = Destination immersion; EI = Economical traveling; EW = Experience of working; SF = Self-fulfillment.

**Table 3**  
Measures, loadings, and reliability.

Measures		Standardized loading	Composite reliability
Destination immersion (DI)	<i>This working-holiday tourism enabled me to~</i> – immerse myself in the local culture – attend local and special events – interact with local people – see more beautiful scenery.	0.91 0.92 0.92 0.86	0.92
Economical traveling (ET)	<i>This working-holiday tourism enabled me to~</i> – travel on a low budget – a budget-conscious travel style – stay in the destination as long as possible with a relatively low budget	0.90 0.96 0.86	0.88
Experience of working (EW)	<i>This working-holiday tourism enabled me to~</i> – accumulate working experiences – work for paying my travel expenses – have new working experiences	0.90 0.92 0.93	0.91
Self-fulfillment (SF)	<i>This working-holiday tourism enabled me to~</i> – a sense of self-fulfillment – a sense of accomplishment – feel like I did something great – achieve a personal goal	0.92 0.95 0.91 0.87	0.93
Place identification (PI)	Touring at this destination has a deep meaning for me. I have a strong sense of identifying with tourism activities at this destination. I have a strong sense of belonging in regard to tourism at this destination. I have a special feeling for traveling at this destination.	0.92 0.94 0.89 0.84	0.90
Place dependence (PD)	I like to engage in tourism activities at this destination better than other places. I feel more fulfilled from tourism activities at this destination than other tourism destinations. Engaging in tourism activities at this destination is more important than other places.	0.91 0.93 0.93	0.88
Destination loyalty (DL)	I will make an effort to travel to this destination again in the near future. I am willing to travel to this destination again in the near future. I will encourage other people to travel to this destination. If someone searches for leisure/tourism activities, I will suggest that they try this destination.	0.60 0.62 0.91 0.91	0.74
Perceived authenticity (PA)	I felt that I was connected with local ways of life at this destination. I experienced a unique lifestyle and customs experience at this destination. I perceived a calm and peaceful atmosphere during my stay at this destination. I felt like being myself during my travels at this destination.	0.83 0.87 0.75 0.80	0.80

Note 1. All standardized factor loadings were significant ( $p < .01$ ).

Note 2. Measures for variables were evaluated with a seven-point scale from “Strongly disagree” (1) to “Strongly agree” (7).

**Table 4**  
Results of the confirmatory factor analysis.

	DI	ET	EW	SF	PI	PD	DL	PA	AVE
DI	1.00								0.74
ET	.55 <sup>a</sup> (0.30) <sup>b</sup>	1.00							0.71
EW	0.56 (0.32)	0.57 (0.33)	1.00						0.78
SF	0.68 (0.46)	0.54 (0.30)	0.62 (0.38)	1.00					0.78
PI	0.65 (0.43)	0.58 (0.34)	0.58 (0.34)	0.68 (0.46)	1.00				0.70
PD	0.50 (0.25)	0.53 (0.28)	0.53 (0.28)	0.63 (0.40)	0.71 (0.50)	1.00			0.72
DL	0.62 (0.38)	0.48 (0.23)	0.48 (0.23)	0.53 (0.28)	0.58 (0.34)	0.54 (0.29)	1.00		0.51
PA	0.71 (0.51)	0.54 (0.29)	0.45 (0.21)	0.69 (0.47)	0.69 (0.48)	0.57 (0.32)	0.53 (0.28)	1.00	0.53
Mean	5.18	5.29	5.22	5.14	5.10	4.88	5.19	5.11	
SD	1.18	1.28	1.19	1.14	1.27	1.50	1.18	1.23	

Note 1. DI = Destination immersion; EI = Economical traveling; EW = Experience of working; SF = Self-fulfillment; PI = Place identification; PD = Place dependence; DL = Destination Loyalty; PA = Perceived Authenticity.

Model measurement fit:  $\chi^2 = 740.37$ ,  $df = 323$ ,  $p < .001$ ,  $\chi^2/df = 2.29$ , RMSEA = 0.058, CFI = 0.96, IFI = 0.96, TLI = 0.95

<sup>a</sup> Correlations between constructs.

<sup>b</sup> Squared correlations.

groups (high and low) were specified as numbers of clusters (k) in this study. The divided cases for high and low PA were 167 cases and 202 cases, respectively. Then, based on Steenkamp and Baumgartner's (1998) suggestion, invariance across the divided groups was verified using a measurement invariance test. Specifically, a non-restricted model using CFA was assessed. This model was compared to the full-metric invariance model, which constrains factor loadings across groups using the chi-square difference test. As shown in Table 6, the two models were not statistically different ( $\Delta\chi^2(21) = 27.32$ ,  $p > .01$ ). Thus, full-metric invariance was supported, and remained for

**Table 5**  
Results of the structural equation modeling.

Hypotheses	Paths	Coefficients	t-values
Hypothesis 1	DI → PI	0.28	4.66***
Hypothesis 2	EI → PI	0.19	3.61***
Hypothesis 3	EW → PI	0.14	2.56*
Hypothesis 4	SF → PI	0.37	5.44***
Hypothesis 5	DI → PD	0.04	0.62
Hypothesis 6	EI → PD	0.10	1.43
Hypothesis 7	EW → PD	0.22	3.03**
Hypothesis 8	SF → PD	0.60	6.66***
Hypothesis 9	PI → DL	0.30	4.83***
Hypothesis 10	PD → DL	0.41	6.19***
Variance explained	Total effect on destination loyalty:	Indirect effect:	
R <sup>2</sup> (Place identification) = 0.31	$\beta_{DI \rightarrow PD \rightarrow DL} = 0.01^*$	$\beta_{DI \rightarrow PD \rightarrow DL} = 0.02^*$	
R <sup>2</sup> (Place dependence) = 0.08	$\beta_{EI} = 0.11^*$	$\beta_{EW \rightarrow PI/PD \rightarrow DL} = 0.02^*$	
R <sup>2</sup> (Destination Loyalty) = 0.18	$\beta_{EW} = 0.13^*$	$\beta_{SF \rightarrow PI/PD \rightarrow DL} = 0.18^{**}$	
	$\beta_{SF} = 0.18^{**}$		

Note. DI = Destination immersion; EI = Economical traveling; EW = Experience of working; SF = Self-fulfillment; PI = Place identification; PD = Place dependence; DL = Destination Loyalty; PA = Perceived Authenticity.

Goodness-of-fit statistics:  $\chi^2 = 558.37$ ,  $df = 240$ ,  $p < .001$ ,  $\chi^2/df = 2.32$ , RMSEA = 0.060, CFI = 0.97, IFI = 0.97, TLI = 0.96.

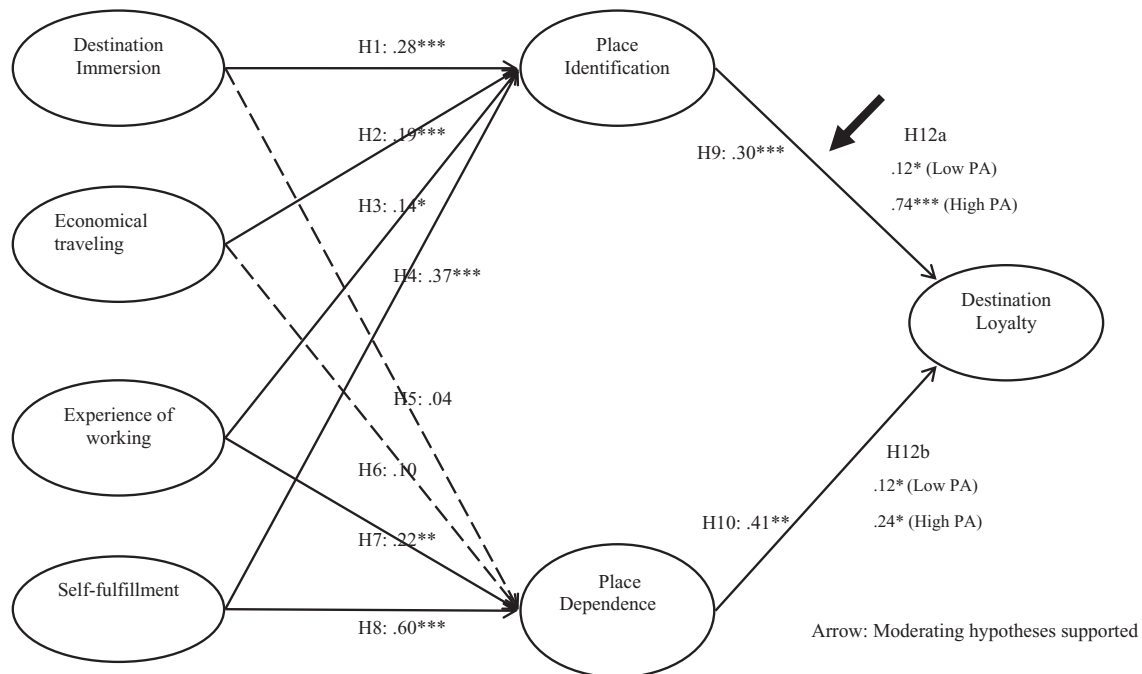
\*  $p < .05$ .

\*\*  $p < .01$ .

\*\*\*  $p < .001$ .

further analysis.

As the next step, the baseline model was generated by running the structural models that were footed in the full-metric invariance model. The baseline model was compared to a series of nested models to examine invariance in the specific paths across groups. All paths in the baseline model were freely estimated, while particular parameters of interest in the nested models were constrained to equal between groups. As shown in Table 6, the results showed a significant difference across the PA groups for the path from place identification to destination



**Fig. 2.** The structural model and invariance-test results.

\* $p < .05$ , \*\* $p < .01$ , \*\*\* $p < .001$ .

Goodness-of-fit statistics:  $\chi^2 = 558.37$ ,  $df = 240$ ,  $p < .001$ ,  $\chi^2/df = 2.32$ , RMSEA = 0.060, CFI = 0.97, IFI = 0.97, TLI = 0.96.



**Table 6**  
Results of the invariance tests for the measurement and structural models.

Groups	Models	$\chi^2$	df	RMSEA	CFI	IFI	TLI	$\Delta\chi^2$	Full-metric invariance
Low and high PA groups	Non-restricted model	1364.57	646	0.055	0.92	0.92	0.90	$\Delta\chi^2(21) = 27.32, p > .01$ (insignificant)	Supported
	Full-metric invariance	1391.89	667	0.055	0.91	0.92	0.90		

Paths	Low PA (n = 202)		High PA (n = 167)		Baseline model (Freely estimated)	Nested model (Constrained to be equal)
	Coefficients	t-Values	Coefficients	t-Values		
PI → DL	0.12	2.06*	0.74	4.73**	$\chi^2(510) = 1326.93$	$\chi^2(511) = 1357.10^a$
PD → DL	0.12	2.48*	0.24	2.29*	$\chi^2(510) = 1326.93$	$\chi^2(511) = 1328.09^b$

Note. PI = Place identification; PD = Place dependence; DL = Destination Loyalty; PA = Perceived Authenticity. Other goodness of fit indices of the baseline model for two groups: RMSEA = 0.066, CFI = 0.90, IFI = 0.90, TLI = 0.90. Chi-square difference test: <sup>a</sup>  $\Delta\chi^2(1) = 30.15, p < .01$  (significant; H11a – supported). <sup>b</sup>  $\Delta\chi^2(1) = 1.16, p > .05$  (insignificant; H11b – not supported).

\* p < .05.  
\*\* p < .001.

loyalty ( $\Delta\chi^2(1) = 30.15, p < .1$ ). However, the path from place dependence to destination loyalty ( $\Delta\chi^2(1) = 1.16, p > .05$ ) did not register a significant result between the high-PA and low-PA groups. Accordingly, H12a was supported, while H12b was not supported. In particular, the strength of all the relationships was greater in the high group than in the low group.

**5. Discussion**

The major goal of this study was to build a theoretical model comprising working holiday attributes, place identification, and place independence as predictors of destination loyalty, and perceived authenticity as a moderator. The attributes, place identification and place dependence, and destination loyalty relationship proposed in the current study reflects the unique characteristics of working holiday context. First, the effects of WH attributes were seldom explored previously. The exploration of underlying factors of attributes would shed light on WH benefits. Second, due to the nature of working experience that always requires a place, the role of attachment (i.e., place identification and place dependence) to a certain place is critical. Therefore, the efforts of attributes in forming place identification and place independence, which further influence the formation of destination loyalty should be examined. Most importantly, since working holidays were characterized as a longer stay and a deeper connection to the local area, tourists are more likely to have authentic experiences through their tourism activities. In other words, individuals' authentic perception would strengthen the influences from attachment (i.e., place identification and place dependence) on destination loyalty. Therefore, more authentic perceptions are deemed to be generated in a working holiday context. To date, there is little research on the process of destination loyalty formation for working holiday tourists. Our proposed model had a satisfactory level of explanatory ability in predicting loyalty. The study results indicated that the hypotheses within the framework were generally supported. The role of working holiday attributes was found to be critical in forming destination loyalty. The mediating role of place identification and place dependence were also identified. Moreover, the function of perceived authenticity in moderating the relationship between place identification and place dependence was made clear. Overall, the conceptual model proposed in the study was an exploration for understanding the nature of working holiday tourists' perception of tourism attributes, and the role of these attributes in the process of generating loyalty.

**5.1. Theoretical implications**

Although working holiday attributes have received attention in tourism literature (Ho et al., 2014; Jarvis & Peel, 2013; Pizam et al.,

2000; Tsai & Collins, 2017; Tsauro & Huang, 2016; Wilson et al., 2010), to the best of our knowledge, the attributes of working holiday had not been clearly identified before the current study. This study developed an assessment tool for working holiday attributes by employing both a qualitative technique and quantitative approach. The results indicated that four specific attributes were identified through exploratory and confirmatory statistical analysis with a satisfactory level of reliability and validity. In particular, 'Destination immersion' includes the attribute associated with the benefit of immersion in a specific and unique environment; 'Travel on a low budget' is related to the attribute that individuals can be on a budget trip in a cheaper way; 'Experience of working' stresses the attribute that tourists can accumulate different job experiences, and 'Self-fulfillment' is related to the benefit of achieving greater self-fulfillment through some moderate difficulty in working holiday. The identified attributes can be further utilized to evaluate working holiday attributes, and will stimulate further studies and theory development that may contribute to a deeper understanding of loyalty destination.

This study also empirically verified the role and attributes of the loyalty generation process by formulating a theoretical framework. Research variables in the proposed research model accounted for adequate variance for explaining destination loyalty. It was evident that this theoretical framework had sufficient capacity to predict loyalty. This study result implies that considering distinguished working holiday attributes is imperative to explaining destination loyalty, which sheds light on effectual ways of increasing tourists' behaviors. Moreover, to the best of our knowledge, the present study is the first research that identified the moderating role authenticity between place attachment and destination loyalty relationships. The differences across the higher level of perceived authenticity and the lower level of perceived authenticity supported a clearer understanding of the loyalty formation process. Theoretically, it is meaningful that the study results about the impact of perceived authenticity can help tourism researchers further develop existing theories on working holiday tourists' behaviors.

**5.2. Practical implications**

According to our results, working holiday attributes were identified to be important constructs in forming place attachment, which further forms loyalty. In the formation process of place identification, the strongest influential factor was 'self-fulfillment', followed by 'destination immersion', 'economy of traveling', and 'experience of working'. In the formation process of place dependence, the dimension 'self-fulfillment' was also found to be the most influential factor, followed by 'experience of working'. Both place identification and place dependence finally formed destination loyalty. Thus, marketers should understand that all the possible strategies that make the tourists feel a sense of self-

fulfillment should be the first things to consider. People feel self-fulfillment when they accomplish something, or achieve a personal goal (Jackson, Weiss, Lundquist, & Soderlind, 2002). Therefore, goal-directed working holiday activities should be planned (e.g., establishment of a certificate or bonus for those who perform better in their jobs; job opportunities that the tourists cannot experience in their daily life should be provided). To increase 'destination immersion', some local events (e.g., cultural performances, local food festivals, etc.) that can make a more vivid cultural environment should be developed. As for the 'economy of traveling', the working holiday destination could develop preferential policies to create a perception of saving money (e.g., providing coupons for tourism activities, setting a minimum salary standard for working holiday tourists, etc.). To increase 'experience of working', 'more in once' project—A variety of working opportunities should be provided at one time (e.g., by evaluating working holiday tourists' abilities, specialties, and preferences, three or more jobs were combined to provide to tourists). By doing this, tourists could experience different jobs during a short period of time. When they finish their jobs, they can have a deeper understanding of other people.

The study results also indicated that place identification and place dependence are critical mediators between tourism attributes and destination loyalty. 'Destination immersion' and 'economy of traveling' only influence destination loyalty through place identification dimension. However, 'experience of working' and 'self-fulfillment' contribute to the formation of loyalty through both place identification and place dependence dimensions. The results indicated that practical benefits (e.g., deep immersion of a destination; great economic benefit of the trip) only help developing more emotional aspect of attachment, while psychological benefits (e.g., working experience; self-fulfillment) are likely to evoke an individual's perception of functional aspect. Destination marketers should understand that working holiday tourists are more likely to enjoy some 'meaningful activities' than 'economic activities'. Their first goal is to seek various experiences, while saving money might be their secondary goal. Thus, the activities focusing on enriching life experience and sense of self-fulfillment should be developed first. Moreover, the linkage from self-fulfillment to place identification/place dependence and to destination loyalty also shows the strongest influence on destination loyalty. This study's result strengthens the direction that working holiday program managers should use all the approaches to increase self-fulfillment as one of the most critical marketing strategies.

The study results also revealed that perceived authenticity was a significant moderator between place identification and destination loyalty; however, not between place dependence and destination loyalty. This study result indicated that authentic experiences only boost a higher level of the emotional factor rather than the functional factor of place attachment. In other words, perceived authenticity could be used to strengthen individuals' emotional experience. However, it cannot further fulfill tourists' requests for particular activities. Therefore, working holiday destination managers should always consider that, when it is difficult to develop more unique working holiday programs, competing with other destinations and adding authentic elements should be used as an effective strategy to maximize place identification, which further forms loyalty.

The current study experienced some limitations. First, the data collection was completed in one country. Therefore, future studies that test the conceptual model by including working holiday makers in other countries or cultures in a broader range would contribute to a higher validity. Second, the current study only chose working holiday programs in China. Thus, it is also necessary to investigate the working holiday tourists' behavior when they participate in international programs. Third, we only tested the perceived authenticity as a moderator. In the future, studies should be carried out to examine some potential variables (e.g., gender, age, income, education level, etc.).

## 6. Conclusion

Increasing traveler loyalty is undeniably one of the major challenges for every destination. Likewise, the effective enhancement of working-holiday makers' loyalty to a destination is one of the key constituents of a working-holiday tourism destinations' success. Given that little is known about working-holiday travelers' loyalty generation processes, this study filled this existing gap by using an empirical approach. This study clearly provided an increased understanding of working-holiday tourism attributes and their influence on place identification and place dependence. This study also clearly explored the specific role of such associations on loyalty formation. Moving beyond the existing theorization in working-holiday tourism, this research successfully built a steady framework efficiently linking working-holiday tourism attributes, place identification, place dependence, and destination loyalty in sequence. In addition, the proposed conceptual framework was further deepened by integrating perceived authenticity as a moderator. In the working-holiday tourism market, a destination faces increasing challenges of competing places. Under this competitive environment in the marketplace, this study provides destination marketers a clearer understanding of the underlying intricate mechanism of working-holiday makers' destination loyalty formation, hence this research advances our knowledge of working-holiday tourism and working-holiday makers' decision-making processes and behaviors.

## Funding information

This research is supported by National Social Science Foundation of China (Grant No.18BGL154).

## Author contribution

Bo Meng contributed to the development of the research idea and to the completion of the introduction, literature review, and discussion sections of this research.

Heesup Han contributed to the completion of the methodology and result sections. In addition, he improved the overall quality of the manuscript.

Author Biography.

## Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tmp.2019.100565>.

## References

- Adler, J. (1985). Youth on the road. *Annals of Tourism Research*, 12(3), 335–354.
- Albaity, M., & Melhem, S. B. (2017). Novelty seeking, image, and loyalty – The mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism Management Perspectives*, 23, 30–37.
- Almeida-Santana, A., & Moreno-Gil, S. (2018). Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, 245–255.
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94.
- Brennan, C. (2014). Reexamining a "working holiday": An autoethnography. *Tourism*, 62(3), 277–292.
- Bricker, K. S., & Kerstetter, D. L. (2000). Level of specialization and place attachment: An exploratory study of whitewater receptionists. *Leisure Science*, 22, 233–257.
- Brown, G., & Raymond, C. (2007). The relationship between place attachment and landscape values: Toward mapping place attachment. *Applied Geography*, 27(2), 89–111.
- Campos, A. C., Mendes, J., Valle, D. P. O., & Scott, N. (2017). Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, 63(December), 100–114.
- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153–163.
- Cheng, T. M., Wu, H. C., & Huang, L. M. (2013). The influence of place attachment on the relationship between destination attractiveness and environmentally responsible behavior for island tourism in Penghu, Taiwan. *Journal of Sustainable Tourism*, 21(8),

- 1166–1187.
- Chua, B., Lee, S., Goh, B., & Han, H. (2015). Impact of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *International Journal of Hospitality Management*, 44, 131–145.
- Cohen, E. (1973). Nomads from affluence: Notes on the phenomenon of drifter-tourism. *International Journal of Comparative Sociology*, 14(1), 89–103.
- Cohen, E. (2002). Authenticity, equity and sustainability in tourism. *Journal of Sustainable Tourism*, 10(4), 267–276.
- Comrey, A. L., & Lee, H. B. (1992). *A first course in factor analysis*. New York, NY: Academic Press.
- Crouch, G. I. (2011). Destination competitiveness: An analysis of determinant attributes. *Journal of Travel Research*, 50(27), 27–45.
- Ford, J. K., MacCallum, R. C., & Tait, M. (1986). The applications of exploratory factor analysis in applied psychology: A critical review and analysis. *Personnel Psychology*, 39(2), 291–314.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18, 39–50.
- Gerbing, D. W., & Anderson, J. C. (1988). An updated paradigm for scale development incorporating unidimensionality and its assessment. *Journal of Marketing Research*, 25(2), 186–192.
- Gross, M. J., & Brown, G. (2008). An empirical structural model of tourists and places: Progressing involvement and place attachment into tourism. *Tourism Management*, 29, 1141–1151.
- Gu, H., & Ryan, C. (2008). Place attachment, identity and community impacts of tourism: The case of a Beijing Hutong. *Tourism Management*, 29, 637–647.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1998). *Multivariate data analysis*. Upper Saddle River, NJ: Prentice-Hall.
- Han, H., & Hwang, J. (2015). Norm-based loyalty model (NLM): Investigating delegates' loyalty formation for environmentally responsible conventions. *International Journal of Hospitality Management*, 46, 1–14.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487–510.
- Han, H., Kim, Y., Kim, C., & Ham, S. (2015). Medical hotels in the growing healthcare business industry: Impact of international travelers' perceived outcomes. *Journal of Business Research*, 68(9), 1869–1877.
- Han, H., Meng, B., & Kim, W. (2017). Bike-traveling as a growing phenomenon: Role of attributes, value, satisfaction, desire, and gender in developing loyalty. *Tourism Management*, 59, 91–103.
- Han, H., & Yoon, H. (2015). Hotel customers' environmentally responsible behavioral intention: Impact of key constructs on decision in green consumerism. *International Journal of Hospitality Management*, 45, 22–33.
- Heuman, D. (2005). Hospitality and reciprocity: Working tourists in Dominica. *Annals of Tourism Research*, 32(2), 407–418.
- Hidalgo, M. C., & Hernández, B. (2001). Place attachment: conceptual and empirical questions. *Journal of Environmental Psychology*, 21(3), 273–281.
- Ho, C., Lin, P., & Huang, S. (2014). Exploring Taiwanese working holiday makers' motivations: An analysis of means-end hierarchies. *Journal of Hospitality & Tourism Research*, 38(4), 463–486.
- Huxley, L. (2004). Western backpackers and the global experience: An exploration of young people's interaction with local cultures. *Tourism, Culture & Communication*, 5(1), 37–44.
- Hwang, J., & Lee, J. (2019). A strategy for enhancing senior tourists' well-being perception: Focusing on the experience economy. *Journal of Travel & Tourism Marketing*, 36(3), 314–329.
- Hwang, J., & Lyu, S. (2018). Understanding first-class passengers' luxury value perceptions in the US airline industry. *Tourism Management Perspectives*, 28, 29–40.
- Hwang, J., & Park, S. (2018). An exploratory study of how casino dealer communication styles lead to player satisfaction. *Journal of Travel & Tourism Marketing*, 35(9), 1246–1260.
- Hyun, S., & Han, H. (2015). Luxury cruise travelers: Other customer perceptions. *Journal of Travel Research*, 54(1), 107–121.
- Jackson, T., Weiss, K. E., Lundquist, J. J., & Soderlind, A. (2002). Perceptions of goal-directed activities of optimists and pessimists: A personal projects analysis. *Journal of Psychology*, 136(5), 521–532.
- Jani, D., & Han, H. (2015). Influence of environmental stimuli on hotel customer emotional loyalty response: Testing the moderating effect of big five personality factors. *International Journal of Hospitality Management*, 44, 48–57.
- Jarvis, J., & Peel, V. (2013). Tourists for hire: International working holidaymakers in a work based destination in regional Australia. *Tourism Management*, 37(37), 114–124.
- Johnson, K. K. P., Kim, H. Y., Mun, J. M., & Ji, Y. L. (2015). Keeping customers shopping in stores: interrelationships among store attributes, shopping enjoyment, and place attachment. *International Review of Retail Distribution & Consumer Research*, 25(1), 20–34.
- Jorgensen, B. S., & Stedman, R. C. (2001). Sense of place as an attitude: Lakeshore owners' attitudes toward their properties. *Journal of Environmental Psychology*, 21(3), 233–248.
- Kiatkawsin, K., & Han, H. (2017). Young travelers' intention to behave pro-environmentally: Merging the value-belief-norm theory and the expectancy theory. *Tourism Management*, 59, 76–88.
- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity. *Annals of Tourism Research*, 34(1), 181–201.
- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44(6), 34–45.
- Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2015). Online group-buying of tourism products: Effects of value and trust on site attachment, altruism, and loyalty. *Journal of Travel & Tourism Marketing*, 32(8), 935–952.
- Kyle, G. T., Absher, J. D., & Graefe, A. R. (2003). The moderating role of place attachment on the relationship between attitudes toward fees and spending preference. *Leisure Sciences*, 25(1), 33–50.
- Lee, T. H., & Shen, Y. L. (2013). The influence of leisure involvement and place attachment on destination loyalty: Evidence from recreationists walking their dogs in urban parks. *Journal of Environmental Psychology*, 33(3), 76–85.
- Lew, A. A. (1989). Authenticity and sense of place in the tourism development experience of older retail districts. *Journal of Travel Research*, 27(4), 15–22.
- Lyu, S., & Hwang, J. (2017). Saving golf courses from business troubles. *Journal of Travel & Tourism Marketing*, 34(8), 1089–1100.
- MacCannell, D. (1973). Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*, 79, 589–603.
- Maslow, A. H. (1968). *Toward a psychology of being*. Princeton, NJ: Van Nostra.
- Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings: The case of rail-trail users. *Leisure Sciences*, 16, 17–31.
- Muzaini, H. (2006). Backpacking Southeast Asia: Strategies of "looking local". *Annals of Tourism Research*, 33, 144–161.
- Myers, N. D., Ahn, S., & Jin, Y. (2011). Sample size and power estimates for a confirmatory factor analytic model in exercise and sport: A Monte Carlo approach. *Research Quarterly for Exercise and Sport*, 82(3), 412–423.
- Nunnally, J. (1978). *Psychometric theory* (2nd ed.). New York, NY: McGraw-Hill.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. New York, NY: Irwin/McGraw-Hill.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 34(63), 33–44.
- Ooi, N., & Laing, J. H. (2010). Backpacker tourism: Sustainable or purposeful? Investigating the overlap between backpacker tourist and volunteer tourism motivations. *Journal of Sustainable Tourism*, 18(2), 191–206.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of Travel Research*, 39(1), 78–84.
- Pape, R. H. (1964). Touristry: A type of occupational mobility. *Social Problems*, 11(4), 336–344.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality -value -loyalty chain: A research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168–174.
- Paulauskaite, D., Powell, R., Coca-Stefaniak, J. A., & Morrison, A. M. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619–628.
- Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy*. Harvard Business Review 97–105 July–August.
- Pizam, A., Uriely, N., & Reichel, A. (2000). The intensity of tourist-host social relationship and its effects on satisfaction and change of attitudes: The case of working tourists in Israel. *Tourism Management*, 21(4), 395–406.
- Ram, Y., Björk, P., & Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management*, 52, 110–122.
- Ramkissoon, H., Smith, L. D. G., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and proenvironmental behaviours: A structural equation modelling approach. *Tourism Management*, 36, 552–566.
- Reisinger, Y., & Steiner, C. (2006). Reconceptualising interpretation: The role of tour guides in authentic tourism. *Current Issues in Tourism*, 9(6), 481–498.
- Rice, K. (2010). 'working on holiday': Relationships between tourism and work among young Canadians in Edinburgh. *Anthropology in Action*, 17(1), 30–40.
- Robinson, R. N. S., & Clifford, C. (2012). Authenticity and festival foodservice experiences. *Annals of Tourism Research*, 39(2), 571–600.
- Shen, S., Guo, J., & Wu, Y. (2012). Investigating the structural relationships among authenticity, loyalty, involvement, and attitude toward world cultural heritage sites: An empirical study of Nanjing Xiaoling Tomb, China. *Asia Pacific Journal of Tourism Research*, 19(1), 103–121.
- Shoemaker, S., & Lewis, R. C. (1999). Customer loyalty: The future of hospitality marketing. *International Journal of Hospitality Management*, 18(4), 345–370.
- Steenkamp, J. M., & Baumgartner, H. (1998). Assessing measurement invariance in cross-national consumer research. *Journal of Consumer Research*, 25(1), 78–90.
- Su, H. J., Cheng, K. F., & Huang, H. H. (2011). Empirical study of destination loyalty and its antecedent: The perspective of place attachment. *Service Industries Journal*, 31(16), 2721–2739.
- Suntikul, W., & Jachna, T. (2016). The co-creation/place attachment nexus. *Tourism Management*, 52, 276–286.
- Tanford, S., & Jung, S. (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, 61, 209–220.
- Tsai, C. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536–548.
- Tsai, L. L., & Collins, F. L. (2017). Youth and mobility in working holidays: Imagined freedoms and lived constraints in lives of Taiwanese working holidaymakers in New Zealand. *New Zealand Geographer*, 73(2), 129–140.
- Tsaur, S. H., & Huang, C. C. (2016). Working holiday tourist learning: Scale development and validation. *Journal of Travel & Tourism Marketing*, 33(4), 535–550.
- Uriely, N., & Reichel, A. (2000). Working tourists and their attitudes to hosts. *Annals of Tourism Research*, 27(2), 267–283.
- Uriely, N. (2001). "Travelling workers" and "working tourists": Variations across the interaction between work and tourism. *International Journal of Tourism Research*, 3(1), 1–8.
- Uriely, N., Yonay, Y., & Simchai, D. (2002). Backpacking experiences: A type and form analysis. *Annals of Tourism Research*, 29, 520–538.

- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349–370.
- Williams, D. R., & Roggenbuck, J. W. (1989). *Measuring place attachment: Some preliminary results*, 20–22 Paper presented at National Recreation Parks Association Symposium on Leisure Recreation, San Antonio, TX.
- Wilson, J., Fisher, D., & Moore, K. (2010). The “OE” goes home: Cultural aspects of a working holiday experience. *Tourist Studies*, 9, 3–21.
- Yang, F. X., & Tan, S. X. (2017). Event innovation induced corporate branding. *International Journal of Contemporary Hospitality Management*, 29(3), 862–882.
- Yang, X., & Wen, B. (2016). A study on the motivations and experience value of Chinese working holiday maker in New Zealand. *Journal of Service Science & Management*, 09(5), 247–360.
- Yi, X., Fu, X., Jin, W., & Okumus, F. (2018). Constructing a model of exhibition attachment: Motivation, attachment, and loyalty. *Tourism Management*, 65, 224–236.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284.



**Heesup Han** is a Professor in the College of Hospitality and Tourism Management at Sejong University, South Korea. His research interests include sustainable tourism, airline, medical tourism, green hotels, and hospitality and tourism marketing. His papers have been selected as the most downloaded and read articles in many top-tier hospitality and tourism journals.



**Bo Meng** is an associate professor in the Department of Tourism Management at Shanxi University, China. His research interests include sustainable tourism, destination marketing, and tourism development. Dr. Meng has published in various professional journals in the field of hospitality and tourism.