

Study on Australian Working Holiday Experience, Place Attachment, Revisit Behavior, and Spending Power

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Abstract

This study aimed to explore the effects of Australian working holiday experiences on place attachment, repeat visitation behavior, and consumption. Based on social exchange theory, place attachment theory, and destination image theory, five research hypotheses were proposed. A total of 462 valid questionnaires were collected and analyzed using confirmatory factor analysis and structural equation modeling. The empirical results indicated that Australian working holiday experiences have a significant positive impact on place dependence and place identity. In addition, place dependence and place identity have a significant positive impact on repeat visitation behavior, and repeat visitation behavior has a positive impact on consumption. The findings of this study provide valuable insights for the Australian government and tourism industry to enhance the place attachment and identity of working holidaymakers, thus increasing their intention to revisit and consumption. Therefore, the Taiwan youth working holiday program in Australia has a substantial contribution to the development of Australian tourism economy.

JEL classification numbers: Z30; Z32.

Keywords: Australian working holiday experiences, Place attachment, Revisiting behavior, Spending power.

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1. Introduction

In recent years, working holidays have become increasingly popular among young people, especially in destinations like Australia. Working holidaymakers can earn a living while experiencing the local culture, which attracts more and more young people. However, it is an important issue for tourism practitioners and policymakers to enhance working holidaymakers' attachment to the destination, revisiting behavior, and spending power.

Since Taiwan signed the Australian Working Holiday Scheme in 2004, it has attracted many young people who have spent challenging and unforgettable times in Australia. However, past research has not reached a consensus on how this experience affects the local attachment, revisiting behavior, and spending power of working holidaymakers. Therefore, this study will use social exchange theory, place attachment theory, and destination image theory as theoretical foundations to analyze this issue empirically.

First, social exchange theory is a theoretical framework for studying interpersonal interactions, which assumes that people usually consider costs and benefits in social interactions to maximize their gains. In the context of working holidays, interactions between working holidaymakers and local communities can be seen as social exchanges. Past research has revealed the application value of social exchange theory in explaining the relationship between working holidaymakers and local communities (e.g., Ap and Crompton, 1998; Wang and Hsu, 2010).

Second, place attachment theory emphasizes the importance of emotional connections between individuals and specific places. Based on this theory, past research has explored how working holidaymakers establish local dependency and identity in the destination, and how these emotional connections affect their future revisiting intentions and spending power (Lewicka, 2011; Jorgensen and Stedman, 2001). Previous studies have pointed out that place attachment has a significant positive impact on tourists' revisiting intentions and spending power (Chen and Chen, 2010; Huang and Hsu, 2009).

Destination image theory suggests that tourists' cognitive and emotional evaluations of a destination (i.e., destination image) affect their travel decisions, including whether to revisit the destination. A positive, appealing destination image helps attract working holidaymakers and makes them willing to choose the destination again. Therefore, destination image plays a crucial role in revisiting behavior (Baloglu and McCleary, 1999; Beerli and Martin, 2004; Echtner and Ritchie, 1993; Gallarza, et al., 2002).

Under the trend of globalization, international travel has become one of the essential ways for many young people to pursue diverse cultural experiences and broaden their horizons. In recent years, the phenomenon of Taiwanese youth going on working holidays in Australia has become more common, not only promoting cultural exchange between the two countries but also driving Australia's tourism economy. Through this study's exploration, it will help us gain a deeper understanding of the impact of place attachment generated during Taiwanese

youth's working holiday experience in Australia on their behavior and consumption patterns. At the same time, the research results will provide valuable references for the formulation of market strategies in the Australian tourism industry and cultural exchanges between Taiwan and Australia. In the context of globalization, this study will also serve as a reference for young people from other countries who are considering a working holiday experience abroad, prompting governments and the tourism industry to think deeply about how to enhance tourists' place attachment, expand the potential of the tourism market, and promote international cultural exchange and cooperation.

In conclusion, this research aims to provide a comprehensive understanding of the factors that influence place attachment, revisiting behavior, and spending power of working holidaymakers, particularly those from Taiwan who choose Australia as their destination. By employing social exchange theory, place attachment theory, and destination image theory as the theoretical foundation, this study will empirically analyze the complex relationships among these factors and contribute to the existing body of knowledge in this area.

The findings of this research will not only offer valuable insights for tourism operators and policymakers in both Australia and Taiwan but also serve as a useful reference for other countries with similar working holiday programs. In a globalized world, understanding the experiences of young people who participate in international working holidays is vital for fostering cultural exchanges and cooperation, as well as enhancing the overall appeal of destinations and the growth of the tourism industry.

2. Literature Review

2.1 Social exchange theory

Social exchange theory is a theory based on interpersonal relationships, which holds that interactions between individuals are based on mutual giving and expecting returns. The core idea of this theory is that individuals strive for a balance of giving and receiving in their interactions in order to gain maximum benefits. Additionally, social exchange theory suggests that individuals decide whether to continue an interaction based on their evaluations of costs and benefits.

Social exchange theory was first proposed by American sociologist Homans in 1958, and later developed and expanded upon by other scholars such as Blau (1964) and Emerson (1972). These scholars believed that social exchange theory could be applied to a variety of different fields, such as organizational behavior, family studies, and social psychology.

2.2 Place attachment theory

Place attachment theory refers to the emotional attachment people have towards the places they live in. The theory suggests that place attachment is formed by an emotional connection between individuals and the place. This connection may be caused by various factors such as geography, culture, and historical tradition. Place

attachment theory holds that place attachment is an emotional bond between humans and their surrounding environment, which can enhance social cohesion and community development. Later, the theory was further developed and applied to fields such as local policy, social psychology, and urban planning. For example, American geographer Relph proposed the "existential sense of place" theory in 1976. He believed that place attachment is an emotional connection between individuals and their place, which can lead to identity, self-worth, and stability.

In the tourism field, place attachment theory is commonly used to study tourists' emotional connections and loyalty to travel destinations. Research indicates that place attachment has a positive influence on tourists' intentions to revisit and their consumption behaviors. For example, a tourist with a strong attachment to a place may be more inclined to revisit and spend money in that place.

2.3 Destination image theory

Destination image theory refers to tourists' perceptions and impressions of a destination, including its attractions, culture, history, atmosphere, and other aspects of perception. The theory suggests that tourists' destination choices and satisfaction are influenced by their perception and evaluation of the destination image.

Destination image theory was first proposed by Echtner and Ritchie in 1991 and has since been expanded and developed. Its basic assumption is that tourists' perceptions of a destination image are composed of multiple factors, such as media promotion, recommendations from friends and family, personal experiences, and other factors that influence their impressions and perceptions of the destination. Furthermore, tourists' perceptions and evaluations of the destination image can influence their choices and satisfaction, and even affect the destination's future development.

Destination image theory has been widely applied in tourism research, particularly in destination promotion, brand building, and market research. Researchers have also begun to focus on how tourists form destination images, how they evaluate them, and how they influence the formation and changes of destination images.

2.4 Derivation of hypotheses

Based on past research, there is a close relationship between the experiences of tourists in a specific area and their attachment to the place (Lewicka, 2011; Scannell and Gifford, 2010). For Taiwanese youth participating in working holidays in Australia, their experiences in the country may lead them to develop a stronger dependence on the region and form a strong emotional connection. In particular, during their working holiday, they can not only fully understand the local culture, customs, and environment but also establish deep friendships with local residents. Therefore, this study establishes the following hypothesis:

H1a: Australian working holiday experiences have a positive and significant impact on place dependence.

Past research has shown that an individual's sense of identity with a region is largely influenced by their experiences and interactions in that area (Ramkissoon, et al., 2012). For Taiwanese youth participating in working holidays in Australia, the experiences they gain there may prompt them to develop a stronger sense of identification with Australian culture, history, and values. During the working holiday, Taiwanese youth have the opportunity to deeply understand Australian society and establish good relationships with locals, which can enhance their sense of place identity (Wang, et al., 2019). Therefore, this study establishes the following hypothesis:

H1b: Australian working holiday experiences have a positive and significant impact on place identity.

Past research has indicated that place dependence has a significant positive effect on tourists' revisit behavior (Chen and Chen, 2010; Prayag and Ryan, 2012; Knez, 2014). When tourists have a higher degree of dependence on a place, they are more likely to be satisfied with the economic, social, and environmental factors of the region, thereby increasing their willingness to visit again. For Taiwanese youth on working holidays in Australia, the place dependence they establish may make them more willing to revisit Australia to continue enjoying the convenience and satisfaction it offers. Therefore, this study establishes the following hypothesis:

H2a: Place dependence has a positive and significant effect on revisit behavior.

Past research has shown that place identity has a significant positive effect on tourists' revisit behavior (Yoon and Uysal, 2005; Ramkissoon, et al., 2013; Yuksel, et al., 2010). When tourists have a stronger sense of identity with a destination, they are more likely to form emotional connections to the place, thereby increasing their willingness to visit again (Chen and Phou, 2013). For Taiwanese youth participating in Australian working holidays, the place identity they establish may make them more willing to revisit Australia to continue exploring and experiencing its culture and customs. Therefore, this study establishes the following hypothesis:

H2b: Place identity has a positive and significant effect on revisit behavior.

Past research has shown that there is a significant positive relationship between revisit behavior and spending power (Oppermann, 2000; Petrick, 2004; Chen and Gursoy, 2001). When tourists revisit a destination, they often have a deeper understanding of the local environment, facilities, and services, making them more confident and willing to try new things in terms of local consumption (Kim, et al., 2006; Huang and Hsu, 2009). Moreover, repeat tourists may have higher expectations for the destination's travel products and services, leading them to be more generous in their spending. Therefore, this study establishes the following hypothesis:

H3: Revisit behavior has a positive and significant impact on spending power.

In summary, this research proposes several hypotheses to explore the relationships between working holiday experiences in Australia, place dependence, place identity, revisit behavior, and spending power for Taiwanese youth. These hypotheses aim to provide insights into the factors that contribute to the formation of place attachment and how these attachments may influence tourists' willingness to revisit and their spending behavior. The findings from this research could help tourism industry stakeholders better understand the motivations and behaviors of working holiday participants, allowing them to develop more effective strategies to attract and retain this valuable market segment.

3. Methods

3.1 Conceptual framework

This study is primarily based on social exchange theory, place attachment theory, and destination image theory, incorporating working holiday experiences in Australia, place dependence, place identity, revisit behavior, and spending power as the main dimensions, and establishing an integrated framework. Firstly, the research investigates the impact of working holiday experiences in Australia on place dependence and place identity. It then further analyzes the influence of place dependence and place identity on revisit behavior. Lastly, the research focuses on the impact of revisit behavior on spending power. Through this conceptual framework, the study aims to reveal how working holiday participants' experiences in Australia affect their emotional connections to the local area, and how these emotional connections influence their future willingness to revisit and spending power. The conceptual framework is shown in Figure 1.

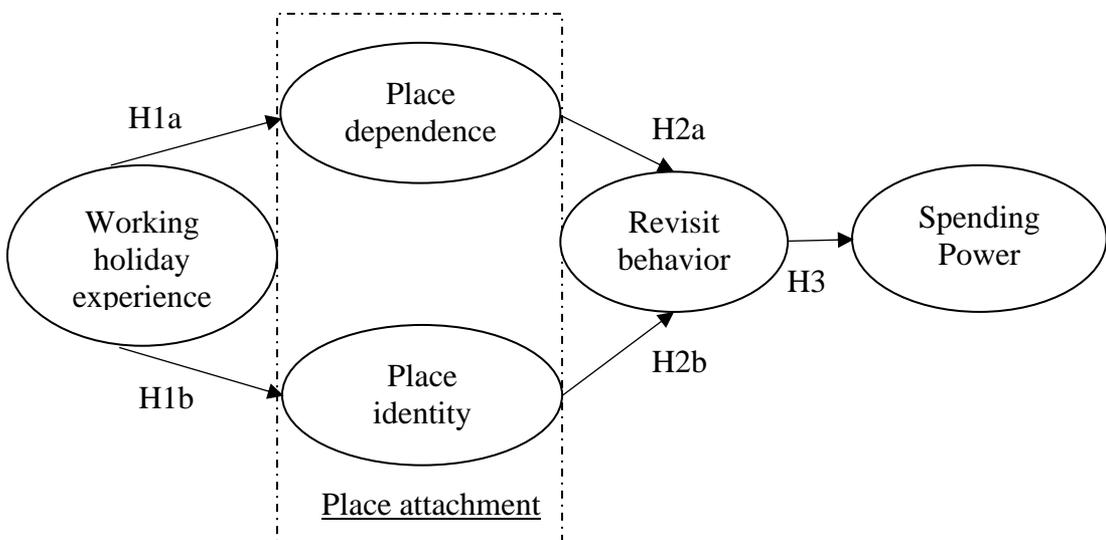


Figure 1: Conceptual framework

3.2 Measures

The demographic variables of this study include: gender, education level, marital status, family situation, age, and past travel experiences in Australia. Responses to the questions were measured using a 5-point Likert scale, ranging from 1 point for "strongly disagree" to 5 points for "strongly agree". The following are the operational definitions of the five dimensions and the corresponding measurement items, along with the relevant literature support:

Working Holiday Experience in Australia

Operational definition: The work, life, and travel experiences of Taiwanese youth participating in the Australian working holiday program.

Measurement items:

- a. My work experiences during my working holiday in Australia were diverse and colorful. (Wang and Hsu, 2010).
- b. My life experiences during my working holiday in Australia helped me grow. (Wang and Hsu, 2010).
- c. I visited many tourist attractions during my working holiday in Australia. (Uriely and Reichel, 2000).
- d. I met people from different cultural backgrounds during my working holiday in Australia. (Carr, 2002).

Place Dependence

Operational definition: The degree of a tourist's dependence on the destination, including economic, social, and environmental factors.

Measurement items:

- a. Australia provides the job opportunities and resources I need. (Stokols and Shumaker, 1981).
- b. I am satisfied with the social networks and community in Australia. (Lewicka, 2011).
- c. In Australia, I can find suitable leisure activities and entertainment venues. (Jorgensen and Stedman, 2001).
- d. I like Australia's natural environment and scenery. (Kyle, Mowen, and Tarrant, 2004).

Place Identity

Operational definition: The emotional identification of tourists with the destination and the psychological connections established with the destination.

Measurement items:

- a. I am proud of Australia's culture and history. (Proshansky, et al., 1983).
- b. Australia holds special meaning and value for me. (Hernández et al., 2010).
- c. I feel a deep emotional connection with Australia. (Hernández et al., 2010).
- d. I am willing to introduce and recommend Australia to others. (Ramkissoon, et al., 2012).

Revisit Behavior

Operational definition: The willingness and behavior of tourists to visit Australia again within a certain period.

Measurement items:

- a. I am likely to visit Australia again within the next few years. (Oppermann, 2000).
- b. I plan to make Australia my top destination for future vacations. (Petrick, 2004).
- c. I am willing to return to Australia regularly to explore new tourist attractions. (Chen and Gursoy, 2001).
- d. Compared to other countries, I prefer to vacation in Australia. (Kozak, 2001).

Spending Power

Operational definition: The spending power of tourists during their trip to Australia, including the consumption of travel-related products and services.

Measurement items:

- a. During my trip to Australia, I would invest more in accommodation. (Brida, Disegna and Scuderi, 2014).
- b. While traveling in Australia, I am willing to try high-quality local dining. (Brida, Disegna and Scuderi, 2014).
- c. I will purchase souvenirs and gifts during my trip to Australia. (Mok and Iverson, 2000).
- d. I am willing to participate in local tourism activities and cultural experiences. (Mok and Iverson, 2000).

3.3 Sample and procedure

In the pilot stage, this study plans to select 50 young travelers who have previously participated in working holidays in Australia for pretesting. In the formal questionnaire survey stage, this study adopts convenience sampling to select the sample. The sampling procedure for the formal survey is as follows:

This study distributes questionnaires through Australian working holiday agencies and travel agencies handling Australian travel. These agencies and travel agencies are located in Taipei City, New Taipei City, Taichung City, and Kaohsiung City to avoid issues with insufficient representation in the sample. This questionnaire survey is divided into two collection methods. One is an online questionnaire; if travelers cannot complete it on the spot, they are asked to provide their email address, and the online questionnaire is sent to them for completion. The other method is an on-site questionnaire provided for on-site travelers to complete. The questionnaire interviewers have received professional training and conduct the survey without causing inconvenience to travelers.

The questionnaire distribution period is from November 2022 to March 2023, with a total of 600 questionnaires administered. A total of 513 samples were collected, with 462 valid questionnaires. The valid response rate is 77%. The uncollected questionnaires are mostly online questionnaires. Among the valid questionnaires, 253 are on-site questionnaires and 209 are online questionnaires.

In the distribution of the sample structure, there are 283 males and 179 females in terms of gender. In terms of education level, there are 321 university graduates and 141 graduate school (and above) graduates. In terms of marital status, 308 are single and 154 are married. In terms of family status, 108 have children and 354 do not have children. In terms of age, there are 150 people aged 25 (and below), 138 people aged 26 to 30, 94 people aged 31 to 35, 50 people aged 36 to 40, and 30 people aged 41 and above. Since Taiwan and Australia signed the Working Holiday Program for young people in 2004, the age limit is set between 18 and 30 years old. The oldest individuals who went on working holidays in Australia at that time are not yet 50 years old. Therefore, the highest age range in this study is set at 41 years old and above. There are 352 people who have traveled to Australia once after their working holiday, 62 with two Australian travel experiences, and 48 with three (and above) Australian travel experiences.

To confirm the representativeness of the research sample, this study uses the wave analysis method to evaluate the effects of non-response. Therefore, by comparing the first batch of filled-in data (respondents who responded earlier) with the second batch of filled-in data (respondents who responded later), the non-response bias is assessed (Armstrong and Overton, 1977). According to Armstrong and Overton (1977), using a t-test to compare the key characteristics of the early response data and the late response data, such as the age of the travelers, there is no significant difference in age between the early and late respondents at the 5% significance level. Therefore, the non-response bias in this study is not significant.

4. Empirical Results

4.1 Analytical results of common method variance

When a respondent answers all variables or measurements, it is easy to generate a single source bias, which may lead to the problem of common method variance (CMV) in the study (Podsakoff et al., 2003). To prevent this, the present study used methods such as anonymous information collection and reverse item design.

In addition, Harman's single factor analysis was used to conduct a post-test examination of the common method variance (Podsakoff and Organ, 1986). After performing an exploratory factor analysis on all measurement items, the study identified five factors that accounted for 65.649% of the total variance, with factor 1 accounting for only 33.74% of the variance, which did not exceed the judgment standard of 50%. Therefore, the problem of common method variance in this study is not too serious (Mossholder et al., 1998).

4.2 Descriptive statistics and correlation analysis

The results of descriptive statistics and Pearson correlation analysis for each study variable are shown in Table 1. All variables showed significant positive correlations with each other.

Table 1: Descriptive statistics and correlation analysis

	1	2	3	4	5
1. Working holiday experience	1				
2. Place dependence	.416**	1			
3. Place identity	.417**	.311**	1		
4. Revisit behavior	.399**	.351**	.438**	1	
5. Spending Power	.369**	.324**	.317**	.562**	1
Mean	4.2965	3.9816	3.6791	3.6667	4.0731
S.D.	.41592	.55298	.73768	.72590	.54459

** $p < 0.01$, $n = 462$

4.3 Results of confirmatory factor analysis

Confirmatory factor analysis is used to test the measurement model. As shown in Table 2, all t-values of the loadings of the measurement items on their respective latent variables are higher than the significant level of 1.96. The factor loadings (λ) of all observed variables on their respective latent variables range from 0.32 to 0.88, with most values meeting the threshold of 0.45 or higher proposed by Bentler and Wu (1993) for convergent validity. The individual item reliabilities of the observed variables range from 0.10 to 0.77, with most values meeting the threshold of 0.20 or higher proposed by Bentler and Wu (1993) for single-item reliability, indicating that all observed variables are reliable. The composite reliabilities (CRs) of the five constructs range from 0.74 to 0.87, with all values exceeding the threshold of 0.6 recommended by previous scholars for the CR of latent variables (Fornell and Larcker, 1981), indicating that the constructs are reliable. The average variances extracted (AVEs) of the five constructs range from 0.45 to 0.63, with all values exceeding the threshold of 0.36 as the minimum acceptable level (Fornell and Larcker, 1981), indicating that the constructs have convergent validity. Only two items in the local dependence construct did not meet the criterion of factor loading greater than 0.45 (0.32 and 0.43) and individual item reliability greater than 0.2 (0.10 and 0.18), but the CR and AVE of the local dependence construct met the threshold, indicating reliability and convergent validity. Therefore, this does not affect the subsequent analysis.

Table 2: Individual item reliability, composite reliability, and average variance extracted

Construct	No. of items	Factor loading (λ)	Individual item reliability (λ^2)	t-value	Composite reliability (CR)	Average variance extracted (AVE)
1. Working holiday experience	4	0.64~0.77	0.41~0.59	13.90~17.43	0.78	0.48
2. Place dependence	4	0.32~0.88	0.10~0.77	6.59~20.49	0.74	0.45
3. Place identity	4	0.66~0.80	0.44~0.64	14.82~19.12	0.83	0.56
4. Revisit behavior	4	0.71~0.79	0.50~0.62	16.51~19.23	0.84	0.56
5. Spending Power	4	0.72~0.82	0.52~0.67	17.21~20.53	0.87	0.63

$\chi^2=509.90$; $df=160$; $RMSEA=0.069$

4.4 SEM analysis and goodness-of-fit test

Table 3 shows the analysis results of the goodness of fit of the structural equation model. In testing the overall model fit, this study used three types of indicators: absolute fit measures, incremental fit measures, and parsimonious fit measures. If the fit of the statistical model is closer to the ideal value, the usability of the model will be higher, and the estimated parameters will have more strategic implications (Bagozzi and Yi, 1988).

In terms of absolute fit measures, Doll, Xia and Torkzadeh (1994) suggested that the Goodness of Fit Index (GFI) can be relaxed to above 0.8, and MacCallum and Hong (1997) suggested that the Adjusted Goodness of Fit Index (AGFI) can be relaxed to above 0.8. The Root Mean Square Residual (RMR) should be less than 0.05, and the Root Mean Square Error of Approximation (RMSEA) should be less than 0.08. In this study, the GFI was 0.894, AGFI was 0.865, RMR was 0.0455, and RMSEA was 0.0709, indicating that the model fit is still within a reasonable and acceptable range.

In terms of incremental fit measures, a Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), or Comparative Fit Index (CFI) greater than 0.9 indicates a good fit of the model (Bagozzi and Yi, 1988). In this study, the NFI was 0.939, RFI was 0.930, IFI was 0.956, and CFI was 0.956, indicating that the model fit is still within a reasonable and acceptable range.

In terms of parsimonious fit measures, this study's proposed theoretical model ($\chi^2/df = 3.315$) showed that the model fit was acceptable. It is generally required that χ^2/df be less than 3 (Kline, 2005), and Schumacker and Lomax (2004) considered a more lenient criterion, where χ^2/df less than 5 is acceptable. A Parsimony Goodness of Fit Index (PGFI) and a Parsimony Normed Fit Index (PNFI) greater than 0.5 indicate that the model is not overly complex (Mulaik et al., 1989). In this study, the PGFI was 0.702 and the PNFI was 0.815, indicating that the model was not overly complex. Therefore, the goodness of fit of this study's theoretical model is still within a reasonable and acceptable range.

Table 3: Results of the goodness of fit indexes

	Index	Standard value	Result
Absolute fit measures	χ^2	—	546.93
	Goodness of Fit Index (GFI)	> 0.80	0.894
	Adjusted Goodness of Fit Index (AGFI)	> 0.80	0.865
	Root Mean Square Residual (RMR)	< 0.05	0.0455
	Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.0709
Incremental fit measures	Normed Fit Index (NFI)	> 0.90	0.939
	Relative Fit Index (RFI)	>0.90	0.930
	Incremental Fit Index (IFI)	> 0.90	0.956
	Comparative Fit Index (CFI)	> 0.90	0.956
Parsimonious fit measures	$\chi^2/ d.f.$	< 3	3.315
	Parsimony Goodness of Fit Index (PGFI)	> 0.50	0.702
	Parsimony Normed Fit Index (PNFI)	> 0.50	0.815

4.5 Causal path analysis of the theoretical model

This study verified the causal pathway relationships in the theoretical model, and the analysis results are shown in Table 4. The parameter estimation results of the theoretical model are as follows: Working Holiday Experience in Australia (ξ_1) has a significant positive effect on Place Dependence (η_1) ($\gamma_{11} = 0.43$, t-value = 7.53). Working Holiday Experience in Australia (ξ_1) has a significant effect on Place Identity (η_2) ($\gamma_{21} = 0.52$, t-value = 8.58). Place Dependence (η_1) has a significant positive effect on Revisiting Behavior (η_3) ($\beta_{31} = 0.24$, t-value = 4.70). Place Identity (η_2) has a significant positive effect on Revisiting Behavior (η_3) ($\beta_{32} = 0.47$, t-value = 8.32). Revisiting Behavior (η_3) has a significant positive effect on Consumption Power (η_4) ($\beta_{43} = 0.66$, t-value = 11.85).

Table 4: Parameter estimates for structural equations model

Hypothesized model (Paths)	Parameter estimates	T-value	Results
H1a: Working holiday experience $\xi_1 \rightarrow$ Place dependence η_1 (γ_{11})	0.43	7.53	Supported
H1b: Working holiday experience $\xi_1 \rightarrow$ Place identity η_2 (γ_{21})	0.52	8.58	Supported
H2a: Place dependence $\eta_1 \rightarrow$ Revisit behavior η_3 (β_{31})	0.24	4.70	Supported
H2b: Place identity $\eta_2 \rightarrow$ Revisit behavior η_3 (β_{32})	0.47	8.32	Supported
H3: Revisit behavior $\eta_3 \rightarrow$ Spending Power η_4 (β_{43})	0.66	11.85	Supported

** $p < 0.01$

4.6 Direct and indirect effect analysis

In the influence of Australian working holiday experience on repeat visitation behavior, there are two paths: one is through place dependence to affect repeat visitation behavior, and the other is through place identity to affect repeat visitation behavior. The analysis results are shown in Table 5. The result shows that the impact through place identity is greater (total effect = 0.2444).

In the influence of place attachment on consumer behavior, there are also two paths: one is place dependence affecting consumer behavior through repeat visitation behavior, and the other is place identity affecting consumer behavior through repeat visitation behavior. The analysis results are shown in Table 6. The result shows that the impact through place identity via repeat visitation behavior is greater (total effect = 0.3102).

Table 5: Results of direct and indirect effect analysis of revisit behavior

Factors	Direct effects	Indirect effects via		Total effects
		Place dependence η_1	Place identity η_2	
Working holiday experience ξ_1	-	$\gamma_{11} \times \beta_{31} = 0.43 \times 0.24$	-	0.1032
Working holiday experience ξ_1	-	-	$\gamma_{21} \times \beta_{32} = 0.52 \times 0.47$	0.2444

Table 6: Results of direct and indirect effect analysis of spending power

Factors	Direct effects	Indirect effects via	Total effects
		Revisit behavior η_3	
Place dependence η_1	-	$\beta_{31} \times \beta_{43} = 0.24 \times 0.66$	0.1584
Place identity η_2	-	$\beta_{32} \times \beta_{43} = 0.47 \times 0.66$	0.3102

5. Conclusion and Implications

5.1 Conclusion

This study confirms the relationships between Australian working holiday experience and place attachment, revisit intention, and tourism expenditure through the verification of five research hypotheses. The results show that Australian working holiday experience has a positive significant effect on both place dependence and place identity, consistent with previous literature (e.g., Wang and Hsu, 2010; Hernández et al., 2010). In addition, place dependence and place identity have a positive significant effect on revisit intention, supporting the findings of Lewicka (2011) and Jorgensen and Stedman (2001). Finally, revisit intention has a positive significant effect on tourism expenditure, consistent with the results of Petrick (2004).

In summary, this study confirms the important role of Australian working holiday experience in promoting place attachment, revisit intention, and tourism expenditure. These findings not only confirm the results of previous literature but also provide new clues and theoretical basis for future related research. The results of this study emphasize the importance of Australian working holiday experience in improving place attachment, revisit intention, and tourism expenditure, further revealing the interaction and influence mechanisms among these factors.

In conclusion, through the empirical verification of five research hypotheses, this study reveals the relationships between Australian working holiday experience and place attachment, revisit intention, and tourism expenditure, providing useful references and guidance for policy makers and tourism operators, and laying a foundation for future related research.

5.2 Management implications and practical suggestions

Based on the empirical analysis results of this study, the following are the management implications and practical recommendations for the government, tourism industry, and local communities:

1. The government and tourism industry should pay attention to the experiences of working holidaymakers in Australia and provide more support and resources, such as more job opportunities, assistance in finding accommodation, and providing relevant information, to increase their satisfaction in Australia.
2. Strengthen the promotion of Australian tourism resources, especially targeting attractions and activities that working holidaymakers are interested in, to encourage them to participate more actively in tourism activities during their stay in Australia.
3. Actively promote interactions between working holidaymakers and local communities by organizing community events and cultural exchanges, allowing them to better understand and integrate into Australian culture and way of life, thereby enhancing their sense of local attachment and identity.

4. Encourage tourism industry and local communities to provide more customized travel products and services for working holidaymakers to meet their needs in accommodation, dining, and entertainment, thereby increasing their consumption power in Australia.
5. Establish mechanisms for maintaining contact with working holidaymakers, such as setting up dedicated social media platforms or email communication, to continue providing them with travel information and discounts, and encourage them to choose Australia again as their holiday destination.
6. Actively promote Australia's working holiday programs in the international market to increase awareness of this fun and challenging travel mode among more young people and expand the potential consumer group of Australia's tourism market.
7. Conduct regular market research to understand the needs and expectations of working holidaymakers, so that the government and tourism industry can quickly adjust their strategies to enhance Australia's competitiveness as a working holiday destination.

In summary, the Australian government and tourism industry should fully utilize the results of this study to provide more support and quality services for working holidaymakers, strengthen their sense of local attachment and identity in Australia, and increase their willingness to revisit and consumption power, thus bringing more business opportunities and economic benefits to Australia's tourism industry. Additionally, local communities in Australia should actively participate in the integration process of working holidaymakers by organizing more social activities, cultural exchanges, and volunteer opportunities to help them better understand local culture and build networks. To fully leverage the consumption potential of working holidaymakers, the government and tourism industry should take a series of measures to enhance their working holiday experience, local attachment, local identity, and willingness to revisit in Australia. This will bring long-term and stable growth to Australia's tourism industry and economy.

5.3 Suggestions for future research

This study proposes several future research suggestions:

1. Expand the research scope: This study focuses on the working holiday experience in Australia. Future research can expand the scope to other countries or regions to examine the impact of different geographical and cultural backgrounds on working holidaymakers' place attachment, revisit behavior, and purchasing power.
2. Consider more dimensions: Future research can incorporate other potential influencing factors into the conceptual framework, such as individual traits, cultural differences, and consumer behavior, to gain a more comprehensive understanding.

3. Cross-temporal comparison: Future research can analyze changes in place attachment, revisit behavior, and purchasing power over time by longitudinally tracking the behaviors of working holidaymakers, thereby revealing potential trends and changes.
4. Mixed-methods research: This study primarily uses quantitative research methods. Future research can combine qualitative research methods (such as in-depth interviews and focus groups) to gain a richer and more detailed understanding of working holidaymakers' place attachment, revisit behavior, and purchasing power.
5. Empirical research: Future research can conduct empirical research on the management implications and suggestions proposed in this study to examine the actual impact of adopting corresponding strategies on working holidaymakers' place attachment, revisit behavior, and purchasing power.

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