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The Effect of Tour Leaders' Career Crafting on Career Embeddedness: Roles of Career Agility and Engagement

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Abstract

In the postpandemic era, tour leaders require coping strategies to address new career shocks and the consequent implications for their career development. In this study, the linkage between career crafting and career embeddedness, the mediating role of career engagement, and the moderated mediation effect of career agility were investigated among tour leaders. In total, 342 tour leaders of group package tours in Taiwan completed a questionnaire survey. Bootstrapping was conducted with the PROCESS macro to test the study hypotheses. The results indicate that career crafting boosted career engagement. Career engagement enhanced career embeddedness and mediated the association between career crafting and career embeddedness. Career agility moderated the association between career crafting and career engagement and the mediating role of career embeddedness in this association. These findings contribute to the current body of knowledge on career construction. Organizations can encourage career crafting and strengthen career agility to promote employee career engagement, ultimately fostering career embeddedness.

Keywords: Tour Leaders; Career; Crafting; Embeddedness; Taiwan