More Than Just Travellers?: A Focus on New Zealand's Working Holiday Tourist Experiences

Dissertation

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Abstract

This dissertation explored the working holiday scheme in New Zealand, with a focus on the experiences of the working holiday tourist and the challenges they may face. In recent years, the working holiday market has grown significantly and attracted many tourists' attention. With New Zealand being one of the few countries that offer this scheme to many countries, it has proven to be a very popular destination for this market.

Existing literature has recognised this phenomenon yet has often merged these tourists with the backpacker market as one. Academics have identified the gap in literature on the working holiday market on its own, specifically on the lack of differentiation of this phenomenon from the backpacker tourist. A qualitative exploratory research was conducted on the international working holiday tourists coming to New Zealand. This was completed by conducting eight in-depth interviews with three female and five male working holiday tourists from six different countries, which were analysed using thematic analysis. The global themes identified from the findings were then used to answer the research objectives.

The participants gave sufficient information to be able to further understand the experiences of the working holiday tourists and highlight key differences between these tourists and the backpackers. Issues such as visa, accommodation and working conditions were discussed to gain an insight into the problems the working holiday tourists in New Zealand may experience. While these issues were discussed in detail, a call for further research on other potential issues such as exploitation of this market was noted. A recommendation based on these findings was made to open a government agency that will help monitor and control this developing market and help minimise these issues the market currently faces.

Acknowledgements

This journey has been far from easy and I would not have been able to get through it without the support of multiple people in my life.

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I would also like to thank all those who have participated in this research, specifically the interviewees. Their willingness to open up about their personal experiences for this academic research is not something I take for granted. Not only will this be beneficial academically, this process has been beneficial to my personal learning and growth.

This dissertation is dedicated to my loving and supporting parents, who continued to believe in me no matter what.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed: _____   Date: 18th March 2020

1.0 Introduction

1.1 Background

Tourism is most often discussed as a form of leisure and recreation yet is argued to not be defined as these but to include these within a framework where time and location play key variables (Robinson, 2012). While leisure and recreation do indeed get discussed within the overall concept of tourism, tourism as an industry is made up of many other components that go further than just leisure. Although when thinking of tourism, the first thoughts that often come to mind are vacations, relaxation and enjoyment, it is important to remember that business, education, medical and self-discovery are other common reasons that make up the tourism industry (Goeldner & Ritche, 2009). In order to truly understand the phenomenon of tourism, it is vital to take into consideration all of the different variations of tourism and tourists.

The tourism industry is known as one of the biggest and fastest growing industries in the world. Being such a diverse industry, tourism has many different markets within itself that target different groups of people with different demographics, characteristics and interests. One market that has continued to rapidly grow is the youth market, with the numbers of youth tourists increasing each year (Farahani & Sukmajati, 2011; Attaalla & Qaddahat, 2016). The international youth market is estimated to be made up of 190 million tourists a year, with the prediction that number will reach 300 million in 2020 and will account for US$320 billion in market value (Demeter, Brătucu & Palade, 2015; Eusébio & Carneiro, 2015; Gheţe, 2015). The youth market is divided into different segments within itself, being made up of educational youth tourism, volunteering, backpacking and working holiday tourism, all of which will be further discussed in the literature review.

1.2 Problem

The different markets available to tourists in the tourism industry allow for different types of experiences and platforms for tourists to experience their true self in. Working holidays is one

growing market in the global youth tourism industry that is gaining more popularity and attention from both tourists and academics. This market is often merged with backpacking, as the characteristics, behaviours and identities of the tourists are similar. The backpacker is often characterised by a lack of specific travel goals, travelling for experiences that offer personal growth, long-term budget travellers, low levels of advance planning, openness to change and pursuing authenticity, looking both for authenticity of the destination as well as to find their authentic self (Noy, 2004; O'Reilly, 2005; Currie, Campbell & Seaton, 2011; Uriely, Yonay & Simchai, 2002). Working holiday tourists also fit these characteristics, however Uriely and Reichel (2000) have pointed out a few characteristics that differentiate them from the backpacker market. Those engaging in working holiday experiences view work as an integral part of their tourist experience (Uriely & Reichel, 2000). Since work plays such a vital part of the tourist experience for working holiday tourists, their overall experience is different than other markets, therefore their overall experience and identity are influenced by an entirely different set of encounters compared to backpackers. One key difference is that working holiday tourists are more immersed with the local community than backpackers, as they work and live as a local which will impact their experience, perspectives and behaviour differently than experiences that do not involve such an intense relationship with the host community.

While there some research has been done on working holiday tourism, most of it has focused on the relationship between the tourist and the host (Uriely & Reichel, 2000; Pizam, Uriely & Reichel, 2000), learning on a working holiday (Tsaur & Huang, 2016) and the effects this phenomenon has on labour markets (Webster & Harding, 2002). There is not much, if any, research on the working holiday experiences and how it can impact the traveller as can be found on other markets, such as backpacking. While the majority of identity and behaviour theories apply to and crossover different markets within the tourism industry, the working-holiday tourists are unique in that they are more involved and immersed within the host community. Jarvis and Peel (2013), Uriely (2001), Uriely and Reichel (2000), Brennan (2014) and Opara (2018) have all called out the gaps in research when it comes to gaining a better understanding of the phenomenon of the working holiday tourist experience, especially when it comes to differentiating the working holiday tourists from the backpacker. Opara (2018) has also specifically identified the lack of research done on the working holiday scheme in New Zealand, claiming that while important frameworks have been looked at by academics

such as Tsai and Collings (2017), Prochazkora (2012) and Searle, McLeod and Stichbury (2015), more research needs to be done in order to gain a more in depth understanding of one of New Zealand's biggest tourism markets.

1.3 Research purpose

The aim of this research is to explore the experiences of the international working holiday tourists coming to New Zealand and provide clarity of the differences between the backpacking and working holiday markets. In order to achieve this, a sample of the working holiday tourist population of New Zealand has been interviewed. The questions asked in this research revolved around accommodation, work and experience issues, as well as change of perspective and character development of the tourist.

There are three objectives to this exploratory qualitative research. The first objective focuses on establishing the key differences between the working holiday tourist and the backpacker. The second objective is to gain a better understanding of the issues working holiday tourists may face during their experience in New Zealand. The third and final objective of this research is to determine what future research should be undertaken in order to further the understanding of this phenomenon.

The value of this research is the insights it will provide to this fast-growing market and its tourists. As it stands, the current research into the working holiday market is young and underdeveloped. Having this better understanding of the tourist and their needs will help communities improve their ability to deliver an experience that better caters to the requirements of the working holiday tourist. This will then lead to a better development of this rapidly growing and economically beneficial global market.

1.4 Personal statement

As a young tourist myself, I was drawn to the topic of youth tourism and the insights of it. Initially, I was leaning towards further researching the backpacker market, as I found myself relating to the characteristics and experiences of the backpacker tourist. As I gained a better understanding of this large and diverse market, I came across the working holiday segment and the lack of research that was noted by other academics. Being a young tourist at the beginning of her travel career, I was attracted to the idea of the working holiday scheme and the experiences it can provide. The lack of research highlighted in many articles I read influenced me to change the topic of my research and attempt to help fill the academic gap on this significant market.

1.5 Summary

As the tourism industry continues to play a hugely significant role on the global market, it is imperative to understand the rapidly growing sub-markets within the international industry. While all sub-markets are important, the youth market is particularly significant due to the need to capture these young tourists as they are at the beginning of their travel career ladder. As they continue to climb their travel career ladder, their experiences whilst in the youth market will influence their future travel decisions, and thereby influence the future of the tourism industry as whole.

As the working holiday tourism scheme continues to gain popularity, the working holiday experience is often the one these young tourists use to find themselves and the travel path they wish to follow. This highlights the significance of understanding this fast-growing market and the influence it has on these young travellers. The merging of the working holiday segment with backpacking prevents tourism providers and communities from being able to understand this significant market better and stops them from catering to the tourist properly.

Tourism scholars have previously identified the gap in academic literature on this topic and have called for further research to be conducted. This exploratory qualitative research attempts to help fill this identified gap. Data were collected using in-depth interviews with international working holiday tourists in New Zealand. The findings will be used to gain a better understanding of this market, as well as differentiate the working holiday tourists from the backpackers. Lastly, this research aims to add new information to this gap in literature whilst also identifying what future research needs to be done to further develop this critical market.

1.6 Dissertation Structure

The key concepts of this topic discussed in existing literature will be covered in Chapter 2 of this dissertation. Following from that, the design, collection and analysis methods will be explained in Chapter 3, with a focus on the process of thematic analysis as the main method used to transform the data collection into organised themes. The identified themes from this research will then be discussed in depth in Chapter 4 and compared with existing literature in Chapter 5. Finally, the main ideas drawn from this research will be presented and discussed in Chapter 6.

2.0 Literature review

This chapter will discuss the existing literature on youth tourism and four of its key segments – volunteer tourism, educational tourism, backpackers and the working holiday tourism. Firstly, the chapter will look at the youth market as a whole and discuss why it is such a vital part of the global tourism market. After the overall market is discussed, the four most popular submarkets will be discussed in detail.

2.1 Youth tourism

Not only is the youth market continuously growing, it is also known to have more time to travel, more resilient to factors such as natural disasters and terrorism impacting their travel, explores new destinations more than other markets and are likely to return to a destination due to being in the beginning of their travel career (UNWTO, 2011; Eusébio & Carneiro, 2014). The youth market itself is made up of different segments and types of travel, each attracting a different typology of a youth traveller. Some of the most popular segments of the youth market include educational, volunteering, backpacking and working holiday tourism. As with every other market within the global tourism market, each segment of travel has its own unique characteristics, whilst also sharing some of the generic youth market characteristics.

In order to truly understand the youth tourist experience, academics have been discussing different theories around motivation, satisfaction, meaning and different typologies for many years (Cohen, 1972; Cohen, 1979; Uriely, Yonay & Simchai, 2002; Maoz, 2007; Noy, 2004; Uriely, 2009; Larsen, Øgaard & Brun, 2011). The motivations for youth travellers most often discussed by academics include exploring new things and experiences, escaping from daily life, making new and enhancing existing relationships, knowledge, cultural immersion, personal development and sense of discovery (Oliveira-Brochado & Gameiro, 2013; Mohsin, Lengler & Chaiya, 2017; Nguyen Thi Khanh, 2015). As part of aiming to understand it better, the diverse and plural realm of tourism has been addressed by introducing different typologies of tourists (Uriely, 2009). While these typologies may not be as accurate nowadays as they are dated, academics have been reworking them to be able to match today's tourists.

The core of the typologies introduced by Cohen (1972) are still relevant to today's traveller. The four typologies introduced by Cohen (1972) are the organised mass tourist, who is the least adventurous and enjoys staying within their own 'safe and familiar environmental bubble', often buys package tours that have fixed itineraries and have minimal flexibility; the individual mass tourist, similar to the previous typology with the difference being that the itinerary is not entirely planned and offers some flexibility and choice for the tourist, who is slightly more adventurous yet still enjoys the safe, familiar bubble; the explorer, an independent traveller that arranges their own trip, enjoys going off the beaten track but still looks for comfortable accommodations and transport, keen to leave the 'safe, familiar bubble' but is still wary and steps back into it when things get too much; and the drifter, the tourist that stays furthest away from the beaten track and fully immerses themselves with the local culture and community, very rarely goes back to the 'safe, familiar bubble' and has an open itinerary and timetable, allowing for full freedom of travel. Nowadays, the youth market is often associated with the explorer and drifter typologies, especially the backpacker and working holiday tourist. Many academics have discussed how the backpacker has evolved from the drifter who was introduced in the 1970's to the tourist known today.

Youth tourism started gaining more popularity amongst key stakeholders within the global tourism industry as they have positive social and economic impacts due to their ability to bring new attention and popularity to previously undiscovered destinations as trendsetters (UNWTO, 2016). WYSE Travel Confederation (2019) reported that currently 23% of international arrivals are youth travellers who spend about US$308 billion in tourism receipts. With youth tourists choosing a longer length of stay at a destination, they spend more than the typical tourist. The average trip spend for the youth travellers is not only higher but is also spent differently. It has been found that youth tourists prefer living like a local, spending their time and money at local cafes and restaurants, visiting historical sites and museums, shopping and undertaking activities the local community usually does (WYSE Travel Confederation, 2018).

Youth tourism has many different definitions, mostly around what ages fall under the youth tourism umbrella, as different countries have different definitions for what youth is. For example, Romania defined youth as those between 14 and 35 years old, whereas Malaysia

defines youth as anyone aged 15 and 40 (Preko, Doe & Ato Dadzie, 2017). New Zealand tourism defines its own youth market as 18 to 24 years old (Tourism New Zealand, 2018), which is again different from other countries. While individual countries may have their own definitions of what youth falls under, the most accepted international definitions range between 15 to 29 years old (Çakar & Seyitoglu, 2016) and 16 to 35 years old (World Tourism Organization, 2008). The definition most commonly used is WTO's definition, stating that youth tourism is undertaken by "people aged 16-29 which are motivated partly or fully, by a desire to experience other cultures, build life experiences and/or benefit from formal and informal learning opportunities outside one's usual environment" (Preko, Doe & Ato Dadzie, 2017, p. 6).

Definitions of youth tourism go further than just focusing on the ages of the travellers. While the age group plays a significant part in the criteria of youth tourism, further definitions of the youth market also relate to the niche market the youth travellers may be part of and include the style of travel, level of independence of young travellers, having a preference for budget accommodation, developing confidence and skills, purpose of travel, having flexible yet longer travel schedules and enjoying meeting other tourists (World Tourism Organization, 2008; Demeter & Bratucu, 2014; Attaalla & Qaddahat, 2016). These characteristics often highlight the difference between youth tourists and other markets.

Youth travellers are looked at as one of the most important markets within the tourism industry, as they are in what is known as their first phase of their travel career that is likely to affect their future behaviour, motivations and satisfaction (Çakar & Seyitoglu, 2016). The youth market is key to the global tourism industry for many reasons. UNWTO (2011) and Cavagnaro, Staffieri and Postma (2018) highlighted three key reasons as to why the youth market is so significant: the large number of young tourists travelling currently; their choices and actions may lead to new attitudes towards tourism by other markets around the world; and the anticipations that they will continue to travel in the future. Not only that, youth travellers are often looked at as 'pioneers' who can drive new tourism products and destinations (World Tourism Organization, 2008) as well as the fact that they are more resilient than other markets in the industry to outside factors such as political unrest and natural disasters (Cavagnaro, Staffieri & Postma, 2018). Furthermore, Attaalla and Qaddahat

(2016) pointed out that youth tourism has been said to present several paradoxes, including youth tourists experiencing their first travel experience yet they have high expectations and standards; they are traditional in their destination choices but are creative in tourism activities choices; they look for flexibility in the services they use that is synonymous with freedom, however not at a cost of high uncertainty; and finally, they are open minded and adventurous but are also very safety conscious. Even though this market has significant potential to boost travel for destinations due to their trendsetter title, this market is often overlooked and not given the attention it should receive, except for the backpacker segment which does not fully represent the market (Çakar & Seyitoglu, 2016). While there are many different segments within the youth tourism market, the most popular types of youth travel are educational, volunteering, backpacking and working holiday (UNWTO, 2011; Demeter & Bratucu, 2014). These four submarkets will be further discussed in the following sections of the literature review.

2.1.1   Educational youth tourism

Academics have struggled to reach a consensus regarding what educational tourism is actually defined as (McGladdery & Lubbe, 2017), but most definitions involve travel away from home with the ability to learn in a unique situation being either the primary or secondary purpose (Demeter & Bratucu, 2014; McGladdery & Lubbe, 2017). The aim of educational tourism is to enrich the educational experience by providing youth with scholarships and opportunities to study abroad, packages that include camps and excursions, language classes and training in certain fields such as medical, legal or management and categories of interest such as fashion, arts, music and design (Olimpia, 2011; Demeter & Bratucu, 2014). Educational tourism is known to be an effective way of developing knowledge, skills and knowledge (Ayalon & Schnell, 2014; McGladdery & Lubbe, 2017) and has been recognised as a development tool that can add significant value to the learning experience of the student. McGladdery and Lubbe (2017) discuss how academics have argued that educational tourism overlaps with other segments within the youth market, such as volunteer tourism, as the goal of learning and developing new skills and attitudes fits both segments.

2.1.2 Volunteer tourism

While volunteer tourism is not a new trend, it saw a significant increase in its popularity in recent years (Albu, Bǎltescu & Chiţu, 2017; Hernandez-Maskivker, Aquino & Lapointe, 2018). Volunteer tourism, which is also known as "voluntourism", focuses on tourists who pay to travel to a destination where they choose to use their free time in a meaningful way that helps the local community in an educational, social, environmental or economic way (Müller & Scheffer, 2019). While the motives for youth to partake in volunteer tourism include the same motivations that apply to the generic youth market such as seeing new people and places and developing skills and knowledge, volunteer tourism also has its unique motivations which include doing something good, a chance to change one's life and thinking and a desire for existential authenticity (Albu, Bǎltescu & Chiţu, 2017). This segment in the market is significant, as it has been shown that the number of global volunteer tourists passed 1.6 million tourists per year and is valued at more than $2 billion annually (Olimpia, 2011; Hernandez-Maskivker, Aquino & Lapointe, 2018). It is important to note that those partaking in volunteer tourism do not receive work permits at the destination they visit, as it is not a working holiday and is a voluntary activity (Olimpia, 2011). Although this market is growing and receiving more attention, some of the attention given to it has resulted in criticism of this type of travel. One criticism that is discussed often is that volunteer programs do not require their volunteers to have the correct set of skills that is needed in order to complete the job properly, meaning the local community is given a volunteer that wishes to help and contribute, but in reality, is incapable of doing so (Hernandez-Maskivker, Aquino & Lapointe, 2018). Furthermore, media reports have found that some volunteer destinations pocket the profits made from these programs while sending the volunteers on "unsatisfying purpose-built placements" (Wearing, Young & Everingham, 2017, p. 513). Criticism such as this leads to a more complicated view on this segment of the market, as it raises the question of whether volunteer tourism benefits the host community. That being said, volunteer tourism continues to grow in popularity amongst young travellers who may not be aware of the criticism the market receives in the media and from academics.

2.1.3 Backpacking

Backpackers represent one of the biggest markets within youth tourism and global tourism. It is one of the segments of youth tourism that received the most attention from academics to date, with literature covering topics from identity, motivations, types of travel, risk perception, interaction with locals and satisfaction (Desforges, 2000; Uriely, Yonay & Simchai, 2002; Noy, 2004; O'Reilly, 2005; Cohen, 2010; Currie, Campbell & Seaton, 2011; Fuchs, 2013; Fischer et al., 2015). Backpackers are viewed as travellers who use the travel experience as an opportunity for a search for identity, a learning opportunity, a way of experiencing the local lifestyle, looking to get involved with the local community as much as possible and want to be distinguished from mass tourism (Larsen, Øgaard & Brun, 2011). While backpackers are most often associated with the youth market, they can be found in all age groups. As noted by Oliveira-Brochado and Gameiro (2013) backpackers are not restricted to the 18-33 years old group, although that is the most common age range for backpackers. The youth backpacker is most often associated with excitement, thrill, social motivations, preference for budget accommodation, partaking in activities, interacting with other travelers, independence, freedom, adventure, self-development and being at the "cross road" time of their lives (Oliveira-Brochado & Gameiro, 2013; Zhang, Tucker, Morrison & Wu, 2017). Furthermore, youth backpackers have been said to have "become synonymous with a travel style that emphasizes freedom and mobility" (Brennan, 2014, p. 96).

Backpackers look to travel as far away as possible from mass tourism labels and aim to get as far off the beaten track as possible in order to find authentic experiences, both of the destination and existential authenticity, and use these experiences as part of their personal growth (Uriely, Yonay & Simchai, 2002; Brennan, 2014; Zhang, Tucker, Morrison & Wu, 2017). Backpacking has been known to be the form of travel people use to find and experience their genuine self and their true identity. The search for genuine self and true identity is a motivation that has been associated with tourism for a while, with backpacking usually being in the centre of it. Originally linked to Cohen's (1972) drifter typology, the backpacker nowadays has evolved, and the original definition associated with this market no longer properly describes it (O'Reilly, 2005; Maoz, 2007; Cohen, 2011). Today's backpacker has been associated with lack of specific travel goals, minimal use of traditional services offered within

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the tourism industry, long-term budget travelers, low levels of advance planning, open-minded in regard to change, looking for an escape, seeking experiences of adventure, authenticity and offers personal growth (Uriely, Yonay & Simchai, 2002; Noy, 2004; O'Reilly, 2005; Maoz, 2007; Russell, Tamara & Sheilagh, 2011). While these characteristics may be found in most backpackers, it is important to remember that there are other aspects of the individual's life that will impact their experiences, motivations and expectations based on personal characteristics.

2.1.4 Working holiday tourism

Working holiday tourism is a segment within the youth market that has increased in popularity in recent years, almost as an extension of the backpacking segment. Academics (e.g., Uriely & Reichel, 2000; Uriely, 2001; Jarvis & Peel, 2013; Brennan, 2014) have noted that working holiday tourists have often been classified under the backpacking title, as there are many characteristics, behaviours and motivations that are very similar between the two groups. While working holiday tourists also have the same characteristics and motivations backpackers do, this group of tourists also has its own unique characteristics that help differentiate it from the backpacking segment. Tourists who wish to engage in the working holiday experiences view work as an integral part of their tourist experience at the destination, which means that the activities they participate in are often quite different from activities tourists are not involved with work at the destination will partake in and often experience a more intense involvement with the local community (Uriely & Reichel, 2000; Brennan, 2014). This form of travel that is growing in popularity allows the tourist to stay at the destination for longer periods of time, as they can earn money that will continue to fund their trip while they are travelling. Not only does this segment allow the tourist to work at the destination, it provides the tourist with opportunities to get more involved and familiar with the host community and the culture, learn the native language if it applies as well as travel and experience any perks the work place may offer as part of the arrangement.

The combination of working and travelling is not new. Pape (1965) has developed the term "touristry", which refers to young people who engage in "...a form of journeying that depends upon occupation, but only in a secondary sense in that it serves the more primary goal, the

travel itself" (Pizam, Uriely & Reichel, 2000, p. 396). The term has evolved since, covering different types of travelling professionals from business travelers, long-term budget working tourists and the working holiday tourist that is popular nowadays (Uriely & Reichel, 2000). The professional business traveler was initially addressed by Cohen (1974) as partial tourists who combine business with pleasure, having the purpose of their trip around their work but devote some of their free time for tourism (Uriely & Reichel, 2000; Pizam, Uriely & Reichel, 2000). The long-term budget working tourist is the type that will engage with jobs in order to fund their long-term travels, shifting the focus from work to travel. Today's working holiday tourist has evolved from that to tourists that travel to a destination with the intention to work while travelling there as a means of experiencing the culture and community in a different way. These working holiday tourists not only benefit themselves and their needs and desires of experiencing and learning the local culture, but also benefit the host country and make economic and social contributions to various industries, such as the local tourism, hospitality, education and labour industries of the host country (Lee & Lee, 2013).

Considering the significance of the working holiday market as it has its own unique characteristics as well as benefits it provides to the local community, it is important for academics to differentiate between the working holiday tourists and the backpackers and not merge the two together. Chen and Huang (2017) mention that most researchers view working holiday tourism as a subcategory of backpacking, as working holiday tourists resemble backpackers in terms of their socio-demographics motivations and travel choices. Motivations such as experiencing a different culture, self-fulfillment, social interactions and escapism are noted by both working holiday tourists and backpackers. A key way to differentiate between working holiday tourists and backpackers is by looking at their average length of stay and spending amounts at the destination, as Brennan (2014) reports that on average in Australia, backpackers stay 73 nights and spend over $5,400, while working holiday tourists stay an average of eight months and spend over $13,000 each. While there has been some research done on working holiday tourism, most of it has focused on the relationship between the tourist and the host (Uriely & Reichel, 2000; Pizam, Uriely & Reichel, 2000), learning on a working holiday (Tsaur & Huang, 2016) and the effects this phenomenon has on labour markets (Webster & Harding, 2002). There is not much, if any, research on the effect working holiday experiences have on the identity of the working holiday tourist as can be

found on other markets such as backpacking. While the majority of identity theories apply to and crossover different markets within the tourism industry, the working-holiday tourists are unique in that they are more involved and immersed within the host community. Jarvis and Peel (2013), Uriely (2001), Uriely and Reichel (2000), Brennan (2014) and Opara (2018) have all identified the gap in research when it comes to gaining a better understanding of the phenomenon of the working holiday tourist experience in order to fill this gap since this is a growing phenomenon, as well as a need to separate the working holiday tourist from the backpackers' umbrella.

2.2 Working holiday scheme within New Zealand

In order for international tourists to be approved a working holiday visa here in New Zealand, they must meet the following eligibility criteria. Tourists wishing to undertake the working holiday scheme in New Zealand should be aged 18-30, with some countries having the age range of 18-35, must have a return ticket or enough money to purchase one, and should be coming to New Zealand mainly to travel with work being the secondary intention (New Zealand Immigration, 2017). The working holiday visa allows the tourist to travel and work around New Zealand for up to a year, with tourists coming from the UK or Canada having a working holiday visa for up to 23 months. There are 45 countries that are eligible to participate in the working holiday scheme in New Zealand, with the length of stay, quota per year, age range and minimum funds required differentiating between countries. See Table 1 for a detailed breakdown.

Country	Age range	Length of Stay	Quota	Minimum funds required
Argentina	18-35 years	12 months	1,000 per year	NZ $4,200
Austria	18-30 years	6 months	100 per year	NZ $2,250
Belgium	18-30 years	12 months	unlimited	NZ $4,200
Brazil	18-30 years	12 months	300 per year	NZ $4,200
Canada	18-35 years	12-23 months	n/a	NZ $4,200
Chile	18-35 years	12 months	940 per year	NZ $4,200

China	18-30 years	12 months	1,000 per year	NZ $4,200
Croatia	18-30 years	12 months	100 per year	NZ $4,200
Czech	18-35 years	12 months	1,200 per year	NZ $4,200
Denmark	18-30 years	12 months	unlimited	NZ $4,200
Estonia	18-30 years	12 months	100 per year	NZ $4,200
Finland	18-35 years	12 months	unlimited	NZ $4,200
France	18-30 years	12 months	unlimited	NZ $4,200
Germany	18-30 years	12 months	unlimited	NZ $4,200
Hungary	18-35 years	12 months	100 per year	NZ $4,200
Hong Kong	18-30 years	12 months	400 per year	NZ $4,200
Ireland	18-30 years	12 months	unlimited	NZ $4,200
Israel	18-30 years	12 months	200 per year	NZ $4,200
Italy	18-30 years	12 months	unlimited	NZ $4,200
Japan	18-30 years	12 months	unlimited	NZ $4,200
Korea	18-30 years	12 months	3,000 per year	NZ $4,200
Latvia	18-30 years	12 months	100 per year	NZ $4,200
Lithuania	18-30 years	12 months	100 per year	NZ $4,200
Luxembourg	18-30 years	12 months	50 per year	NZ $4,200
Malaysia	18-30 years	6 months	1,150 per year	NZ $2,250
Malta	18-30 years	12 months	50 per year	NZ $4,200
Mexico	18-30 years	12 months	200 per year	NZ $4,200
Netherlands	18-30 years	12 months	unlimited	NZ $4,200
Norway	18-30 years	12 months	unlimited	NZ $4,200
Peru	18-30 years	12 months	100 per year	n/a
Philippines	18-30 years	12 months	100 per year	NZ $4,200
Poland	18-30 years	12 months	100 per year	NZ $4,200
Portugal	18-30 years	12 months	50 per year	NZ $4,200
Singapore	18-30 years	6 months	200 per year	NZ $2,250
Slovakia	18-35 years	12 months	100 per year	NZ $4,200
Slovenia	18-30 years	12 months	100 per year	NZ $4,200
Spain	18-30 years	12 months	200 per year	NZ $4,200

Sweden	18-30 years	12 months	unlimited	NZ $4,200
Taiwan	18-30 years	12 months	600 per year	NZ $4,200
Thailand	18-30 years	12 months	100 per year	NZ $7,000
Turkey	18-30 years	12 months	100 per year	NZ $7,000
United Kingdom	18-30 years	12-23 months	unlimited	NZ $350
USA	18-30 years	12 months	unlimited	NZ $4,200
Uruguay	18-35 years	12 months	200 per year	NZ $4,200
Vietnam	18-30 years	12 months	100 per year	NZ $4,200

Table 1: Table of information about the working holiday scheme to New Zealand by country

The information provided in Table 1 has been sourced directly from New Zealand Immigration (2017). While the majority of the countries have similar specifications, it is evident in the information provided in Table 1 that the Western European countries and United States are provided with easier accessibility to the Working Holiday Scheme in New Zealand. This is proved by the fact that they receive unlimited spots in the scheme, compared with the other countries that have a limited quota. It is also notable that Canada does not have an available quota, as there is no information about the limit of people allowed into the working holiday scheme from Canada on New Zealand Immigration. The table above also highlights that the United Kingdom has the easiest conditions to apply to a Working Holiday visa in New Zealand, with individuals being able to stay up to 23 months, unlimited quota of applicants per year and only having to prove to have NZ$350 compared to the totals of NZ$2,250 or above for other countries.

2.3 Issues related to working holiday

Issues that have come up in the literature and news articles often revolve around exploitation of workers (Robertson, 2014; Stringer, 2016; Opara, 2018; Gillespie, 2019 and Bay of Plenty Times, 2020) and unsafe and unfair environments, especially for female working holiday tourists (Opara, 2018; NZ Herald, 2019 and Scanlan, 2020). The issue of unfair and unsafe environments has featured in news articles from Australia, with cases of female backpackers and working holiday tourists being put in uncomfortable positions by male hosts. Scanlan

(2020) has reported that a British backpacker who worked on a farm in Australia claimed she was raped in the unbearable living conditions provided to the workers that stayed on the farm. The backpacker reported that the hostel they stayed at was made out of shipping containers which did not have appropriate airflow and had many people cramped into them. She explained the situation that led to the rape as being one that started as a friendship where the male took advantage of her in their living conditions. NZ Herald (2019) also reported on a different British backpacker that worked in Australia, revealing the couple she was staying with made her feel uncomfortable due to inappropriate sexual behaviour and advances. The tourist here explained that the couple often walked around the house naked and would pull her onto their laps or grab her inappropriately. These are just two recent examples of the unsafe conditions' female travellers, especially backpackers and working holiday tourists who stay on their working sites, often face. While these two specific examples are from Australia, this is something that should be taken into consideration regardless of the country and it may also be happening in New Zealand. This, along with the unfair living conditions and exploitation working holiday tourists and backpackers may deal with, are two big issues that come up when looking at these two submarkets of the youth tourism.

Exploitation is the other major issue working holiday tourists often face while abroad. Many different cases came up regarding employers exploiting international working holiday tourists and backpackers. Gillespie (2019) noted that workers on an Australian farm were paid AU$1 per kilogram of cherries picked rather than hourly rates and getting charged transport fees for providing them with jobs without informing them of any chargers. NZ Herald (2019) reported a Marlborough wine business that failed to pay the minimum wage and holiday pay for their international workers, failed to provide them with employment agreements and charged workers a premium for working on the vineyard. Furthermore, Bay of Plenty Times (2020) reported a Hawke's Bay horticulture employer that has been penalised for exploiting four working holiday tourists from Singapore who were never paid for their work on the kiwifruit orchard. These are merely three examples of exploitation of working holiday tourists of which there are many cases. Stringer (2016) wrote a report about worker exploitation in New Zealand and highlighted that the most common types of exploitation temporary international workers experience in New Zealand are excessive hours without breaks, non-payment or underpayment of wages, non-payment of holiday pay, no formal employment

contracts and degrading treatment by employers. The fact that these examples listed above have spanned across numerous years until very recently highlight that this is still a very relevant problem that needs to be addressed.

2.4 Summary

The youth market plays a significant part in the global tourism market, with the four key submarkets being educational, volunteer tourism, backpacking and working holiday. This consistently growing market is important to understand as not only does it contain a large number of tourists; it is also thought to be an influential market that will impact the future of global tourism. A common mistake that is often made by academics and the global tourism industry is that all the focus goes on the backpacking segment, which does not fully represent the whole youth market. While it is a major submarket within youth tourism, it is also important to look at educational, volunteer tourism and working holiday tourism. The working holiday segment has proven to grow significantly across the world, which allows tourists to not only travel to a country but also to legally work in it and fully immerse with the local community. Academics have criticised that this market does not get looked into enough and needs to be further researched in order to provide a better understanding of its needs and development.

3.0 Methods

The literature review chapter discussed the existing literature on youth tourism and the working holiday segment as well as the current gaps in academic literature on this topic. This research aims to look at international working holiday tourists in New Zealand and their perspectives on issues relating to accommodation, work and visas as well as the personal issues of character development and identity. A qualitative approach has been used in this study to gain a better understanding and aims to help fill the gap in literature on the working holiday tourist experience. The following sub-sections will outline the methods used in this research to complete it. This consists of establishing the aim and objectives of this research, the design of data collection, sampling design, research process, analysis methods and a personal reflection on the research.

3.1 Research aim and objectives

The aim of this research is to explore the experiences of the working holiday tourist and differentiate it from the backpacking segment it has often been merged with. Existing literature discusses that while academics have acknowledged the differences between the two segments, the research that has been done on this is limited, especially when it comes to differentiating between the two types of tourists. This research uses an exploratory and qualitative approach to gain an insight into the experiences of the international working holiday tourist in New Zealand, which will primarily focus on the differences of this market from the backpacker and highlight its importance in the global market.

Exploratory research is generally explained as an initial research that addresses a question or area that has not been researched or been under-researched previously. It aims to develop an initial understanding of the phenomenon being researched and used to develop hypotheses, define concepts, and develop a platform for further development (Mason, Augustyn & Seakhoa-King, 2010). The specific research discussed here will use the exploratory approach, as it is looking at the experiences of the working holiday tourist in New Zealand and is an under-researched area in tourism literature. With the working holiday segment

gaining more popularity with young tourists, it is important to gain a better understanding of the market to help develop it further. Therefore, this exploratory and qualitative study was conducted to achieve the following objectives:

1. To establish the key differences between the working holiday tourist and the backpacker.
2. To gain a better understanding of the issues working holiday tourists may face during their experience in New Zealand.
3. To determine what future research should be undertaken to further the understanding of this phenomenon.

3.2 Data collection design

The interpretivist paradigm is used in this research project as its main research philosophy. Interpretivism is often used within qualitative studies as it is believed that in order to truly understand social phenomena, it is necessary to gain an insight into participants' perspectives. It is recognised that individuals will have different perspectives and experiences due to varied backgrounds, assumptions and previous experiences (Wayhuni, 2012). Due to these human experiences and perspectives being subjective, social reality may differ amongst different participants in the research. Furthermore, interpretivist researchers believe that the best way of understanding social reality is from the perspectives of the people themselves and uncovering inside perspectives or real meanings of social phenomena provides good social knowledge (Wayhuni, 2012). These various experiences and perspectives are then used to gain a wide understanding of the phenomenon being researched.

The research approach used in this research is the qualitative approach, which has been explained as "an umbrella term covering an array of paradigmatic assumptions and interpretive techniques as well as a range of characteristics" (Smith & Weed, 2007, p. 250) that primarily pays special attention to the quality of people's experiences and looks to explore the subjectivities, meaning and complexity found in people's lives and society. Being research that primarily focuses on tourists' experiences, perspectives and feelings, the

qualitative approach is the most fitting to use in this case. The qualitative data used in this research were collected by using semi-structured interviews using open ended questions. Semi-structured interviews are conversation-like, reflexive, use a narrative writing style for reporting the research and the findings have depth and thick descriptions (Jennings,2005). These interviews followed an interview guide which consisted of set questions about the working holiday experience and the effect that this had on the tourists here in New Zealand (see Appendix 1). While there were questions prepared before the interview to guide the interviewing process, a semi-structured interview allows for in-depth follow up questions that are based off the responses received from the participants. This allows for more freedom and flexibility in the interview and allows both the interviewer and interviewee to discuss a wide variety of related topics rather than just a strict script of questions.

3.3 Research design and instrument

The design of this research focuses around key aspects of exploratory and qualitative research, as those are the two main approaches used in this specific research. Those include question design, data collection, sampling design and analysis methods. Exploratory research is done on a topic that has been under-researched or not researched at all, therefore the author is exploring this new or under-studied topic in the research (Stebbins, 2001). The literature review done in this context is to highlight the lack of research that has been done on this topic, as well as emphasise any academic writers' identifying gaps in literature. The design of an exploratory research begins with the research aims and objectives, as those often highlight the gaps that need to be explored. Qualitative research focuses on exploring the experiences, thoughts and emotions of the interviewees in order to gain a better understanding on the subject. Roller and Lavrakas (2015) highlight that the "values underlying qualitative research include the importance of people's subjective experiences and meaning-making processes and acquiring a depth of understanding" (p. 9). This emphasises the importance of using qualitative research when looking at a topic such as the experiences of the working holiday tourist in New Zealand.

When looking at the question design, the first part of the interviews focused on the working holiday tourist experience in New Zealand. This looked at what the tourist has done and issues they may have faced such as accommodation and finding a job. Secondly, the interviews led the interviewees to reflect on their personal growth and determine whether they noticed a significant change in perspective and thinking. These questions made the tourists reflect on their experiences thus far and compare their current behaviour and thinking with that of their pre-travelled self. The final part of the interview questioned the tourist on whether they believed this experience was different than regular travel and their personal opinions on how they differ. The discussions that followed from these questions, along with the personal reflection questions, aligned with the existing literature on the working holiday tourist being different from the backpacker, as the interviewees reflected on how this experience is not like regular travel.

Overall, the question design used in this research began with general questions about the tourist experience, before going into deeper probing questions on personal reflection of the experience overall in order to achieve the research aim and objectives (see Appendix A for interview guide). While these questions were indeed used as a guide, each interviewee was unique in their own sense as their experiences and answers varied, leading to different follow-up questions for each interview. These interview questions were reviewed by the researcher's academic supervisor, as well as tested on friends who have travelled previously to test the response. Practising these questions made the researcher more confident in asking these questions and made the process more natural.

3.4 Sampling design

This research focused on international tourists coming to New Zealand for a working holiday experience. New Zealand has working holiday scheme arrangements with 45 countries, such as Argentina, Brazil, Germany, Japan, United Kingdom and United States of America to name a few. The sampling methods used for this research were open call advertisements and subsequently through chain referral sampling. Chain referral sampling is known as the process of asking seemingly easily accessible acquaintances to recruit other possibly interested

candidates the researcher may not have had access to earlier (Marcus, Weigelt, Hergret, Gurt & Gelleri, 2017). With qualitative research concerning "developing a depth of understanding rather than a breadth" (Boddy, 2016, p. 430), the sample size for qualitative research does not need to be a large one, as the idea is to utilise a small sample to get to the core of the theory being investigated. This research aimed to recruit six to eight candidates to undertake in-depth interviews to gain a better understanding of the experiences of the working holiday tourist.

3.5 Research process

Before approaching candidates for this research, an ethics approval was granted by the Ethics Committee at Auckland University of Technology (18/49). Following this approval, candidates were then found through an open call advertisement as well as through chain referral sampling. Advertisements were originally put up in community halls and online which received a few responses from interested tourists. Due to not receiving enough interest through the advertisements, the use of chain referral sampling came into play. For this specific research, connections to participants were made through prior relationships the researcher had, as well as connections made through initial research steps. These potential candidates were approached via email, phone or in person and were given a participant information sheet (see Appendix 2) that explained the research. Once the candidates had read through the information sheet and agreed to participate in the research, they were contacted about confirming an interview time and location.

While sampling, an effort was made to recruit tourists from different countries and who worked in different industries to gain a variety of responses. Although an attempt for variety was made, it was difficult to achieve this range of different industries as the majority of the interviewees worked in the hospitality industry. In the end, eight interviews were conducted following the sampling process. The interviewees are listed below in Table 2 and were all given fictional names for privacy purposes. Table 2 also indicates the interviewees' age, country of origin, length of stay in New Zealand and industry they worked in during their working holiday experience.

Fictional name	Age	Country	Length of stay	Jobs undertaken
Claire	25	England	2 years	Admin
Gabriel	28	Brazil	1 year	Hospitality
Gary	24	England	1 year 9 months	Hospitality
John	26	Argentina	8 months	Hospitality
Nina	34	Canada	5 months	Horticulture
Raphael	28	Brazil	8 months	Hospitality, horticulture
Sean	24	Scotland	4 years (was sponsored to stay longer)	Hospitality
Shannon	30	Luxemburg	3 months	Horticulture, hospitality, retail

Table 2: Table of interviewees

The interviews took place at a convenient location and time for both parties; however the researcher made an effort to make it as easy as possible for the interviewee. Interview locations varied from local cafes to the participant's home according to the interviewees' request. The first part of the interview process focused on casual chats to briefly familiarise both parties with each other and ensuring the interviewee was comfortable in the situation. The participants were asked to sign the consent form (see Appendix 3) before the interview commenced. The interviews were all recorded and some notes were taken by the researcher, however the focus was on connecting with and observing the participants to assist with following probing questions. Interviews were later transcribed for further analysis.

3.6 Data analysis

The information gathered from these interviews showcased the characteristics of the working holiday experiences. The qualitative data in this research is presented through the use of patterns and themes. Any similarities and regularities found within the data collected should be detected and then highlighted as patterns amongst the responses. Saldaña (2014) explains

that the finding of patterns in the data is one of the first steps in the data analysis process and should be then further analysed through other methods. Themes are extended phrases or sentences that summarise and explain the data found and are intended to represent the essentials of the experiences being researched (Saldaña, 2014). Following the highlighting of patterns and themes, a thematic analysis was used. Thematic analysis has been known for its ability to unpack cultural meanings in written text and has been most frequently used in tourism research when interpreting written documents such as interview transcripts (Walters, 2016). Walters (2016) explains how thematic analysis should be effectively applied to tourism research and provides a six-phase process that can be applied to adequately use this method of data analysis in tourism research. The six phases identified are initial reading of texts to gain familiarity; repeated readings to code texts; development of basic themes; consolidate into organising themes; derive global themes and networks; and describe, explore and analyse networks.

For this specific research, the above steps were used as followed: the initial reading of texts to gain familiarity was used when reading over the transcripts to refresh the memory of the researcher of the interviews conducted. As the interviews were completed over a period of time, it was important to refamiliarise with the information provided by the participants during the interview stage. Following that, the step of repeated reading to code texts was implemented, during which similarities and differences were highlighted amongst different interviews. Since it was important to gather a sample group with various demographics, it is important to highlight the similarities and differences between the interviewees to gain the better understanding. After highlighting the similarities and differences, the development of basic themes began. This was done by collecting all the similarities and differences and grouping them under the same category. Once the basic themes were identified, they were consolidated into organised and detailed themes, as per step four. These organised themes used the basic themes as the core which was then further developed and explained. Both the basic and organised themes were then used to explore the global theme. Lastly, in order to complete the thematic analysis, the themes discovered were put together and examined further to illustrate the global theme in an organised manner. Figure 1 below shows the global themes along with their organised themes found in this research.
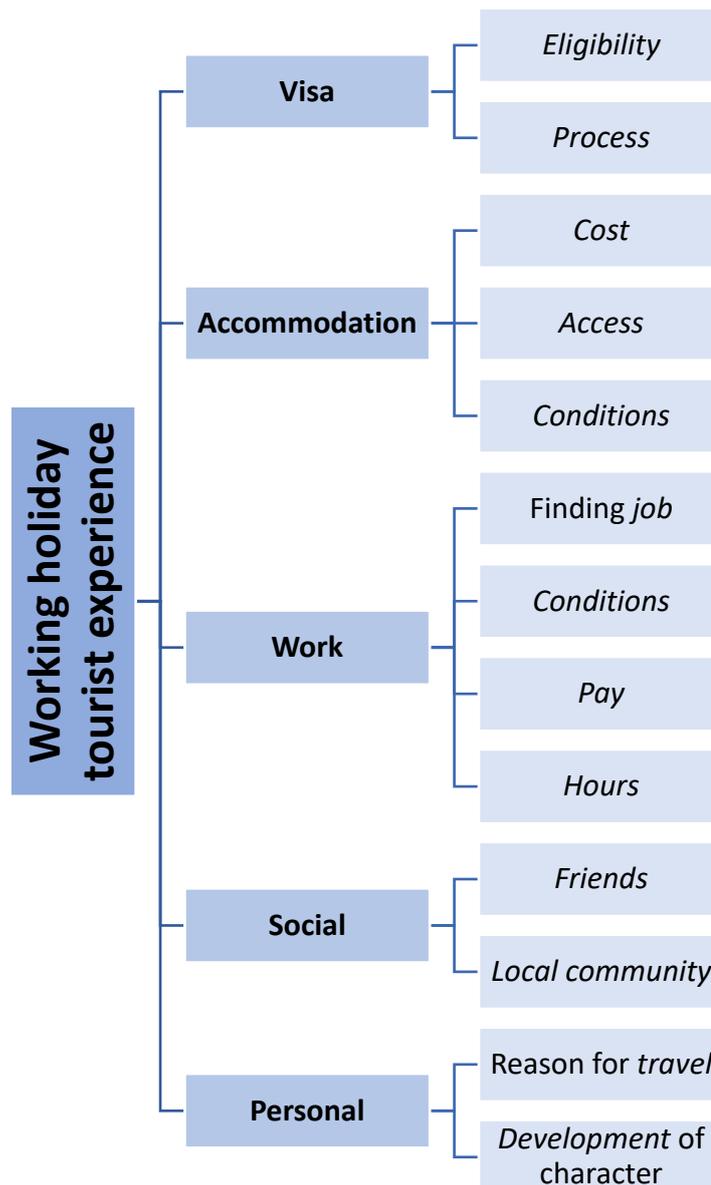
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                                              ┌─ Eligibility
                              ── Visa ─────────┤
                              │                └─ Process
                              │
                              │                ┌─ Cost
                              │                │
                              ├─ Accommodation ┼─ Access
                              │                │
                              │                └─ Conditions
Working holiday               │
tourist experience ───────────┤                ┌─ Finding job
                              │                │
                              │                ├─ Conditions
                              ├─ Work ─────────┤
                              │                ├─ Pay
                              │                │
                              │                └─ Hours
                              │
                              │                ┌─ Friends
                              ├─ Social ───────┤
                              │                └─ Local community
                              │
                              │                ┌─ Reason for travel
                              └─ Personal ─────┤
                                               └─ Development of
                                                  character
```

Figure 1: Organised and global themes

3.7 Personal reflection

While studying tourism as a major for my undergraduate degree, I took a class that looked into tourist behaviour. I found myself drawn to the topic due to the fascination of behaviour and psychology literature in tourism. Finding out that choosing a destination to travel to had much more psychological theory behind it rather than just choosing somewhere to go made me rethink the way I travel and the decisions I make while travelling. Furthermore, the literature on the affect travel has on a person's identity, behaviour and thinking also made me reflect on my personal experiences and look at it differently. As a young tourist myself, I

was naturally drawn to the youth market and the literature around it. Before I started studying the youth market, I also thought backpacking was the major submarket within the youth segment and did not give much thought to other potential markets the youth tourism industry may cover. As I continued studying this topic and came across the working holiday segment, not only was I more interested in that specific market and considered partaking in it as well, I was interested in the gap in literature that academics have identified. This, along with my personal interest in the topic, led me to decide to further research this topic.

During the interview process, I found myself worried about getting strangers to open up about a rather personal topic. While it is easy to discuss the generic tourist experience they had, probing them to answer personal reflection questions was a little bit hard at first. I found that I struggled to push for more information at first and that not only I needed to get them to be comfortable opening up but also had to get comfortable myself asking for personal thoughts. As I got more comfortable asking these questions, I found that my interviewees were often amazed at the questions that were asked, as it was not something they thought about prior. The responses I initially received were often short and vague. Some responded to the probing questions better than others, willing to go further into detail about their personal reflection. I am not sure whether this was due to a language barrier with some or unwillingness to open up, but overall I have managed to achieve enough detailed information to be able to generate the organised themes that answered the research objectives.

When it came to analysing the collected data and breaking it into themes, I was a bit worried about my personal relationship with this process as I have not done it before. While researching Walters' (2016) six-phase thematic analysis method, I found that I was teaching myself the process while implementing it in my own research. I realised that my previous knowledge of this topic has helped put me at ease when coming up with my own themes. As I read through my findings trying to identify the basic, organised and global themes, I found that it aligned with literature I previously read on the topic, which made it easier coming up with my own themes.

Finally, I found myself enjoying the qualitative research process as it allowed me to gain a better understanding of working holiday tourist experience, behaviour and thinking, not only

for research purposes but also as a personal understanding. Knowing that the research I decided to complete will potentially help fill a gap in the literature was a motivation to complete this project and help the tourism industry, which I believe I am part of.

3.8 Summary

This qualitative exploratory research aimed to answer research objectives around the experiences of the working holiday tourist and to understand the phenomenon better by using in-depth interviews. The interview guide was designed in a way that will target specific information around key issues for working holiday tourists whilst also allowing the interview to be taken further based on the responses from the interviewees. The sampling used for this research was open call advertisements and chain referral sampling to gain a variety of tourists with different characteristics in order to gain a wider but more in depth understanding. In total, eight interviews were conducted as part of this research at a time and place that were suitable for both parties. The findings were then analysed using a six-phase approach, which helped break down the data collected into basic, organised and global themes.

4.0 Findings

This chapter will discuss the findings from the interviews conducted and break down the global themes discovered during the research process. The global themes are visa, accommodation, work, social and personal. Each theme will be analysed and broken into subsections. Quotes from participants will be used to support the themes discussed. The countries participants are from are indicated next to each quote. This has been done to highlight the similarities and differences of the experiences participants from various countries shared. Although their age and jobs undertaken are not represented alongside their fictional names, this information can be found in Table 2.

4.1 Visa

While knowing the visa was a vital part of the working holiday process, the findings revealed that each participant had a different experience obtaining the visa that would allow them to take part in the working holiday scheme. It was evident fairly quickly that the visa eligibility and process were different for each participant and that some interviewees had an easier process than others.

4.1.1 Eligibility

Tourists must obtain a visa first in order to come to New Zealand. When looking at the working holiday scheme specifically, it is important to remember only 45 countries are eligible for the working holiday visa in New Zealand. Even within these eligible countries, there is different criteria each country needs to meet and limitations faced. There is a high demand of applications for the working holiday visa, meaning these limitations and specifications seriously impact those who wish to partake in the working holiday scheme. Participants in the research commented on the differences in eligibility across the different countries.

"For Canadian, extremely, almost too easy. You go online whenever you want." – Nina (Canada)

"New Zealand is the only place that lets Brazilians come with a working holiday visa..." – Rafael (Brazil)

A big difference that came out in the findings was that different countries had different quotas allowed into the working holiday scheme in New Zealand. Participants who originally came from South American countries have mentioned that while many people may apply, only a small number of applicants actually receive the working holiday visa to New Zealand. None of the participants who come from English speaking countries have mentioned any quotas or limitations in availability when trying to secure the working holiday visa.

"25,000 people applied and only 300 got it." – Rafael (Brazil)

"We have only 300 visas available a year." – Gabriel (Brazil)

One specification that is relevant to every country that is eligible for the working holiday scheme in New Zealand is the age range for participants. Table 1 shows the age ranges for each country. For most, the age range is between 18-30 years old with some countries going up to 35 years old. Most of the participants in the research were somewhere within their 20's, so majority of the participants did not comment on the age criteria for the working holiday scheme. A couple of the participants have discussed it as they were close to the limit of the age range, which meant they had a narrower timeframe to apply for this visa.

"I also caught the right moment because you can only apply until your 31st birthday and for my country it is only possible to get the WH visa for NZ since last year. So there was a year and a half gap for me to actually apply and go." – Shannon (Luxemburg)

"Canadians are very lucky, we can get working holiday visas around the world in many countries up until the age of 35, not a lot of other countries can do that." - Nina (Canada)

When looking at the eligibility of people for the working holiday scheme in New Zealand, there are some similarities and obvious differences between some countries. One of the differences that was most predominant in the findings was the quota differences between countries. Those who came from English speaking countries such as Canada and the United Kingdom discussed the lack of restrictions they faced when applying for the working holiday visa compared with the limitations those from South America. Some participants discussed that it was stressful before the application process even began due to restrictions such as the quota they faced.

4.1.2 Process

Those from English speaking countries such as Canada and the United Kingdom found that the process was really quick and easy. In comparison to those coming from South American countries, they did not experience as many limitations. Participants have discussed the difference in application where some had a wider window to apply within compared to those who only had a specific date and time frame to apply within. Participants have also discussed the difference in ease of application process, some saying they did not have to wait long for their visa to get approved while others stayed anxious to find out whether their application was successful.

"Very easy. Applied at home and only waited two days. I was gone two weeks later." – Sean (Scotland)

"…cause for Argentinians for example… they have a certain window and they have to apply on this date between these hours. It is one day in the year and they all apply on that one same few hour period." – Nina (Canada)

"From 22 August we apply and it opens at 10… you have to apply to so fast. It's so fast and so stressful because everyone from Brazil is applying at one. So, every page you push next, you don't know if you'll see the page." – Gabriel (Brazil)

Participants have also noted that it was easier to apply for the working holiday visa once they were already in New Zealand. Although a few participants mentioned they applied while they were already in the country, each one did it differently. Some mentioned that friends did it for them while they were overseas, while others were already in the country on a different visa before applying for the working holiday visa. While participants have not discussed why they found the application process easier within New Zealand, it is not hard to understand that international time difference and therefore process time may come into play in this situation. As mentioned in one of the participants' quotes above, the applications open at a specific time. We do not know if this specific time is based in NZT or their local time, meaning it could lead to a situation where applicants apply at an inconvenient time.

"If you are in New Zealand, you have an easier chance at getting it. Usually within 15 minutes it's gone. I had someone here apply for me." – Rafael (Brazil)

"Applied for a second working holiday visa for another 12 months and extended job placement." – Claire (England)

"I never left. Just changing visas… I came to New Zealand to study in English. And then I moved to working holiday visa… [sic]" - Gabriel (Brazil)

While participants did not discuss exact details of the application process, they made it clear there are significant differences in the process for different countries. Those who came from English speaking countries also acknowledged the fact that they felt quite privileged when it came to the application process and recognised the stricter requirements other working holiday tourists they met during their experience have faced. With the working holiday scheme becoming significantly more popular, the demand by tourists continues to grow. Having limitations such as tight quotas and specific application timeframes has made the process for some participants rather stressful. Participants have also discussed that they found out through friends who have been to New Zealand on a working holiday visa that it is easier to apply for this visa while in New Zealand. This was mentioned by a couple who have

used friends that were already in the country to apply for them while they were abroad or were told to come here first and then apply for the new working holiday visa once they were already here.

4.2 Accommodation

Accommodation is a significant issue when looking into working holiday schemes. Tourists must find a place to live while working in New Zealand. The findings reveal that accommodation was often the biggest challenge working holiday tourists faced during their time in New Zealand. This is due to access, cost and conditions which will all be further discussed below.

4.2.1 Cost

One of the biggest issues that came out of the findings in regard to accommodation was the cost participants had to face when looking for a place to live. It is important to note that the majority of the participants interviewed for this research were based on Waiheke Island, which is known to be an expensive place to live. Regardless, those based in Auckland city also mentioned the high costs of accommodation.

> *"I've heard $200-250 a night, for some Airbnb accommodations and it's just outrageous. But because people do this, there's no accommodation for people that want to live here and work here temporarily. So it's very difficult…" - Nina (Canada)*

> *"It was just difficult because rents and bonds here are so ridiculous. You have to have a bond and then this and then that but just why? Why should I pay this amount and then another amount on top of this just so I can live in this place or room?" – Gary (England)*

It is important to note that participants commented on the price based on their situation. While some participants were unhappy with the high costs of accommodation they faced, some seemed to not mind due to the characteristics of their accommodation. One participant

mentioned that while he paid $145 a week for a shared room in an apartment in Auckland city, he was happy to do so as he was based right across from the Sky Tower which is known to be a famous landmark of Auckland. He mentioned that while the price may have been high and he did share a room, he was happy to pay that cost due to the location of his place. Not only that, the participant also was happy about his room sharing situation at that price because of the overall size of apartment which allowed him to host and live as he wished.

"My apartment on the front of Sky Tower per week my full price is 580 bucks. Literally on front of Sky Tower. All of us pay. Per week 145 each. Massive living room. I put one day 67 persons for a party. My apartment is huge. I share room with another person but still I'm in front of the biggest point of reference in NZ." – Gabriel (Brazil)

Something interesting to note is that the perception of the high costs of accommodation differed between participants from different countries. The participants who came from Canada and United Kingdom for example commented that the pricing was high and unreasonable which made it harder to find an appropriate place. On the contrary, participants from Brazil and Argentina found the accommodation pricing to be acceptable and compared it with their situations from their home country. They based their comparisons on the fact that one day of work often covered a week's worth of rent while still having money to spend.

"Easy to find accommodation and good price. I pay $115 a week." – Rafael (Brazil)

"If you have a job it's really easy to afford one. With one day of work you can afford a whole week of living here." – John (Argentina)

When looking at the pricing of accommodation, participants seemed to have very different opinions on what was acceptable costs. While some thought that the pricing was unnecessarily high, others seemed to be okay with it when they compared it with situations from their home country or based it on their locations and what they got out of the

accommodation. The cost of accommodation has played a significant part for participants to make up their mind regarding where they should stay.

4.2.2 Access

Access to accommodation was also an issue raised by participants. One point that was raised by the participants who stayed on Waiheke Island was that finding accommodation was especially hard in the summer season, when tourism on the island was at its peak. Waiheke Island is a destination used by many Auckland residents to holiday in during the summer, meaning these working holiday tourists are competing for accommodation with locals as well as other tourists. The competitiveness over accommodation alongside the high costs are making it difficult for the working holiday tourists who wish to stay on Waiheke Island to find accommodation.

"Impossible. On this island [Waiheke], impossible. Because in the summer there are a lot of people that arrive to work here because there are a lot of wineries and vineyards here so they need people to work. And a lot of time people need to leave the island even though they have a job, they don't have a place to live, that's why they leave." – Nina (Canada)

"If you come in December it can be very hard." – Rafael (Brazil)

"Accommodation did get harder to find. It's got busier. For four years, the tourisms gone mental." – Sean (Scotland)

Another issue raised from a participant who stayed on Waiheke Island was that landlords on the island seemed to deny working holiday tourists accommodation in some cases. As the working holiday tourists are here to not only work but also socialise, they often do their socialising at night-time with gatherings at their accommodations. This seemed to cause a bit of tension between locals and the working holiday tourists in terms of accommodation, as the two different lifestyles did not go hand in hand.

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"Landlords can be difficult, it's a very small island, locals go to bed very early – us for example, even though we have to get up early in the morning we like to stay up at night and hang out because this is our lives, we like to do this." – Nina (Canada)

Access to accommodation is an issue that was raised by the participants as being often difficult. Main issues around access to accommodation were the competitiveness during peak tourism times on Waiheke Island and lifestyle clashes between the working holiday tourists and the local community. The competitiveness on the island has also caused for higher prices on the island at times, which combined the issues of cost and access for the working holiday tourists. The clashes between the local community and the working holiday tourists was caused by the tourists' desire to socialise at night which interfered with the routine and lifestyle of the local community. This has caused landlords to be quite difficult towards the working holiday tourists, making it harder for them to get accommodation on the island.

4.2.3 Conditions

The conditions of the accommodations have been brought up by the participants as often not being great. While the majority of the participants did not mention any conditions that were horrible, a couple of the working holiday tourists interviewed mentioned that they have seen some accommodations that were quite unsuitable to live in. This could go back to the cost of the accommodation, as some places that may have been cheap would have had been less appealing to live in than those that cost more. Another issue raised in regard to the conditions of the accommodation was based on the other people that lived in the accommodations. Some have discussed their own personal preferences and standards of living, saying that what they were willing to settle for, often got in the way of them finding accommodations.

"I've seen some of the houses and it's not great, really. You can't even take a shower in the house, it's dorm room kinda [sic] places and that's all you have." – Nina (Canada)

"But I discover I'm a really picky guy. I've lived with Brazilians because of cleaning. I went to different places. The apartment was dirty or smelled

terrible. They need me more than I need them. When you go to places and it was just a mess or disgusting and they were fine with that. I was really lucky. I got first with friends." – Gabriel (Brazil)

The conditions of the accommodation participants have lived in differed, some being unacceptable for participants to live in. These conditions could have been based on the price of the accommodation, as cheaper accommodation could have been less functional and not well kempt. While no participant has mentioned living in extremely horrible conditions, they have mentioned that they have seen some unacceptable living situations when trying to decide on accommodation. The conditions of the accommodations have played a part in the working holiday tourists' decision on accommodation. Combining the conditions, costs and access of the accommodation available to the participants to choose from has made their decision-making process on living situation more difficult.

4.3 Work

With work being a predominant part of the working holiday scheme, the element of work for the participants was significant. This revolved around the participants' ability to find work, the pay they received, hours they worked and conditions they worked under. This issue has seen both positive and negative responses from the participants and their work experience was often influenced by their country of origin.

4.3.1 Finding jobs

When it came to finding jobs, participants seemed to not have many issues. Two participants have noted that they felt privileged almost immediately when they were looking for jobs simply because of where they were from. They mentioned they were able to get better opportunities such as administration work or higher positions within an organisation than what other tourists may have been offered.

"Being English enabled me to have better opportunities for jobs." – Claire (England)

"I think my experience was different mostly because I was offered a job pretty much straight away. I'm also from the UK so they didn't do much anyways, it was just like you're from the UK? Cool, here you go. I think people from other countries may struggle more, especially with lack of or not the right experience, especially in hospitality. I don't think a lot of employers are looking for people on working holiday visa especially corporate jobs like banks etc…" – Gary (England)

The other participants did not mention any issues when they were looking for jobs as it seemed like they were naturally drawn to the hospitality industry for jobs. During the interview stage, only one participant mentioned looking for a job in the administration industry as opposed to hospitality or horticulture. The participants who stayed on Waiheke Island mentioned finding jobs in the hospitality industry and on vineyards was extremely easy as they felt there was a demand from employers for international workers.

"Extremely easy as well, especially on this island, there are so many hospitality positions and vineyards and things like that." – Nina (Canada)

"Extremely easy to find a job. You can change job really easy. Depends where you are. In Waiheke they need people for hospitality and vineyards." – Rafael (Brazil)

One participant mentioned that a change in perspective was necessary as a working holiday tourist. This comment was quite significant, as he highlighted that regardless of what industry tourists come from, when taking part in the working holiday scheme it is important to be willing to put that aside and take on any job that is available. He mentioned that without this change in perspective, it would be harder to find a job as the options for temporary international workers are limited. Only when this change in perspective is accepted it will be easier to find jobs in a new country.

"You lose some pride. My family told me get ready with a lot of luck you're going to be cleaning glasses. Cleaning dishes. That's fine. But back home I

was working in an office... I didn't have to do 14 hours. You have to swallow this pride. You have to do a lot of different jobs. You have to be a cleaner. Do some labour and you see a lot of different opportunities when you swallow this pride. So, you come here and you're just afraid that English is a big barrier. When you lose that you go okay, I can take everything." – Gabriel (Brazil)

An issue that was discussed in terms of finding jobs was that employers denied tourists work based on the fact that they were not there long-term. The issue of training and investing in a new worker stopped some of the working holiday tourists from being able to get jobs as employers did not see hiring them as beneficial without the long-term investment. The issue of consistently having to hire new workers and go through the training procedures again would prevent employers from investing in a temporary worker and influence them to look for local workers instead.

"I had issues getting long term contracts as the corporate businesses wanted someone who they'd be able to train for long term placement and growth." – Claire (England)

Furthermore, one participant discussed that one of the limitations that came with the working holiday scheme for some eligible countries is that working holiday tourists must swap employers every three months. Having the time limitations of three months at each job ensures working holiday tourists cannot be endorsed to stay longer, as for endorsement to happen the worker must stay at the workplace for a longer period of time. While other participants did not discuss this limitation, a couple of participants did discuss their ability to stay in one workplace longer and have the opportunity to get endorsed by their employer to stay in New Zealand for longer.

"I got turned down a few times after they read my visa and saw I can only stay for three months because they want to work with people that can stay longer." – Shannon (Luxemburg)

Finding jobs for the participants seemed to be fairly easy overall with many opportunities available in the hospitality and horticulture industries for temporary international workers.

While one participant did manage to get a job in administration, others have highlighted the problems working holiday tourists face when looking for jobs outside the hospitality and horticulture industries. It was noted as well that a change in perspective was necessary by working holiday tourists as they needed to be willing to accept jobs they may not have worked at previously back in their home countries. Although there is a limit in what industries are available to these working holiday tourists, jobs within these specific industries do not seem to be an issue.

4.3.2 Pay

One issue that should be discussed when looking at the working holiday tourists' work situation is pay. The majority of the participants did not wish to discuss details of their pays but from the findings it seems that majority have received the legal minimum wage in New Zealand. Money did not seem to be an issue for the participants in this research, as they noted that even while receiving minimum wage, they were able to have spending money and savings. One participant also noted that he started on minimum wage but once he got promoted in his workplace, he also received a pay rise as locals would.

"Even working with minimum wage and working 40 hours still have money at the end of the week." – Rafael (Brazil)

"I used to be on $17.50 an hour but when I got promoted I went up to $20. I'm quite onto things like that so I wouldn't have agreed to being taken advantage of." – Gary (England)

One participant did discuss the issue of paying temporary international workers under the table and not the legal amount. This is an issue that is often raised with international workers, as the fear of being taken advantage of for the working holiday tourists is something that they have to remain cautious of. Although the participant himself mentioned he was not the one in this situation, he did discuss that this was something other working holiday tourists he knew had to deal with. These workers are often willing to accept these conditions out of fear that if they do not accept, they will not receive any work.

"A lot of people I know because I work this amount, I can pay you this amount off books and get payed ten dollars per hour. That's worse for the employer than the employee. There was my first thing about it when offered to do some extra off the books... I would prefer to have a clear record and mind. It is not a lot – a lot less. They say you're receiving the same amount because of tax but they don't and the employee is getting profit off your work. A lot of people do it because they think they'll lose their job and so they do it." – Gabriel (Brazil)

Surprisingly, the findings show that the participants of this research did not experience any issues with payments. While some participants have commented on being aware of such delicate pay situations and may know other working holiday tourists that have experienced it, the feedback received here was overall positive. The working holiday tourists in this research were all pleased with the money they received and mentioned that they were able to pay their living costs here whilst also saving up and enjoying their time here.

4.3.3 Hours

Similarly to the pay issue, participants in this research seem to not have any major issues with the hours they worked here under the working holiday scheme. The majority of the participants talked about working the generic 40-hour week they normally would have worked back home and seemed to have no significant problems to discuss. Only one participant discussed a workplace where he worked extreme hours. This was his first job in the hospitality industry in New Zealand where he worked at a bar and completed 18 hours a day. Although this is a negative aspect of the job and was discussed during the interview as a problem, he insisted that he absolutely loved the job and everything about it, which made him happy with the hours.

"Worked Saturday and Sunday open to close. Saturday did my first 18-hour shift. I stayed till 4am in the morning the next day. Slept 5 hours. Took a shower and started again at 10 till midnight and I worked there for a year. I loved the place. All three days I was doing 48 hours." – Gabriel (Brazil)

The hours the working holiday tourists worked was expected to be a big issue but seemed to be a positive one as well. The findings show no mention of extreme working hours except for one participant, who regardless of the hours worked seemed to have positive memories of the workplace. Just as with pay, the hours temporary international workers are given are also something that they seem to be cautious of but there have been no reports of abuse in this content.

4.3.4 Conditions

The last issue under the work aspect of working holiday tourism is the working conditions these tourists face. Only one participant has discussed working conditions as an issue that he was aware of from other working holiday tourists. It was not focussed on unsafe or unfair conditions but looked more at the actual job working holiday tourists were undertaking. This focused more on a combination of what the job was along with the hours it required. He discussed that his friends in this situation struggled with the work they had and the hours while he did not find this an issue as someone who used to work in hospitality back home.

> *"But I already pass the bartending glassy experience, but I had maybe go back but I was lucky because I saw a lot of friends of mine who work in higher business offices. Have to come here and work 10 hours for a glassy or dishwasher position and they complaining. Oh, my hands are killing me. Oh, my feet are killing me. I pass that. I know how it feeling. No, I can't do it. I remember how to do that and try to enjoy as much as I can. [sic]" – Gabriel (Brazil)*

This participant also discussed another issue around working conditions that was more of a mental state as opposed to unsafe conditions. He discussed the mental pressure he had put on himself as an international worker, saying he felt that he had to work twice as hard to prove himself. He also mentioned that he felt that coming subtly from employers as well, with the thought of taking a local's job away playing on everyone's mind.

> *"Being an immigrant has a little bit of – you have to work twice as hard. Sometimes it's in our head as well. I found a lot of people who were*

employers and had to think that as well because you're not from here. I understand that I might be stealing a Kiwi's job, but I was better than someone else." – Gabriel (Brazil)

While no extreme working conditions were discussed by the participants, one participant talked about a couple of situations that impacted the working conditions he worked in. One of these situations did not relate specifically to himself and did not discuss unsafe working conditions, rather just the difficulty of completing the role for a long period of time. The second issue discussed around working conditions seems to be more significant as it feels more personal. For the participant to put this mental stress on himself to make himself work harder to prove that he is worthy of the job over a local worker could lead to more extreme consequences. This could lead to pushing oneself too far, agreeing to do longer hours and undertaking more difficult tasks just to get the approval from the employer. While these issues are not the usual unsafe working conditions that come up when looking at these situations, it is important to make note of them as it may not have been considered earlier.

4.4 Social

With work being at the core of the working holiday scheme, the social aspect is also significantly important to these tourists as it is often what they remember most. The findings here show the differences in socialising with other tourists and the locals and what the participants take away from it.

4.4.1 Friends

Most of the participants here discussed how they socialised most with other working holiday tourists. One participant discussed the family she has gained from this experience, all from being on Waiheke Island and being introduced to other working holiday tourists. When asked what the most special part of the experience was, she kept highlighting that the whole experience for her was based around the new family she has created for herself and that is what she will remember most. For this particular participant, it was not only learning about

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the local community but also about all the different cultures she encountered along the way. It was being to relate to one another in these situations that helped bring them so close.

> *"The family I've had here, these people, we talk about it every day now because it is coming to an end, this summer has been an extremely memorable one for me because of the people on this island." – Nina (Canada)*

On the contrary, one participant mentioned that while he knew there was a big community of people from his home country on Waiheke Island, he did his best to stay away from it. While he may have spent time with them, he was focused on meeting other international and local people instead.

> *"Big community of Latin people here in Waiheke and in NZ. Latin community is close and don't open to people from abroad. I want to know other cultures. I chose to have friends from here and other places in the world. But not Latin or Argentinian." – John (Argentina)*

Making friends for the participants was important as they would spend their time off work with these people. One participant highlighted that the time spent with her friends was the most significant part of her day. The work part of her day was just a necessity whereas the experiences with fellow tourists was what really mattered. She separated the working part of her day from the time she spent with her friends as if it was two separate days completely.

> *"So, yeah I think it's just different in the sense that I've chosen to - I've picked this lifestyle, what we're doing right now tonight [e.g. spending time with other tourists, playing music, drinking], this is what I've chosen… Myself and my friends… we prefer just to hang out with people, have a conversation... To me it's just, I go to work in the day, that was a whole other day for me. What I did at work in the morning is a whole other day to me than this, this is more my day." – Nina (Canada)*

The friendships these tourists make with one another play a significant part to them as they are not only in a destination to get to know the place but also to get to know other people.

Socialising plays a significant role in people's lives and having the opportunity to connect with like-minded tourists is a part of the experience the participants in this research really treasured..

4.4.2 Local community

The working holiday scheme provides tourists with the opportunity to fully immerse themselves with the local community as opposed to when they are just travelling. Having to work and live with locals introduces a completely new experience to the tourists and allows them to get a more authentic immersion into New Zealand culture. Some participants discuss not only working with locals but also choosing them as friends as opposed to other tourists.

"Met a lot of locals. Made friends. Kiwi way of life. Being in the same place for so long makes you attached." – Sean (Scotland)

"You are really too nice. I thought maybe they don't like me that much because I am different. I am a foreigner, but I thought let's try it. My best friend from New Zealand is a Kiwi person. I love him. He's my brother. He's the one who says his grandmother would miss me." – Gabriel (Brazil)

The responses from the participants regarding the way New Zealanders have interacted with them has varied. Most of the participants talked about how locals seemed to be very interested in them and their stories and wanted to get to know them more. There seems to be an agreement amongst the majority of the participants on the idea that New Zealanders are friendly. Some have also commented about how pleasantly surprised they were with how open New Zealanders were to accepting international tourists and compared it with their home countries where this openness was not as prevalent.

"I found the kiwi hosts very accommodating and interested in my story and background. Very hospitable. Off the beaten track in South Island they were more interested in talking and learning about where I'm from as they had less tourism exposure." – Claire (England)

"And also people are very accepting of other people's ways of being. Like I have had so many cool conversations. It's just so much more open to what humanity is becoming than in Europe. People are more open to transformation of everything, more in the flow." – Shannon (Luxemburg)

On the other hand, some have mentioned that they did not experience as much integration with the locals as expected. While they worked with locals, they spend their time out of work with other international tourists. Not only that, some have also commented on some negative experiences they had with the local community. One participant from Waiheke Island discussed subtle mistreatment by locals as an international working holiday tourist. This could be due to the fact that Waiheke Island is a small island with a large number of international working holiday tourists which could lead to prejudice from the local community.

"The people here, since I've been here, have been mostly very nice but also at the same time… there are also people who have been very aggressive in a way, rude, definitely rude, racist but perhaps maybe not intentionally, I don't know, giving them the benefit of the doubt. Generally kind people but with those few faults and maybe not so aware of the rest of the world, I guess. New Zealand is so far away you know to travel anywhere and have an experience is not that easy." – Nina (Canada)

"Locals with locals and foreigners with foreigners. Hang out mostly with foreigners. Work with Kiwi people." – Rafael (Brazil)

Overall, the feedback from participants was positive on the local community integration they experienced during their time in New Zealand. The reputation of New Zealanders being friendly and welcoming seemed to be agreed upon amongst the participants in this research and they have also commented on the locals' interest in getting to know them more. While the participants have all agreed on this, a couple have also mentioned some experiences that were less positive interactions where they felt some subtle mistreatment that was not explained. Whether this was due to frustration with the large number of international workers within the local community or other misconceptions is uncertain.

4.5 Personal

Personal development following a tourism experience is known to be a significant topic within tourism literature. The tourism experience one undertakes impacts their thinking and behaviour in ways that may not be obvious at first. The findings here looked at the participants' reasoning for choosing the working holiday scheme and New Zealand as a destination as well as a personal reflection on themselves.

4.5.1 Reasons for choosing Working Holiday

When asked about why they chose to undertake the working holiday scheme, most of the participants commented that it was the best way to travel and work legally at the same time. For the majority of the participants, working was simply the solution to continue travelling with financial security. While a few mentioned it was possible to work illegally as a tourist, they all agreed that this was not the way they would have liked to behave in a new country. Another appeal to the working holiday visa was that it introduced new opportunities to them they may not have experienced if they were to work in New Zealand illegally.

> *"Because I can work. My main focus is to make money. Been travelling since I was 21." – Rafael (Brazil)*

> *"The thing that the working holiday visa gives you is that you can work legally. The possibility to have more opportunities for working. I was here before and I could work and do other things." – John (Argentina)*

Another appeal the working holiday experience had for the participants was that it allowed them to stay here for a year and offered more than just travel. The money they made from working was then used to experience new opportunities within New Zealand. One participant commented that it was just the easy option for him to get out of his country and get to a new place. For him, that was the motivation as opposed to a specific reason relating to the working holiday experience.

"Because it's the easy way to get out of my country and get to another place. Got the visa here. Because I can stay here for a year." – John (Argentina)

Participants have also commented on the opportunity working holiday visa offers to interact with the local community rather than just travelling. Working holiday tourism is known to provide the tourists with a more authentic experience of the local community as they are required to work and live with the locals. This is appealing to tourists as they are able to get to know the country and people of it in its true form as opposed to the staged experiences they may go through as tourists. Getting to know the country properly is an opportunity that is only offered with an experience such as working holiday tourism when you are looking to remain temporary.

"And working holiday visa specifically enables you to get a little bit more immersed in the culture of the country that you're in, you know you're working, you still see and encounter locals every day, so yeah it is a great experience." – Nina (Canada)

"Culture. The travel is nice, but I can to that with just tourist. But for me you don't involve as much with actual culture... You get a better idea of what is the country. The different places and experiences to work... It's just like knowing the real deal. Everything can be beautiful as a tourist but living there is a different thing. Living there is a bit harder. So, you can meet the people and the real culture and how awesome or not." – Gabriel (Brazil)

The most common reasons listed by the participants when asked why they chose the working holiday scheme revolved around the opportunity to earn money legally, stay for longer periods of time and the authentic cultural immersion it offers. While money appeared to be the biggest motivation here, cultural immersion came a close second with participants being intrigued about the local community of New Zealand.

4.5.2 Reasons for choosing New Zealand

The responses why participants chose New Zealand as their destination for the working holiday scheme varied amongst different participants. For English speakers, New Zealand was an easy option due to no language barriers and an easy process to get here. Another appeal New Zealand had for some participants was how far it is from their home countries, as they wanted to escape their routine. With New Zealand being so far away, the distance made it look more challenging and exciting.

> *"New Zealand is an easy option for English speakers. Loves outdoors." –*
> *Sean (Scotland)*

> *"It's the furthest place I could think of from the UK. I wanted to run away*
> *from a lot of things back home, one of them being my family. I wanted to*
> *shove it in my ex fiancé's face that I can actually go out and do*
> *something." – Gary (England)*

An interesting finding that came up from participants was that they did not actually know much about New Zealand before visiting. Most participants came here knowing New Zealand is a beautiful country but did not know much beyond that. Some were told about New Zealand by their friends who either travelled or did the working holiday scheme here, yet still came with not much knowledge about the country beyond it having beautiful landscapes and easy to come to. One participant commented that he found it better coming here with no knowledge of the country as he was able to make his own opinions based on his own experiences rather than being clouded by someone else's opinion.

> *"Definitely better not knowing anything. People's descriptions can be*
> *misleading." – Sean (Scotland)*

> *"Well it sounds really stupid now but I actually didn't know NZ was this*
> *well established. When I thought about it, I thought that it was mostly*
> *forests everywhere... I came in and I was like damn these guys have a*
> *pretty cool airport." – Gary (England)*

It was interesting to find that people chose New Zealand based on the lack of language barrier or ease of arrival. Finding out that participants did not have much knowledge of the country before arriving here was also interesting, as tourists often choose a country based on their interest in that destination. New Zealand was chosen by these participants based on other people's experiences they heard of or simply because it was far away from their home country so they could escape from there for a period of time.

4.5.3 Personal development

Personal character development often happens during tourism experiences. With an experience such as the working holiday scheme where work, travel and immersion with local communities are all part of the experience, personal development is bound to happen to tourists in some form. The personal character development is often seen in changes of perspective or new understandings of oneself. Each participant has reflected on the personal development they have noticed within themselves following the working holiday experience they undertook.

Participants have commented that they noticed they are more confident in approaching challenges and opportunities in life thanks to their experiences in New Zealand. They have also mentioned they have noticed a change in perspective when it comes to handling situations, learning the "Kiwi" laidback way of approaching situations rather than being anxious about dealing with it immediately. One participant in particular gave himself new credit for taking on a challenge such as coming to a strange country by himself and doing so well. Being able to overcome a challenge such as this helps boost these participants' confidence in themselves and in their own future.

"I was so different at home. I'm not as shy as I used to be. Meet different cultures from so many places. Not necessarily New Zealand but learn about the rest of the world as well. Work ethic, I think. Work pretty hard all the time. Laid back but get things done efficiently. Learnt how to be efficient. Takes the fear away from travelling. So easy to come here and settle down." – Sean (Scotland)

"I'm a better person. I have more patience and not to stress about problems and anything that shows up in my face. Back home I was too anxious and I have to deal with the problem in the face and was at the time the problem. Here I learn that everything comes over time and you have to understand... And how awesome I am. I came by myself to a country with my money, paying my bills dealing with rent, power, internet and had to grow up... I know what I'm doing. And that's the part that scares the most of us at home but it's the best part of this experience... I grow up so much. [sic]" – Gabriel (Brazil)

Participants also commented on their experiences in New Zealand helping them realise the kind of lifestyle they wish to pursue. Being introduced to a new country and way of living helped them understand what they want in their lives as well as how to achieve it. One participant in particular discussed the laidback lifestyle as appealing for someone who comes from a busier country.

"I am a lot more aware of the lifestyle I want to live and the laidback, recreational and foodie way of life in Auckland." – Claire (England)

The constant learning simply from being exposed to new cultures is also a change participants have commented on. Having to live in a country that is not your own, with people that you did not know earlier encourages you to open up more and be more open to learning about others. One participant discusses that it is not something that he thought about and rather it just happened simply due to the situation he was in. It is not intentional learning but rather something that happens to you without noticing until the end of the road.

"I think the simple fact of living abroad with people of different backgrounds. Learn many more than anything else you're ever going to experience. Sharing home with foreigners. Always teaching and learning. Everyday I'm learning new things." – Rafael (Brazil)

The biggest change in character participants discussed, was being more open and accepting than they used to be. Participants have commented on accepting themselves more and allowing themselves to take on challenges they previously talked themselves out of. Putting

themselves in the working holiday experience in a new country has forced them to push themselves further than they may have previously, whether it is chasing a job or introducing themselves to new people. With opening themselves up to their authentic self, they are also allowing themselves to open up to others and accept situations for what they are.

"I'm a lot more open to content now, I have more of an observant approach, especially job wise… I know I can actually go out and do stuff. I don't have to hide behind closed doors or feel intimidated or anxious. And I now also know what I am capable of and what my goals are and stuff like that… I used to judge straight away and now I look at the outside picture first and chip away at it." – Gary (England)

"I feel more connected and embraced by others. I feel like I'm ready for, you know, becoming more of what I want to be. Before I was like, oh I want to go here and do that but no, I feel too weak or unstable, I don't know, like something is holding me back. But here it's like, no, I can do anything." – Shannon (Luxemburg)

Not only have participants discussed opening up to their true self, they have also discussed the benefits working holiday tourism has given them in opening up to others and the world itself. Participants discussed the experience as encouraging them to be more adventurous and explore the world. Participants have commented that their experiences in New Zealand made them want to keep exploring the world, especially those who had their first overseas in New Zealand as a working holiday tourist. Another comment was made by a participant that while opening up to new people, he learnt to accept their opinions even if he may not agree with them. He reflected on this as being a positive development as he previously was not as good at accepting others when disagreeing with them.

"Opened my mind. Since I came here it's like the world opened up for me. I want to travel everywhere. I want to do working holiday everywhere. I've met a lot of people from all over the world. I think I grew up a lot. I'm more adventurous than what I used to be. Opened my mind to a completely new world." – John (Argentina)

"… You open your mind on such a big thing. Meet different people and places. And find new ways to work in your own career. Meets so many different people. People open your mind. You cannot agree so many times. But to see a way not to do a thing can help a lot." – Gabriel (Brazil)

Reasons for choosing the working holiday scheme and New Zealand as a destination were mostly similar amongst participants, with ease of process and arrival and opportunity to work legally while travelling being the most predominant reasons for choosing the working holiday scheme in New Zealand. Participants have discussed that they felt it was beneficial for them to arrive here with little to no knowledge of the country as it enables them to make their own opinions and enjoy the experience more.

The reflection on the personal character development varied between the participants yet had similar responses. Most common changes participants noticed was the change in perspective, willingness to open up to themselves and others and gaining more confidence within themselves. The working holiday experience has enabled the participants to explore new cultures, both the local and other international tourists' cultures, as well as explore their own personal desires and aspirations by putting themselves in a new situation.

4.6 Summary

The five global themes of visa, accommodation, work, social and personal were discussed in this chapter. Each global theme contained two to four organised themes that were used to further explain each global theme. The findings from this chapter will be used to answer the original research objective in the following discussions chapter. A literature comparison will also be completed to highlight any differences or similarities with the existing research on the topic.

5.0 Discussion

This research aimed to examine the working holiday tourism experience in New Zealand from an international tourists' perspective. This research used an exploratory approach and a thematic analysis to discover the main ideas around the working holiday tourism in New Zealand. Significant issues such as visa, work, accommodation, social and personal aspects were researched using in-depth interviews. The following subsections attempt to answer the research questions introduced earlier through the findings of the research and compared with existing literature.

5.1 Key differences between the working holiday tourist and the backpacker

One of the issues of studying the working holiday market in isolation to the backpacker market is that literature has often merged the two under the backpacker umbrella. Academics (e.g. Uriely & Reichel, 2000; Uriely, 2001; Jarvis & Peel, 2013; Brennan, 2014) have criticised the merging of the two markets as, although they share similar characteristics, there are enough differences between them that need to be highlighted. The characteristics associated with the backpackers of long-term budget travellers, seeking experiences of adventure, authenticity and personal growth (Uriely, Yonay & Simchai, 2002; Noy, 2004; O'Reilly, 2005; Maoz, 2007; Russell, Tamara & Sheilagh, 2011) can also be related to the working holiday tourist. While these characteristics are similar, there are other aspects to working holiday tourism that differentiate it from the backpacker market. These aspects were discussed in the findings and are the visas working holiday tourists are required to get, the accommodation challenges they face, the work they undertake, the immersion with the local community they experience and the impact their experiences have on their personal character development.

The first key difference that needs to be noted between the two markets is the visa requirements each market faces. While the backpackers may only require a visitor visa, working holiday tourists must obtain a specific working holiday visa (New Zealand Immigration, 2017). This working holiday visa allows the tourists to stay in a destination for a specific period of time as well as allowing the tourists to legally work in the country whilst

travelling. Working holiday tourists view work as a key part of their experience at the destination, meaning the experiences they undertake differ from those other tourists may receive and often revolve around a more intense immersion with the local community (Uriely & Reichel, 2000; Brennan, 2014). The criteria those who wish to participate in the working holiday scheme need to meet is also different than those who wish to travel to a destination as backpackers. While there are no restrictions on obtaining a visitor visa, those who wish to receive the working holiday visa must meet the eligibility criteria. For those wishing to be working holiday tourists in New Zealand, they must be citizens of one of 45 countries eligible to apply and then meet the age and quota requirements (New Zealand Immigration, 2017). As shown by New Zealand Immigration (2017) and backed up by the findings from this research, most of the countries eligible to apply for the working holiday scheme have an age range of 18 to 30 years old, with some having 35 years old as the age limit. Furthermore, some countries have strict quotas that limit the amount of working holiday tourists allowed into New Zealand per year. Backpackers do not face the same limitations working holiday tourists do, meaning there are no limits on those who wish to travel New Zealand as backpackers.

The accommodation used by the two markets is also different. While hostels may be used by both markets, working holiday tourists often stay for longer periods of time and may look into accommodation such as housing as opposed to hostels. Brennan (2014) reports that on average, backpackers stay 73 nights and spend over $5,400 compared to the working holiday tourists that stay an average of eight months and spend over $13,000 each in Australia. The findings show that working holiday tourists in New Zealand have faced different issues with accommodation for their long-term stay.

While the backpacker's experience is shaped by the travel experience, the working holiday experience is heavily influenced by the work they undertake. Working holiday tourists not only benefit their own needs and desires to explore a destination, but also benefit the host community by contributing to various industries such as tourism and hospitality (Lee & Lee, 2013), thus vitalising the economy of the destination. The findings show that working holiday tourists in New Zealand often work in the hospitality industry and that employers rely on their readiness to work in the sector. While some working holiday tourists may use their earnings from their work to continue travelling, the findings also showed that many of those who

participated in the study simply chose working holiday tourism in New Zealand to earn money and experience the culture. This highlights a key difference between the backpacker and the working holiday tourist, as the focus is no longer solely on travel but also on work.

The immersion with the local community working holiday tourists experience, is also significantly different than the immersion the backpackers experience. Backpackers indeed look to get as far off the beaten track as possible in order to find authentic experiences of the destination and local community (Uriely, Yonay & Simchai, 2002; Brennan, 2014; Zhang, Tucker, Morrison & Wu, 2017), yet the working holiday tourists get to experience it in a different way without having to get off the beaten track. These working holiday tourists work within the local community and get to live alongside the locals, allowing them to experience the day to day lifestyle. The findings support this showing that all participants commented on the relationships they have created with the local community in New Zealand, whether through work or choosing to befriend them. Furthermore, the findings highlighted that through the immersion these tourists experience with the local community and the length of time they spend with them, they have begun to notice the same changes locals have with regards to the community they stayed with.

Lastly, working holiday tourists have reflected on deeper changes following the working holiday experience compared with previous travel experiences they had. Most of the literature on the backpacking segment discusses the personal growth backpackers experience following their travels, highlighting that they search for authentic experiences of both the destination and existential authenticity and use their experiences as part of their personal growth (Uriely, Yonay & Simchai, 2002; Brennan, 2014; Zhang, Tucker, Morrison & Wu, 2017). The working holiday tourist can relate to these but also adds deeper, more intense changes to their personal development. The findings discuss the different benefits the working holiday scheme has offered the participants as gaining more confidence in oneself, realising the lifestyle one wishes to pursue, new openness towards oneself and others and a new sense of adventure participants have not experienced before. The participants in this study have discussed that the opportunity to live and work in a new place offered them longer periods of time to find themselves. The immersion with locals as well as with other tourists has enabled them to open themselves up to new cultures and opinions they have not previously

experienced during their travels. Another key point to note from the findings was that the participants attributed their new confidence in themselves to overcoming the challenges they faced as working holiday tourists. This is due to having to establish themselves in an unfamiliar destination, an experience that can be seen as more challenging than travel on its own. Having the opportunity to prove to oneself they are capable of adapting and establishing themselves in a situation such as this led to the new confidence from being a working holiday tourist as opposed to a backpacker.

While there are many similarities between the two markets, these differences are significant enough to justify differentiating between the backpackers and the working holiday tourists. The differences that have been outlined between the working holiday tourist and the backpacker seem to be rudimentary in that they precede the experience itself. The two markets face different requirements in order for the experience to commence. These different requirements lead to a unique experience and as well as a different tourist identity. Considering these significantly different foundations of the markets, a question overhangs; why have these two markets not been differentiated earlier?

5.2 Issues working holiday tourists may face in New Zealand

Each of the participants interviewed for this research has discussed their experience in New Zealand in a positive manner. Although the responses received in this research did not discuss any major issues or negative experiences, it is important to note that this is a small selection of working holiday tourists in New Zealand and do not fully represent the current market. While the participants did give a good insight into the working holiday market, it is important to consider that other working holiday tourists may have negative experiences within this market.

Although participants did not explicitly discuss negative experiences and issues, there are points that need to be addressed from the findings. The three areas that came up when discussing issues were accommodation, work and preferential treatment of the working holiday tourists. It was a positive discovery to find out that none of the participants in this research encountered any of the extreme cases of unsafe working conditions that were

discussed by Robertson (2014), NZ Herald (2019) and Gillespie (2019) to name a few. Interestingly, the issues raised by the participants in this study were not properly mentioned in the literature above.

Accommodation was an obvious issue from the findings. Although some participants did not find this to be a significant problem, others have highlighted that the cost, access to and conditions of accommodation in Auckland and Waiheke Island caused a bit of frustration when trying to look for a place to live. Participants have discussed that in order to find appropriate accommodation, in some cases, they had to be willing to pay high rent as well as other costs on top of it such as a bond. Some of the participants also mentioned that they did not have a room to themselves whilst paying market rent. This relates to an ongoing housing issue Auckland faces that goes beyond the tourism market. Since these tourists are looking for more permanent accommodation than hostels, they find themselves competing with locals for accommodation, which is already an issue within the local community of Auckland. That being said, some participants commented that it was not such an issue due to the fact they legally were working full time and were able to use the money earned from one day of work to cover a week's rent while still being able to experience the destination and save money. Although participants mentioned accommodation was difficult at times, not a single participant discussed accommodation as being as problematic as the issues raised by Scanlan (2020). The hostel discussed by Scanlan (2020) reportedly was made out of shipping containers and did not have appropriate airflow with too many people cramped into it. While accommodation seems to be an issue for working holiday tourists in New Zealand, it seems to be revolving more around cost and availability as opposed to extreme unhealthy living conditions.

With work being at the centre of the working holiday scheme, it is not surprising that there were issues raised around it. Exploitation is a big issue when looking at temporary international workers, with Gillespie (2019), NZ Herald (2019) and Stringer (2016) reporting of exploitation issues in Australia and New Zealand, especially within the hospitality and horticulture industries. The findings from this study did not discover such exploitation issues but did receive some responses around underpayment of workers and long working hours. Not a single participant in this study has disclosed being underpaid, however one participant

did mention he was aware of it happening in New Zealand. The issue of underpayment in this case was around paying workers under the table below minimum wage, trying to tempt them on the basis of not paying taxes. The only other issue raised around working conditions was that one participant commented on working 18-hour consecutive days. Although the participant himself was not unhappy with the situation, this is an issue that needs to be highlighted. The fact that the worker may be happy to do so does not justify this unhealthy exploitation of the worker. Stringer (2016) has discussed in their report that one form of exploitation in the hospitality industry towards international workers is excessive work hours and this is a clear example of this breach.

The last issue discovered in the findings was the preferential treatment of the working holiday tourists and seemed to be a subtle issue. This issue begins with the visa application process, with some countries having easier eligibility criteria to meet. Those coming from Western European countries, Canada and the United States seem to have an easier application process than other countries, with an unlimited quota of applicants allowed into New Zealand. Once in New Zealand, the findings show that participants from such countries have found the job-hunting process also easier, with a couple noting they felt privileged due to their home country. This issue of preferential treatment goes beyond visa applications and job finding, as the findings show that participants felt like at times, landlords chose to not give them accommodation due to their lifestyle being contrary to the local community's routine. While these are subtle mistreatments of the international working holiday tourists, it is important to note that it is happening and it could be explored further in other cases outside of this research.

Although the challenges discussed here seem fairly minor, the accumulation of these together on one international working holiday tourist could have a significantly negative impact on that person and their experience in New Zealand. It is important to remember these individuals are vulnerable as they are in an unfamiliar environment and issues like these can discourage them from continuing their experiences in New Zealand. For New Zealand to maximise the benefits that can be gained out of the working holiday scheme, these are worthy of further exploration. While New Zealand already has a positive relationship with its working holiday tourists, resolving these issues could lead to a better relationship with them.

5.3 Insights into further research on working holiday tourism

Jarvis and Peel (2013), Uriely (2001), Uriely and Reichel (2000), Brennan (2014) and Opara (2018) have all previously identified the gaps in the research on the phenomenon of the working holiday tourism. With this market growing significantly and proving to be beneficial to the host community and destination, understanding it better will lead to improving it as a whole, both for the tourists themselves and the host communities. These academics have mentioned that the first step for this would be to differentiate the working holiday market from the backpacker market. This research has attempted to begin this process with highlighting key differences between the two markets, both experience and identity related differences.

This specific research looked into working holiday tourists in New Zealand and used a small sample of interviewees to get a better insight into their experiences. While some points were raised about the experience in New Zealand and the findings were overall positive, there is a lack of negative feedback from the participants that prevents this research from delving deeper into what might be significant issues. With work and accommodation being the top issues in this research, there is still a lack of information from the participants regarding how serious these issues really are. Gillespie (2019), Opara (2018) and Scanlan (2020) have discussed some serious issues around exploitation and unsafe work environments that have not been found in this research, which leads to question whether these issues are significant in the working holiday market in New Zealand. A deeper look into issues around working holiday tourism in New Zealand should be conducted in order to gain a better understanding of what needs to be looked at and potentially fixed.

When looking at developing the identity of the working holiday tourist, this research has found that while these tourists have many common characteristics with the backpacker market, they also have some characteristics that are unique to them. The intense immersion with the local community and the longer period of time at a destination for one to truly find their authentic self were two of the most talked about points from participants in this research. The participants here have credited the working holiday experience as a key

component of their personal development, mostly due to the opportunities that were offered to them as part of this scheme. The working holiday tourist could be looked at as an evolution of the backpacker we know today. With having a large number of common characteristics that have just been further developed due to the working holiday experiences, the idea of the working holiday tourist being the next step in the backpacker's travel career ladder should be investigated as an option.

5.4 Summary

The three research objectives have been answered in this chapter using the findings and compared with existing literature. Many similarities between the findings from this research and the literature were found. That being said, differences in issues were found as the participants in this research had an overall positive experience and did not comment on many challenges. This lack of issues raised by the participants is something to be noted and further research should be made into issues faced by working holiday tourists in New Zealand. The working holiday tourist identity discussed from the findings seemed to line up with existing literature on the international working holiday tourist and the backpacker identity. Although there were many similarities noted, there were also key differences highlighted here to help differentiate the working holiday tourist from the backpacker market.

6.0 Conclusions

The discussion chapter answered the research questions on the differences between the working holiday tourist and the backpacker, issues working holiday tourists may face in New Zealand and further research that should be undertaken to enhance the understanding of the working holiday phenomenon. The following subsections will revisit the aims and objectives, limitations of this research, recommendations and further research that should be undertaken along with concluding remarks.

6.1 Aims and objectives revised

The purpose of this research project was to explore the experience of the working holiday tourist in New Zealand and differentiate it from the backpacker market, as well as look into the issues the working holiday tourist may face in New Zealand. In-depth interviews were conducted with eight international working holiday tourists in order to gain a better insight to their experiences as a working holiday tourist and their perspectives of the working holiday scheme and New Zealand. Some of the key findings from this research were:

- New Zealand is a popular destination for working holiday tourists as it is one of the few countries that offer the working holiday scheme for many countries.
- While it is a competitive market within the global tourism industry, participants in this study considered it easy to get to New Zealand with the working holiday visa.
- There seems to be some issues around accommodation regarding cost and accessibility, yet it was considered not impossible to find accommodation.
- The work available for the working holiday tourists is predominantly in the hospitality and horticulture sectors. While there does not seem to be a lack of jobs available in these industries, other sectors are not as accessible for the working holiday tourists.
- The immersion with the local community for the working holiday tourists was a major part of their experiences due to working with and living amongst them.

- Personal development for the working holiday tourists was significantly noticeable through new confidence, openness to others and oneself and change in perspective following the working holiday experience.

These insights were mostly able to answer the research objectives set for this research and provide new insights into the working holiday scheme in New Zealand, as well as address some key gaps in the literature on the differences between the working holiday tourist and the backpacker.

6.2 A Recommendation for a New Government Agency

Based on the findings from this research, a few recommendations will be made on how the introduction of a new government agency that focuses on the working holiday industry will have significant impacts on the working holiday experience in New Zealand. The first recommendation focuses on the first step of partaking in the working holiday scheme, which is the visa application. As the findings show, different participants from various nationalities face different requirements when applying for the working holiday visa. This leads to questioning why some nationalities have much easier access to the scheme as opposed to others who must struggle to obtain it. Furthermore, this leads to question why the working holiday scheme has such specific requirements compared to other tourism schemes in New Zealand that do not have such restrictions. With the working holiday scheme continuing to grow, it should be considered to open up the application process and adjust it, making it fairer overall across different nationalities and allowing for further growth of the industry. Considering the high demand for this scheme, a government agency should be created that will focus on the development of the working holiday scheme and reassess the policies behind the visa application process. This government agency will then be able to monitor, control and further develop this fast-growing market, ultimately leading to a maximisation of the benefits this market has to offer.

The creation of this government agency will not only help with the visa application process but can also provide a 'safe space' for these working holiday tourists in ensuring they receive

fair working conditions and pay. Exploitation of international temporary workers is an issue that needs to be seriously looked at, as these workers often face excessively long working hours and pay below minimum wage. Not only that, the working holiday tourists can also face harsh working conditions that can impact them further. While the findings of this research did not show such extreme cases of exploitation, it is still an issue that should be addressed in New Zealand. Due to this research looking at a small sample of working holiday tourists, it does not fully represent the working holiday market in New Zealand and there is a high possibility of exploitation cases happening within the working holiday market in New Zealand that are not shown here. Introducing a government agency can offer the working holiday tourists a place where they can discuss their working conditions and pay and get reassurance that they are not being exploited. Furthermore, this agency will not only monitor the tourists coming into New Zealand but can also focus on the employers that participate in this industry.

Lastly, this government agency can assist the working holiday tourists when looking for accommodation. The findings show that accommodation was a big issue for majority of the participants in this research. The main issues raised around accommodation looked at access to accommodation, the cost of accommodation, and the conditions of available accommodations. This all relates to an ongoing housing crisis in Auckland that goes beyond the working holiday industry and impacts the local community as well. Considering this is an ongoing issue involving the local community, having a government agency such as this can assist the working holiday tourists to find suitable accommodation and minimise this issue they currently face.

Overall, the introduction of a new government agency that will oversee the working holiday tourism scheme in New Zealand will help both the working holiday tourists coming into the country and the local community itself. This will result in the overall improvement of the working holiday scheme in New Zealand and help reduce issues these tourists may face during their working holiday experience. Having a government agency will help the international working holiday tourists with issues such as visa application process, working conditions and pay, and accommodation issues. This will ensure a more positive and safer experience for the working holiday tourists and ultimately improve the industry as a whole.

6.3 Limitations and future research

There were some limitations to this research due to the fact most of the feedback received from the participants was positive. Although this was a pleasant outcome for this research, the lack of negative experiences and issues faced has led to a gap in discussing challenges working holiday tourists in New Zealand may face. Furthermore, this research used a small sample of working holiday tourists that may not represent the market as whole. Having the majority of the interviewees working in the hospitality industry and living on Waiheke Island is a further limitation of this research. In order to gain a better understanding of the international working holiday market New Zealand hosts, further research should be conducted on a bigger sample with participants from countries that were not represented here. In addition, further research should be done into the identity of the working holiday tourist and explore the idea suggested in the discussion section on the working holiday tourist being an evolution of the backpacker we know today.

6.4 Concluding remarks

The working holiday market is a consistently growing sector within the global tourism industry that needs to be given more attention. This study employed qualitative exploratory research using in-depth interviews and thematic analysis to gain a better understanding of this phenomenon in New Zealand. The research objectives focussed on refining the experience of the working holiday tourist in New Zealand and addressing the gap in literature on this topic. With working holiday tourism becoming such a significant part of the global tourism industry, understanding this phenomenon better is vital in order to maximise the benefits of it, both for the tourists and the host communities.

The constant growth of the working holiday market highlights the importance of understanding and managing it better to be able to provide better experiences for those participating in it, both the tourists and the local communities. Although this research showed that overall, the participants were happy with their experiences in New Zealand, it is important to remember that issues around visa application, working conditions,

accommodation and exploitation are likely to still happen within this market in New Zealand. Studying the significance of this market, both internationally and locally within New Zealand, their needs and the issues they may face during their experiences will enable the host community to manage and deliver better experiences for these tourists. Introducing a government agency to overlook this market will help manage such issues and create safer and more positive experiences for these working holiday tourists. The government agency can potentially manage issues such as visa application, working conditions and accommodation solutions for the working holiday tourists.

New Zealand has proven to be a popular destination of choice for working holiday tourists, as it is one of the few places that offer this scheme for many countries. Therefore, the researcher believes further research into this significant market is vital in order to understand it better and ultimately be able to deliver better experiences for these tourists. The first step to improving the working holiday market would be to differentiate it completely from the backpacker market, giving it the full credit, it deserves. By doing so, host communities and the global tourism industry would be to cater for this phenomenon better and in turn help it grow.

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8.0 Appendices

8.1 Appendix 1: Interview guide

1. Where do you originally come from? How old are you?

2. How long have you been in New Zealand? And how long on Waiheke?

3. Why did you choose to come to New Zealand? And what brought you to Waiheke?

4. What were your reasons for becoming a working holiday tourist? Why did you not just go travelling? (working holiday vs backpacker)

5. How did you find the working holiday process? Visas, finding job, etc.

6. Tell me a bit about your working holiday experiences here in New Zealand so far. What other places have you worked already?

7. How do you think your working holiday experience differs from other tourist experiences?

8. How do you find the accommodation here? Can you tell me a bit about your accommodation experience on Waiheke.

9. How has this experience affected you personally so far? Have you noticed any changes in the way you perceive way of life or your own choices in life?

10. How do you view New Zealand and its people as a working holiday tourist? What about life on Waiheke?

11. What are some challenges you face as a working holiday tourist? Can you elaborate a bit more.

12. What are some benefits of being a working holiday tourist?

13. Would you recommend the working holiday experience and New Zealand to others? Why? Why not?

Participant Information Sheet

Date Information Sheet Produced:
14[th] Feburary 2018

Project Title
How does travel affect one's identity? Insights into the working holiday tourist in New Zealand.

An Invitation
My name is Oren Meizeles, a Master of International Tourism Management student at the Auckland University of Technology. As a working holiday tourist, your travel experiences here in New Zealand are significantly important to tourism providers and academics in order to further understand this growing market. You are therefore invited to participate in an interview about your travel experiences here in New Zealand. The minimum age to participate in this research is 18 years old. Choosing to participate or not will neither advantage nor disadvantage you in any way.

What is the purpose of this research?
This qualitative exploratory research focuses on the working holiday market. The research will focus on the experiences of the working holiday tourists in New Zealand, an area that has been under-researched previously and has an identified gap in the literature. The aim of this research is to fill in the gaps in the literature on the identity of the working holiday tourist and how the working holiday experience affects an individual's identity. The study is part of a Master of International Tourism Management at AUT University. The results will be part of a thesis and will be used in academic publications, journals and conferences

How was I identified and why am I being invited to participate in this research?
You are invited to participate through a recruitment poster or through referral by other participants. The study focuses on working holiday tourists who are aged 18 years and over. Only participants able to communicate in English are selected.

How do I agree to participate in this research?
Complete the Consent Form provided by the researcher conducting the interview.
Your participation in this research is voluntary (it is your choice) and whether you choose to participate will neither advantage nor disadvantage you. You can withdraw from the study at any time. If you choose to withdraw from the study, then you will be offered the choice between having any data that is identifiable as belonging to you removed or allowing it to continue to be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?
We will take approximately 30 minutes of your time to conduct a one on one interview on your experiences in New Zealand. The interview will be conducted in a quiet space of a nearby café or the hostel lounge. The interview will be audio recorded and then transcribed.

Transcripts of the interview will be available to you for confirmation. Indicative questions have been prepared to guide the process. However, we seek to gain a deeper understanding of your experiences as a traveller into the country. In this regard, an in-depth conversation to this end is beneficial to this study.

What are the discomforts and risks?
Your participation and the interview questions should neither cause any discomfort nor is there any potential risk or harm. However, should you opt not to answer any question, you may say so and I will ask a different question.
How will these discomforts and risks be alleviated?
All the questions in this research interview are optional.

What are the benefits?
This research will help better understand the experiences of working holiday tourists in New Zealand and hopefully influence better future development of tourism services and products. The research will also assist me in obtaining a Master of International Tourism Management degree.

How will my privacy be protected?
The answers you provide in this research study are confidential. A code number is assigned in the consent form Analysis of your responses will be on the assigned code.

What are the costs of participating in this research?
Apart from your time (approximately 30 minutes) there is no further cost of participating in this research.

What opportunity do I have to consider this invitation?
A mutually agreed upon schedule will be followed. My contact details are given below to allow you time to decide.

Will I receive feedback on the results of this research?
You are able to receive feedback on the results by contacting my supervisor or me on the contact details listed below.

What do I do if I have concerns about this research?
Any concerns regarding the nature of this project should be notified in the first instance to the Project Supervisor, Dr. Heike Schänzel, Email address: heike.schanzel@aut.ac.nz, Phone: +64 9 921 9999 ext 6923

Concerns regarding the conduct of the research should be notified to the Executive Secretary of AUTEC, Kate O'Connor, ethics@aut.ac.nz , 921 9999 ext 6038.

Whom do I contact for further information about this research?
Please keep this Information Sheet and a copy of the Consent Form for your future reference. You are also able to contact the research team as follows:

Researcher Contact Details:
Oren Meizeles
Email: orenmeizeles@gmail.com

Project Supervisor Contact Details:
Dr. Heike Schänzel
Email: heike.schanzel@aut.ac.nz
Phone: +64 9 921 9999 ext 6923

Participant Consent Form

Project title: **How does travel affect one's identity? Insights into the working holiday tourist in New Zealand.**
Project Supervisor: **Dr Heike Schanzel**
Researcher: **Oren Meizeles**

○   I have read and understood the information sheet telling me what will happen in this study and why it is important.
○   I have had an opportunity to ask questions and to have them answered.
○   I understand that notes will be taken during the interviews and that they will also be audio-taped and transcribed.
○   I understand that taking part in this study is voluntary (my choice) and that I may withdraw from the study at any time without being disadvantaged in any way.
○   I understand that if I withdraw from the study then I will be offered the choice between having any data that is identifiable as belonging to me removed or allowing it to continue to be used. However, once the findings have been produced, removal of my data may not be possible.
○   I agree to take part in this research.
○   I wish to receive a summary of the research findings (please tick one):   Yes ○ No ○

Participant's Signature: ....…………………………………………

Participant's Name: ....……………………………………………

Participant's Contact Details:

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Date: