

Can Tour Leaders' Career Crafting Promote Well-Being? The Roles of Career Resilience and Career Embeddedness

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Abstract

The COVID-19 pandemic has posed considerable challenges to the career management and development of tour leaders in the tourism industry, and therefore, developing effective coping strategies for such leaders has become a critical focus in the postpandemic era. The purpose of this study was to examine the association between career crafting and workplace well-being among tour leaders, the mediating effect of career embeddedness, and the moderating effect of career resilience. A questionnaire survey was conducted among 320 tour leaders in group package tours in Taiwan, and the hypotheses proposed by this study were tested using structural equation modeling. The results reveal that career crafting positively affected career embeddedness, which in turn positively affected workplace well-being. Furthermore, career embeddedness mediated the association between career crafting and workplace well-being, and career resilience moderated the association between career crafting and career embeddedness. The findings contribute to the current body of knowledge regarding career construction by highlighting the key mechanisms of career crafting and career resilience. Gaining a comprehensive understanding of the mediating and moderating roles of career embeddedness and career resilience, respectively, can enable the development of effective managerial strategies to support tour leaders' career development. Engaging in career crafting and improving career resilience can lead to tour leaders becoming more embedded in their careers, which can improve their workplace well-being.

Keywords: crafting; embeddedness; resilience; well-being; tour leader