



## ON SELECTING AND COMPARING BEHAVIORAL MODELS OF TAIWANESE UNDERGRADUATES ON OVERSEAS WORKING HOLIDAYS

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### Abstract

This study uses the Structural Equation Model (SEM) to verify traditional the Theory of Planned Behavior (TPB) and TPB mediation models used to analyze the behavioral intention of Taiwanese undergraduates on overseas working holidays. The attempt is to identify the optimum model to explain the behavior of Taiwanese undergraduates on overseas working holidays. Using 204 Taiwanese undergraduates on overseas working holiday as samples, this study explores whether or not attitude, subjective norm, and perceived behavior control in traditional TPB and TPB mediation models influence behavioral intention differently. The result shows both competition models have sound goodness-of-fit while nested structure discovers that the traditional model performs better in explaining the behavior of Taiwanese undergraduates on overseas working holidays. It is expected that the result of this study will serve as a reference for competent authorities when planning strategies and practices to increase Taiwanese undergraduates' behavioral intention toward overseas working holidays.

Keywords: Structural Equation Model; Theory of Planned Behavior; Attitude; Subjective Norm; Perceived Behavior Control

### Introduction

Pape (1965) was the first person to propose the idea of a working holiday and defined it as a type of travel during which people work. In his definition, travel comes before work. Uriely and Reichel (2001) further

categorized working holiday into four types: travelling professional workers, migrant tourism workers, working-holiday tourists, and non-institutionalised working tourists. Travelling professional workers and migrant tourism workers are work-oriented, and through which a participant earns large

rewards with sophisticated skills. Working-holiday tourists and non-institutionalised working tourists are travel-oriented; a participant's major purpose is not to make money but to gain travel experience by providing labor. Working holidays have been in practice in other countries for years. It dates back to as early as the 1930s. In an attempt to restore farms across France, young people from both France and from Germany organized working groups to help. During the 1970s, European and American backpackers' participation made working holidays trendy.

During the 1980s, in addition to traveling or experiencing nature, non-profit organizations included activities involving environmental protection and volunteer service into working holidays (Taiwan Environmental Information Association, 2004; Yang, 2007; Irislan, 2008). Most of the participants on working holidays are young people with limited budgets who want to work while learning, realize their dream of traveling abroad, improve their foreign language proficiency, experience different cultures and lifestyles, absorb new knowledge and ideas, and possibly change their way of life. As a result of globalization, this trend has reached Taiwan. Hence, the Taiwanese government has signed working holiday agreements with countries in Asia, Europe, and the United States. Thus far, the U.S., Canada, the United Kingdom, Japan, Australia, New Zealand, Germany, and South Korea have issued working holiday visas to young Taiwanese travelers. Moreover, the National Youth Commission, the Executive Yuan, has promoted the "Youth Overseas Ex-

perience Program" since 2008 and is offering a TWD 120,000 loan to young people who would like to go abroad for short-term study, work, or backpacking trips. Through overseas working holidays, young people have the chance to train and challenge themselves in a totally different environment.

Traveling is a type of high involvement product whose purchase decision involves a rational thinking process. Tourists are used to evaluating the cost-benefit effect of traveling with the expected satisfaction and experience as well as the positive or negative evaluation obtained during traveling, hence they change their attitude and behavior toward traveling based on such perception.

Therefore, the value- attitude-behavior model is often used to predict tourists' evaluation, belief, behavioral intention, and actual behavior toward traveling (Fulton, Manfredo and Lipscomb, 1996; Tarrant, Bright and Cordell, 1997; Zinn, Manfredo, Vaske and Wittmann, 1998; Vaske and Donnelly, 1999). To understand the relation between tourists' attitude and behavior, Fishbein and Ajzen (1975) developed the Theory of Reasoned Action (TRA), which has proven to be the most popular. The theory argues that a person firstly evaluates a message before forming an attitude and eventually an intention and behavior. Nevertheless, TRA still has deficits in explaining how factors like time and money tend to influence the extent to which tourists control their volitional behavior. Therefore, the explanation of TRA is not complete. The Theory of Planned Behavior (TPB) is an expanded version of TRA proposed by Ajzen (1985). It

has a more complete predictive and explanatory power concerning a person's behavior control (Yu, 2005). TPB holds that a person's strength of a particular behavioral intention is relevant to how positive the person's attitude toward the behavior, how much pressure the person perceives from norms, and how much perceived control the person has. Proposed by Ajzen and Fishbein in 1985, TPB has undergone numerous verification and correction and is now widely applicable to a variety of fields and to predicting human behavior. TPB suggests that a person's behavioral intention is subject to the influence of the person's attitude (AT), subjective norm (SN), and perceived behavior control (PBC). Therefore, this study adopts traditional TPB as one of the models for this research. However, it should be noted that the research results of Ajzen (1989) and Ajzen and Driver (1991) show that subjective norm has an insignificant influence on behavioral intention. Hagger, Chatzisarantis, and Biddle (2002), after collecting literature applying TPB from 1975 to 2002, also discovered that with only 9% of explanatory power, subjective norm had relatively little influence on behavioral intention. With regard to this, this study views attitude as a mediator, and subjective norm has a direct relation with behavioral intention. Subjective norm affects behavioral intention through attitude as a mediator. With such a basis, this study adopts TPB mediation as the other model for research.

Zhang (2011) pointed out that by comparing competition models, one can identify which model is more appropriate for sample data. Additionally,

as long as a model has a theoretical basis, it can become a different type of model for comparison. Therefore, this study chooses Taiwanese undergraduates on overseas working holidays as research subjects. It uses the Structural Equation Model (SEM) to verify traditional Theory of Planned Behavior (TPB) and TPB mediation models used to analyze the behavioral intention of Taiwanese undergraduates on overseas working holidays. The attempt is to identify the optimum model to explain the behavior of Taiwanese undergraduates on overseas working holidays. It is expected that the result of this study will serve as a reference for competent authorities when planning strategies and practices to increase Taiwanese undergraduates' behavioral intention toward overseas working holidays.

## Research Method

### *Hypothesis*

During SEM analysis, traditional TPB and TPB mediation models form two different covariance matrixes which belong to a nested structure. Therefore, this study primarily explores the competition models of a nested structure. Chin (1998) proposed that SEM analysis had to evaluate the goodness-of-fit of all models and sample data. Hence, the first hypothesis of this study is to verify that there is no difference between the covariance matrix and the sample covariance matrix of the models, which means  $S - \Sigma(\theta) = 0$ .  $S$  stands for sample covariance matrix while  $\Sigma(\theta)$  means expected covariance matrix. This study involves two competition models, so there are two sub-hypotheses under the first one:

H 1 : Verify that there is no difference between the covariance matrix and the sample covariance matrix of the models.

H 1a: There is no difference between the expected covariance matrix and the sample covariance matrix of the traditional TPB model.

H 1b: There is no difference between the expected covariance matrix and the sample covariance matrix of the TPB mediation model.

TPB suggests that a person's behavioral intention is subject to the influence of the person's attitude (AT), subjective norm (SN), and perceived behavior control (PBC). Additionally, this study aims to explore if independent variances like attitude, subjective norm, and perceived behavior control in traditional TPB and TPB mediation models influence behavioral intention differently. Hence, there are three other hypotheses:

H2: There is no difference between the influence of attitude of the traditional TPB model and that of the TPB mediation model on behavioral intention.

H3: There is no difference between the influence of subjective norm of the traditional TPB model and that of the TPB mediation model on behavioral intention.

H4: There is no difference between the influence of perceived behavior control of the traditional TPB model and that of the TPB mediation model on behavioral intention.

## Data processing and analysis

A numbered questionnaire and SPSS12.0 were used for analysis. The acquired data is shown with percentage and frequency. AMOS19.0 was adopted for structural equation modeling (SEM) of the empirical analysis . As suggested by Bagozzi and Yi (1988), this study selects the most commonly used index to evaluate the composition, convergent, discriminant validity and competing models.

## *Sample*

This study's goal is to explore the behavior pattern of Taiwanese undergraduates on working holidays. It uses a questionnaire survey given to undergraduates who have gone on overseas working holidays as research subjects. The survey was carried out from February 20 to April 20, 2014. This study adopted the purposive sampling method and collected 227 questionnaires as research samples. Apart from the invalid ones, there are 204 valid questionnaires, resulting in a response rate of 89.87%.

## *Questionnaire Design*

After selecting its topic, this study reviewed relevant literature. It referred to Xu, Pan, and Huang's research (2011) on the behavior pattern of sport tourism in the Green Island to design an intention scale. The intention scale includes four dimensions: attitude, subjective norms, perceived behavior control and behavioral intention. The composite reliability of the original scale ranges between 0.88 and 0.92. The definitions of variables and relevant observed variables are listed in

Table 1.

Results

*Convergent, Composition, and  
Discriminant Validity*

Confirmatory Factor Analysis (CFA) is a part of SEM Analysis. Thompson (2004) proposed that prior to analyzing a structural model, researchers must analyze the measurement model because it can correctly reflect the dimensions or factors of a study. This study reduces the variables of the CFA measurement model based on the two-stage correction proposed by Kline (2005). The measurement model should be verified before the evaluation of the structural model. If the goodness-of-fit of the measurement model is acceptable the second step can be carried out to complete the SEM model evaluation. Generally in model correction, items whose factor loading falls below 0.5 should be eliminated because low factor loading means poor reliability and can not reflect potential variables (Zhang, 2011). Perceived behavior control 1 (PBC1) of this study is removed because its factor loading is less than 0.5. This study carries out CFA analysis on all four dimensions: attitude, subjective norm, perceived behavior control, and behavioral intention. The loadings of all dimensions fall between 0.60 and 0.94 and reach significance. Their composite reliabilities range from 0.71 to 0.90, and the average variance extracted (AVE) fall between 0.45 and 0.70 (see Table 2).

Except for PBC 0.45, other items meet the standard required by Hair, Anderson, Tatham & Black (2009) and Fornell & Larcker (1981): 1. factor

loading >0.5; 2. the composite reliability > 0.60; 3. average variance extracted >0.5, and 4. SMC >0.5. Given that all meet the standard; all four dimensions have convergent validity.

*Discriminant Validity*

Bootstrap is used to calculate the 95% reliable interval of the coefficient of correlation between factors. If it does not include 1, there is discriminant validity (Torkzadeh, Koufteros & Pflughoeft, 2003). Hancock & Nevitt (1999) suggested that when estimating path coefficient, bootstrapping should be carried out over 250 times. When processing bootstrapping, this study repeated the sampling 1,000 times, estimating the confidence intervals of standardized correlation coefficients with a confidence level of 95%. AMOS bootstrap provides three methods to estimate confidence interval. One is the Bias-corrected Percentile Method, another is the Percentile Method, and the other is  $\psi \pm 2\sigma$ . The results of the three methods are shown in Table 3.

All confidence intervals of standardized correlation coefficients do not include 1, meaning there is discriminant validity among all dimensions.

*Goodness-of-Fit of Competition  
Models*

A sound goodness-of-fit is essential in the use of SEM in verifying models (Byrne, 2010). The better the goodness-of-fit, the closer the model matrix is to the sample matrix. This study refers to the goodness-of-fit indices suggested by Schreiber (2008), McDonald & Ho (2002), Boomsman

Table 1. Definitions of Variables and Observed Variables

Latent variables	Definitions and observed variables	Reference
Attitude	Attitude is an individual's feeling of affection toward behavior and objects (Ajzen, 1985). The observed variables used to measure attitude are as follows: 1. being on overseas working holiday allows me to gain knowledge and see the world; 2. being on overseas working holiday is meaningful; 3. being on overseas working holiday is fun; 4. being on overseas working holiday is a novelty; and 5. being on overseas working holidays is a wise choice.	Lee, Gu, Wu and Yu (2004); Ajzen (2010, 2002, 1991, 1988, 1985), Ajzen & Drive r(1992), Ajzen & Fishbein(1980), Fishbein & Ajzen (1975), Armitage & Conner (2001), Sheeran & Taylor (1999), Kurland (1995)
Subjective Norm	Subjective norm refers to a particular behavior an individual adopts based on his/her own perception and the expectation and pressure from a reference group. The individual's willingness to adopt a particular behavior and motivation to comply are also relevant to the reference group (Fishbein & Ajzen, 1975). The observed variables used to measure subjective norm are as follows: 1. I will go on an overseas working holiday if my teachers or superiors acknowledge the sport tourism resources it offers; 2. I will go on an overseas working holiday if my classmates or friends do the same; 3. I will go on an overseas working holiday if the media acknowledges the tourism resources it offers; 4. I will go on an overseas working holiday if the government or experts acknowledge the tourism resources it offers; and 5. I will go on an overseas working holiday if my parents and family acknowledges its benefits.	Lee, Gu, Wu and Yu (2004); Ajzen (2002, 1991, 1988, 1985), Ajzen & Fishbein (1980), Fishbein & Ajzen (1975), Armitage & Conner (2001), Sheeran & Taylor (1999), Conner & Armitage (1998), Kurland (1995), Beck & Ajzen (1991)
Perceived Behavior Control	An individual's perceived behavior control depends on his/her perceived abilities to adopt a behavior and the resources and opportunities s/he has for adopting the behavior. The more abilities, resources, and opportunities the individual believes s/he has, the stronger the be-	Lee, Gu, Wu, and Yu (2004); Ajzen (2002, 1991, 1988, 1985), Ajzen & Driver (1992), Ajzen, Timko & White (1982), Armitage & Conner (2001), Sheeran & Taylor

	<p>havior control s/he perceives (Ajzen, 1985). The observed variables used to measure perceived behavior control are as follows: 1. I have enough money to pay for an overseas working holiday; 2. I have enough physical strength to go on an overseas working holiday; 3. I have enough time to go on an overseas working holiday; and 4. I have enough information to go on an overseas working holiday.</p>	<p>(1999), Godin &amp; Kok (1996)</p>
Behavioral Intention	<p>Fishbein and Ajzen (1975) believed a behavioral intention is an individual's intention to take an action in response to a particular behavior; it is an expression of a certain extent induced during the process of deciding behavior. The observed variables used to measure behavioral intention are as follows: 1. I will consider going on an overseas holiday in the future; 2. I will highly recommend others to go on an overseas working holiday; 3. generally speaking, I will go on an overseas working holiday again; and 4. generally speaking, I can tolerate the inconvenience of an overseas working holiday.</p>	<p>Lee, Gu, Wu, and Yu (2004), Ajzen (2010, 2006, 2002, 1991, 1988, 1985), Ajzen &amp; Driver (1992), Ajzen &amp; Fishbein (1980), Fishbein &amp; Ajzen (1975), Armitage &amp; Conner (2001), Sheeran &amp; Taylor (1999), Kurland (1995)</p>

Table 2. Variance Reliability, Composite Reliability of Latent Variables and Average Variance Extracted

Latent variables	Model parameter estimates					Composite reliability			
	Observed variables	Regression weight	S.E	C.R	p	Standardized regression weight	SM C	C.R	AVE
AT	AT1	1.00				.75	0.56	0.88	0.59
	AT2	1.17	.10	11.72	** *	.85	0.71		
	AT3	1.24	.10	11.83	** *	.85	0.72		
	AT4	.97	.09	9.99	** *	.72	0.52		
	AT5	1.20	.13	8.70	**	.64	0.40		

					*				
SN	SN1	1.00				0.73	0.52	0.90	0.64
	SN2	1.13	.10	10.58	** *	0.78	0.60		
	SN3	1.36	.11	11.79	** *	0.87	0.74		
	SN4	1.25	.10	11.96	** *	0.88	0.77		
	SN5	.97	.09	10.17	** *	0.75	0.55		
PBC	PBC2	1.00				0.64	0.41	0.71	0.45
	PBC3	1.45	.25	5.72	** *	0.76	0.57		
	PBC4	1.15	.19	5.94	** *	0.60	0.36		
BI	BI1	1.00				0.82	0.67	0.90	0.70
	BI2	.93	.06	14.43	** *	0.86	0.73		
	BI3	1.00	.06	16.04	** *	0.94	0.88		
	BI4	.78	.06	11.40	** *	0.73	0.52		

Table 3. 95% Reliable Interval of Bootstrap Coefficient of Correlation Bootstrap

Parameter	Estimated	$\psi \pm 2\sigma$		Bias-corrected		Percentile method	
		Lower	Upper	Lower	Upper	Lower	Upper
AT <--> SN	0.769	0.673	0.865	0.666	0.852	0.665	0.851
AT <--> PBC	0.546	0.388	0.704	0.382	0.688	0.384	0.690
AT <--> BI	0.643	0.537	0.749	0.525	0.740	0.536	0.742
SN <--> PBC	0.623	0.455	0.791	0.457	0.786	0.438	0.774
SN <--> BI	0.676	0.568	0.784	0.554	0.770	0.557	0.774
PBC <--> BI	0.769	0.637	0.901	0.633	0.895	0.632	0.893

(2000), Jackson, Gillasp & Andpurc-Stephenson (2009), Hoyle & Panter (1995), and Schreiber, Stage, King, Nora & Barlow (2006). It selects several indices to evaluate the overall goodness-of-fit of the models, including  $\chi^2$  test,  $\chi^2$  and the ratio of degree

of freedom, goodness-of-fit index, GFI, AGFI, Root Mean Square Error of Approximation (RMSEA), Non-Normed Fit Index, NNFI, Incremental Fit Index (IFI), Comparative Fit Index (CFI), and Standardized Root Mean Square (SRMR). Moreover, this study adds

three more information indices when comparing non-nested competition models. They are Akaike Information Criterion (AIC), Bayesian Information Criterion (BIC), and Expected Cross-Validation Index (ECVI). All of the goodness-of-fit indices in this study meet the general standard of SEM research; while GFI and AGFI fall below 0.9, both meet the requirement of being over 0.8 as suggested by Baumgartner & Homburg(1995) and Doll, Xia & Torkzadeh (1994). SRMR is also near to the critical value. Given that the RMSEA of the two models is close to 0.08, both competition models have sound goodness-of-fit. Hypothesis 1 therefore holds valid, and there is no difference between the covariance matrix and the sample covariance matrix of the models.

There are two competition models in the comparison of structural models in this study. Figure 1 is the

traditional TPB model; Figure 2 is the TPB mediation model.

*Path Coefficients of the Structural Models*

Table 4 shows that in the two statistical models, SN has an insignificant regression coefficient to BI, while the other dimensions show a significant effect between one another.

Table 5 compares the goodness-of-fit of traditional TPB and TPB mediation models used to analyze the behavioral intention of Taiwanese undergraduates on overseas working holidays. Both traditional TPB and TPB mediation models have the same number of items as well as the same items, so they are nested structures. This study uses  $\chi^2$  as one of the indices to compare the goodness-of-fit.

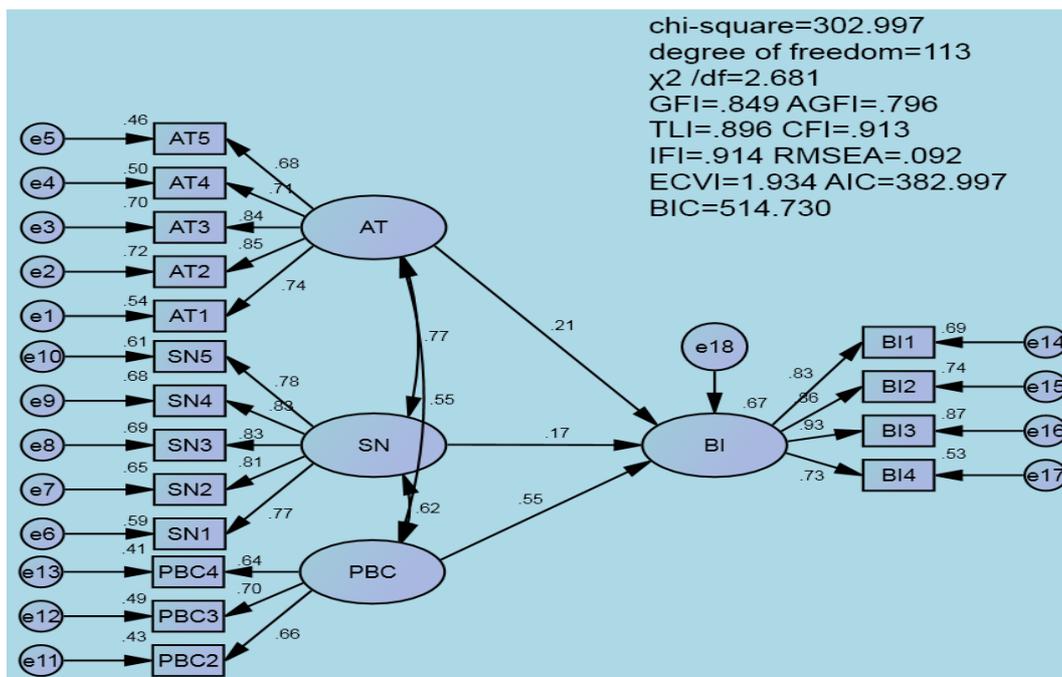


Figure 1. Traditional TPB Structural Statistical Model

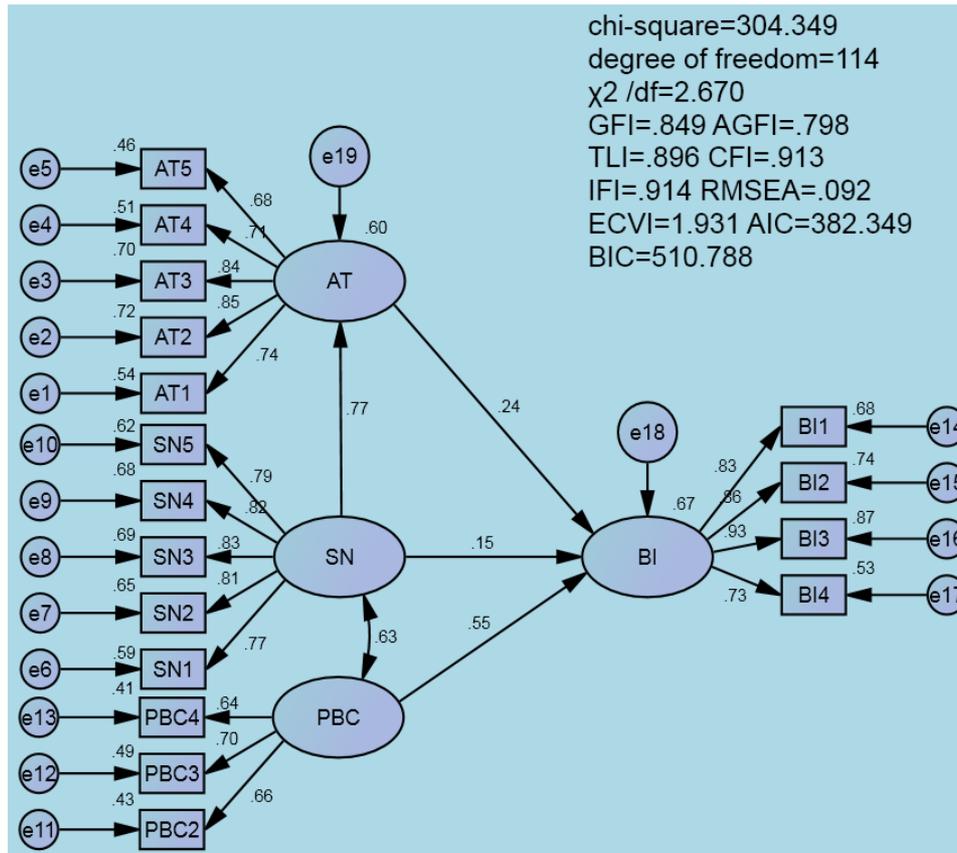


Figure 2. TPB Mediation Structural Statistical Model

Table 4. Path Coefficients of the Structural Models

Traditional TPB model	Regression weight	S.E.	C.R	p	Standardized regression weight	SMC
AT→BI	0.391	0.19	2.101	0.03	0.21	0.67
SN→BI	0.232	0.15	1.555	0.12	0.17	
PBC→BI	0.923	0.18	5.04	***	0.55	
TPB Mediation Model						
SN→AT	0.56	0.06	8.76	***	0.77	.0.67
AT→BI	0.45	0.18	2.48	0.01	0.24	
SN→BI	0.19	0.16	1.22	0.22	0.14	
PBC→BI	0.93	0.19	5.00	***	0.54	

Table 5. Goodness-of-Fit Indices of the Competition Models

Fit indices	Allowable standard	Traditional TPB model	TPB mediation model
$\chi^2$	The smaller the better	302.99 ( p=.00 )	304.349 ( p=.00 )
df		113	114
$\chi^2 /df$	<3	2.68	2.67
GFI	>0.90	0.85	0.85
AGFI	>0.90	0.80	0.80
RMSEA	<0.08	0.09	0.09
SRMR	<0.50	0.06	0.06
TLI	>0.90	0.90	0.90
IFI	>0.90	0.91	0.91
CFI	>0.9	0.91	0.91
ECVI	The smaller the better	1.93	1.93
AIC	The smaller the better	382.99	382.35
BIC	The smaller the better	514.73	510.79

The lower the  $\chi^2$  value, the better the goodness-of-fit and explanatory power (Zhang, 2011). In this study, the  $\chi^2$  value of the traditional TPB model is 302.99, which is lower than the value of 304.349 of the TPB mediation model. Hence, the traditional TPB model is better than the TPB mediation model. As discussed above, both competition models have good reliability, validity, and goodness-of-fit, hence this study further examines the difference between the two competition models. This study explores the influence of attitude, subjective norm, and perceived behavior control on behavioral intention; its purpose is to confirm if the traditional TPB and TPB mediation models affect behavioral intention differently. Duncan (1975) suggested that both standardized and non-standardized coefficients were applicable to the comparison of coefficients of different models.

However, Duncan also recommended that a non- standardized coef

ficient was more suitable in statistical terms. Therefore, this study adopts a non- standardized coefficient as a measure of examination. The formula provided by Duncan is as follows:

$$z = \frac{b_1 - b_2}{\sqrt{se_{b_1}^2 + se_{b_2}^2}}$$

If the absolute value of the z value is larger than 1.96, there is a significant difference between the two non-standardized regression coefficients; if not, there is no significant difference. Table 6 shows the influence of attitude, subjective norm, and perceived behavioral control on behavioral intention. The absolute values of the z value are 0.73, 0.86, and 0.97 respectively, indicating that generally there is no significant difference between the influence of the traditional TPB model and that of the TPB mediation model. However, the attitude of the TPB mediation model has a greater influence on behavioral intention,

Table 6. Comparison of Competition Model Coefficients

	Traditional TPB model		TPB mediation model		z value	P value
	Regression weight	S.E	Regression weight	S.E		
AT→BI	0.39	0.19	0.45	0.18	0.34	0.73
SN→BI	0.23	0.15	0.19	0.16	0.18	0.86
PBC→BI	0.92	0.18	0.93	0.19	0.04	0.97

while the subjective norm and the perceived behavior control of the traditional TPB model have a greater influence on behavioral intention.

### Discussion

Table 7 proves that Hypothesis 1 of this study is valid, meaning both traditional TPB and TPB mediation models have sound goodness-of-fit. Hypothesis 2 is valid, so there is no difference in terms of the influence of attitude on behavioral intention. Hypothesis 3 is valid, so there is no difference in terms of the influence of subjective norm on behavioral intention. Hypothesis 4 is valid as well, so there is no difference in terms of the influence of perceived behavior control on behavioral intention.

### *Academic Contribution of This Study*

This study explores the two models separately with a nested structure to not only find out which model is more suitable but also compare the difference between their influences. It is discovered that the traditional TPB model is marginally better than the TPB mediation model, showing that it is the optimum model to explain Taiwanese undergraduates' behavior in participating overseas working holi

days. Nevertheless, there is no significant difference between the goodness-of-fit between the two models. Additionally, according to the suggestions of Schreiber (2008), McDonald & Ho (2002), Boomsma (2000), Jackson et al. (2009), Hoyle & Panter (1995), and Schreiber et al. (2006), a good SEM thesis must reflect in itself the sample size, model recognition, the version of analysis software (Amos 19) and analytical methods (such as ML and ADF), correlation among potential variables, review of goodness-of-fit,  $\chi^2$  value, multiple goodness-of-fit indices (GFI, AGFI, CFI, NNFI, SRMR...), measurement and estimates of structural model parameter (including standardized and non-standardized estimates) and significance reports, SMC and explanatory variables, and competition models. The aforementioned scholars suggest a more complete checklist of statistical analysis reports; this study follows this principle during the analysis and production of this

### *Managerial Implications*

This study compares the two competition models and discovers that the traditional TPB model is marginally better than the TPB mediation model, showing that it is the optimum model to explain Taiwanese under-

graduates' behavior while on overseas working holidays. Additionally, the subjective norm of the traditional TPB model has a significant influence on behavioral intention. Accordingly, this

study provides the following suggestions to schools and teachers as reference for research on the behavioral intention of Taiwanese undergraduates on overseas working holidays.

Table 7. Results of the Hypotheses of this Study

Hypothesis	Contents	Results
H1	H1a: There is no difference between the expected covariance matrix and the sample covariance matrix of the traditional TPB model.	Accept
	H1b: There is no difference between the expected covariance matrix and the sample covariance matrix of the TPB mediation model.	Accept
H2	There is no difference between the influence of attitude of traditional TPB model and that of the TPB mediation model on behavioral intention.	Accept
H3	There is no difference between the influence of subjective norm of traditional TPB model and that of TPB mediation model on behavioral intention.	Accept
H4	There is no difference between the influence of perceived behavior control of traditional TPB model and that of TPB mediation model on behavioral intention.	Accept

(1) Dispatch Overseas Administrative Personnel

The overseas working holiday is an important national policy and serves as a major criterion for university evaluation. Overseas working holidays provide short-term working, travelling, and learning opportunities. However, students may encounter complicated problems while abroad. To enhance the safety of students on overseas working holidays, this study suggests that schools or competent administrative organizations dispatch administrative personnel involved in overseas working holiday affairs abroad to assist students with working, daily life, travelling and learning in the foreign country.

(2) Appoint Dedicated Counselors on Campus

Schools should appoint dedicated counselors for students on overseas working holidays. The counselors need to contact the students regularly through the Internet or by phone to learn about the students' working or learning situations overseas and provide professional counseling service and assistance when students encounter difficulties at work, during daily life, or while studying.

(3) Strengthen Relevant Abilities of Students on Overseas Working Holidays

Schools can provide training programs to students planning to go on an overseas working holiday. Through language courses, cultural introduction and professional certifications, stu-

dents can shorten the adaptation period when staying abroad and become accustomed to living, working, and studying abroad as early as possible.

(4) Enhance Promotion Efforts regarding Overseas Working Holidays and Increase Students' Positive Attitude toward It

Schools can provide more information about overseas working holidays to students through channels such as symposiums, school or department websites, posters, and in-class introduction, so that students intending to go on overseas working holidays can be adequately prepared. Schools can also let students who have gone on overseas working holidays to share their experience. By doing so, schools can help students to further understand the value and content of overseas working holidays thus increasing the students' positive attitude toward it.

(5) Provide Incentives to Students on Overseas Working Holidays

Schools can offer tuition and miscellaneous fees exemption, flight ticket subsidies, scholarships or loans to students participating in training programs, passing language proficiency examinations or obtaining professional certificates. By doing so, schools can reduce the students and their parents' financial burdens and increase their willingness and positive attitude toward supporting overseas working holidays.

*Limitations and Future Research*

This study uses a quantitative questionnaire scale as a research tool

and adopts AMOS 19.0 statistical software to analyze the structural equation model. It then applies the Theory of Planned Behavior proposed by Ajzen to examine the behavioral pattern of people going on overseas working holidays. It does not analyze behavioral intention on a case-by-case basis. It is suggested that future studies conduct in-depth interviews with people going on overseas working holidays, their family, friends and classmates, and teachers or representatives from the travel industry in order to obtain more accurate and complete information to explore the behavior of people going on overseas working holiday in a more comprehensive manner.

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Appendix 1. Covariance Matrix

	AT 1	AT 2	AT 3	AT 4	AT 5	SN 1	SN 2	SN 3	SN 4	SN 5	PB C1	PB C2	PB C3	PB C4	BI1	BI2	BI3	BI4
AT 1	.812	.575	.541	.430	.519	.420	.542	.555	.422	.406	.078	.156	.360	.250	.535	.412	.478	.412
AT 2	.575	.880	.663	.501	.606	.661	.626	.624	.541	.679	.080	.332	.405	.375	.630	.576	.646	.484
AT 3	.541	.663	.969	.572	.713	.579	.639	.641	.510	.602	.159	.321	.327	.422	.664	.614	.631	.494
AT 4	.430	.501	.572	.827	.570	.467	.518	.527	.455	.481	.151	.260	.275	.247	.426	.354	.357	.313
AT 5	.519	.606	.713	.570	1.62 4	.833	.967	1.05 7	.821	.725	.484	.554	.731	.609	.968	.920	.857	.636
SN1	.420	.661	.579	.467	.833	1.43 8	.940	.934	.883	.949	.412	.545	.551	.691	.722	.740	.819	.583
SN2	.542	.626	.639	.518	.967	.940	1.63 0	1.17 6	.999	.928	.430	.424	.713	.496	.934	.989	.908	.792
SN3	.555	.624	.641	.527	1.05 7	.934	1.17 6	1.86 7	1.37 9	.881	.621	.418	.661	.731	.918	.985	.891	.768
SN4	.422	.541	.510	.455	.821	.883	.999	1.37 9	1.52 8	.897	.574	.317	.424	.706	.736	.693	.714	.522
SN5	.406	.679	.602	.481	.725	.949	.928	.881	.897	1.29 8	.432	.427	.476	.540	.654	.724	.725	.552
PB C1	.078	.080	.159	.151	.484	.412	.430	.621	.574	.432	2.48 0	.464	.299	.539	.257	.611	.366	.475
PB C2	.156	.332	.321	.260	.554	.545	.424	.418	.317	.427	.464	1.21 5	.725	.578	.760	.632	.667	.637
PB C3	.360	.405	.327	.275	.731	.551	.713	.661	.424	.476	.299	.725	1.84 3	.838	.992	.772	.836	.678
PB C4	.250	.375	.422	.247	.609	.691	.496	.731	.706	.540	.539	.578	.838	1.84 8	.927	.714	.812	.589
BI1	.535	.630	.664	.426	.968	.722	.934	.918	.736	.654	.257	.760	.992	.927	2.19 5	1.38 4	1.48 0	1.11 7
BI2	.412	.576	.614	.354	.920	.740	.989	.985	.693	.724	.611	.632	.772	.714	1.38 4	1.76 2	1.37 7	1.09 6
BI3	.478	.646	.631	.357	.857	.819	.908	.891	.714	.725	.366	.667	.836	.812	1.48 0	1.37 7	1.67 3	1.15 2
BI4	.412	.484	.494	.313	.636	.583	.792	.768	.522	.552	.475	.637	.678	.589	1.11 7	1.09 6	1.15 2	1.70 6