FACTORS INFLUENCING THE SELECTION OF TRAVEL AGENCIES AND TOUR OPERATORS BY GENERATION Z TRAVELERS IN CHINA

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Abstract:
The abstract explores Generation Z's preferences in selecting travel agencies and tour operators for their travel needs. This demographic, which consists of the first digital generation, significantly values technology and online presence. This study delves into the factors influencing Generation Z's choice, such as personalization, price, sustainability, authenticity, convenience, reputation, and social media impact. Encompassing 26% of the global population, Generation Z places high importance on work-life balance and life happiness. They rely on social media for product discovery (97%), communicating through smart phones, and consuming digital content extensively. The paper focuses on discerning how these preferences impact their choice of travel services, given their unique characteristics. The study employs quantitative data collection through questionnaires, involving descriptive statistics and mathematical-statistical methods for analysis. The results contribute to understanding the nuanced factors affecting Generation Z's choices, culminating in a conclusion that highlights the most influential determinants and their implications for the travel industry. As the first fully digital generation, Generation Z's distinctive preferences are poised to reshape the landscape of travel agency and tour operator services.

Keywords:
Generation Z, travel agencies, tour operators, online presence, social media impact.

INTRODUCTION

In the tapestry of generational evolution, the emergence of Generation Z, often simply referred to as Gen Z, marks a remarkable and transformative chapter. Born between the mid-1990s and the early 2010s, Generation Z, however, represents the first generation to grow up entirely in the digital age (Seymour, 2019). Gen Z is now the second youngest generation (Figure 1), behind Millennials and Generation Alpha (Pew Research, 2020). This cohort's conduct, like that of previous generations, is influenced by their upbringing.

This unique upbringing has indelibly imprinted Gen Z with a set of values, behaviors, and expectations that set them apart from their predecessors. As they mature into adulthood and embark on their journeys around the globe, their choices in travel agencies and tour operators have emerged as a focal point of interest for the travel and tourism industry. Understanding the factors that steer the compass of

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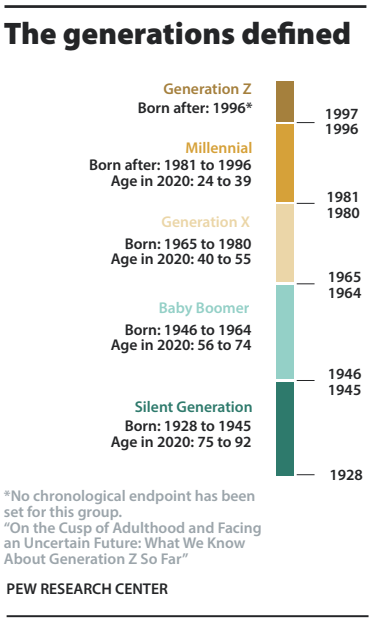
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Gen Z's travel decisions is not merely a matter of curiosity; it is a critical imperative for businesses aiming to capture the allegiance of this burgeoning market segment.

Generation Z travelers are a dynamic and influential force in the travel industry. Their preferences are shaped by their digital upbringing, characterized by technology reliance, personalization expectations, price sensitivity, sustainability consciousness, a thirst for authenticity, convenience, and a keen eye for reputation (Azzumi *et al.*, 2023, Ohvo, 2023). Travel agencies and tour operators that understand and cater to these factors are poised to thrive in a market where Gen Z's influence continues to grow. As the travel industry continues to evolve, adapting to the unique needs and desires of this generation, it is the key to success for businesses aiming to capture the hearts and wallets of Generation Z travelers.

Figure 1. The generations defined.



Source: Pew Research Center, 2020.

This study focuses on Generation Z and their preferences for selecting a travel agency and/or tour operator to arrange services required for traveling and staying in a destination. The aim of this paper is to explore and gain comprehensive insights into the preferences, behaviors, and motivations of Generation Z (Gen Z) travelers in China regarding their choices of travel agencies and tour operators. By conducting a survey among Gen Z representatives in China, we seek to address several key research questions:

Factors Influencing Choice: To identify and analyze the factors that significantly impact the selection of travel agencies and tour operators by Gen Z travelers in China. This includes understanding the weightage given to factors such as technology, personalization, pricing, sustainability, authenticity, and convenience.

Travel Preferences: To uncover the types of travel experiences that resonate with Gen Z in China. This involves examining their preferences for different travel styles, destinations, and activities.

Booking Behaviors: To investigate the methods and platforms through which Gen Z travelers in China book their travel experiences. This includes exploring the role of technology and online platforms in the booking process.

Social Media Engagement: To determine which social media platforms Gen Z in China primarily use to gather information and insights related to travel. This encompasses understanding the influence of social media on their travel decisions.

Reasons for Switching: To identify the reasons behind Gen Z travelers in China changing their travel agency or tour operator. This involves exploring any instances of dissatisfaction or changing preferences.

Sustainable Travel: To assess whether sustainability considerations impact the travel plans and choices of Gen Z in China. This includes understanding if they have altered their travel plans due to sustainability concerns and whether they are willing to pay more for sustainable and responsible travel experiences.

By addressing these research questions, this paper aims to provide a comprehensive understanding of how Gen Z travelers in China navigate the world of travel agencies and tour operators.In other words, what factors influence the choice of intermediaries when planning and realizing a tourist trip. The findings of this research will not only contribute to a deeper comprehension of this influential demographic but also offer valuable insights for businesses in the travel and tourism industry seeking to cater to the unique preferences and priorities of Gen Z travelers in China.

LITERATURE REVIEW

In the rapidly evolving landscape of the travel industry, the selection of travel agencies and tour operators is a decision that carries considerable weight. In the early 1970s, studies were conducted on the personality of travelers, their choice of destinations (Plog,1974), and the character of visitor planning (Getz, 1986). Among the various segments of travelers, Generation Z, often referred to as Gen Z, stands out as a distinct cohort with unique preferences and priorities when it comes to planning and booking their journeys. Because of growing up with technology, the Internet, and social media, Dimock (2019) highlights the fact that it has led to stereotypes of them as tech-addicted. This defining characteristic has had a profound impact on their attitudes towards technology, communication, and information consumption. As such, understanding the factors that influence the choices of Generation Z travelers in selecting travel agencies and tour operators has become a critical area of study within the travel and tourism industry.

According to Madden (2019), each generation is impacted by the social dynamics, global advances, technology, and demographics of their time, and each generation brings with them abilities, personalities, and insights that can benefit society as a whole. Haddouche and Salomone (2018) define Gen Z as a generation of a new sociological category nourished by information technologies, the Internet, and social networks. One of the most prominent factors shaping the preferences of Generation Z travelers is their unwavering embrace of technology. Growing up in an era where smartphones, social media platforms, and instant access to information are the norm, Gen Z individuals have a high level of digital literacy. This has meant Gen Z is very aware of real-world realities from a young age (Witt & Baird, 2018).

They are well-versed in using technology not only for communication but also for researching, planning, and booking their travel experiences. This tech-savvy generation expects travel agencies and tour operators to have a strong online presence, user-friendly websites, and responsive mobile apps. Convenience remains a universal factor in travel choices (Xiang and Gretzel, 2010). They seek efficiency in the booking process, from comparing options to making secure online payments. Ensuring these elements are in place is crucial for travel businesses targeting this tech-savvy generation. Therefore, travel businesses that excel in providing seamless digital experiences are more likely to capture the attention and loyalty of Gen Z travelers.

In the opinion of researchers, Gen Z desires more individualized micro experiences and believes that anything is possible (Merriman, 2015). Furthermore, they expect their purchasing experience to be simple, smooth, and error-free. According to the center's continuous study of Gen Z, they are "self-aware, self-reliant, innovative, and purpose-oriented." They also stated that Gen Zers are particularly proficient at studying on their own through the use of "web-based" research tools. Kim and Park (2020) agreed that younger generations, like Gen-Z, should play an active part in transitioning traditional real-time tourism to technology-based digital tourism.

Beyond technology, personalization is another key determinant (McKee *et al.*, 2023) influencing the choices of Generation Z when it comes to travel agencies and tour operators. This generation has grown up in an era of hyper-personalization, where online platforms tailor content, advertisements, and recommendations based on individual preferences and behavior. As a result, Gen Z travelers have come to expect a high degree of personalization in their travel experiences. As per Han *et al.* (2018), a substantial majority of global customers exhibit a keen interest in embracing virtual reality (VR) or augmented reality (AR) for their travel adventures,

while a significant portion perceives VR and AR as the future of tourism. They appreciate it when travel agencies offer customized itineraries, suggest destinations aligned with their interests, and provide personalized recommendations for activities and accommodations. Tailoring travel experiences to meet Gen Z individuals' specific needs and desires not only enhances customer satisfaction but also fosters brand loyalty in a market characterized by an abundance of choices. It is important to note that Gen Z travelers want to meet their requirements while also sharing their experiences with their social network (Buhalis & Karatay, 2022). They view travel not only as a personal experience but also as an opportunity to curate and showcase their journeys to friends, family, and a broader online audience. As a result, they seek travel experiences that not only cater to their preferences and needs but also offer unique and shareable moments that enhance their online presence and facilitate meaningful connections with others who share similar interests or have similar travel aspirations.

Price sensitivity is another influential factor when it comes to Gen Z's choice of travel agencies and tour operators (Naruetharadhol *et al.*, 2022). This generation has witnessed economic uncertainties and has often faced student loans and financial pressures, which have made them more price-conscious than some of their predecessors. While they value experiences, Gen Z travelers are keen on finding value for their money (Danneo *et al.*, 2020). They are likely to compare prices across different platforms, use price comparison websites, and seek out discounts and deals (Roberti, 2017). Travel agencies and tour operators that can offer competitive pricing without compromising on quality are more likely to attract and retain Gen Z customers.

Sustainability and environmental consciousness are increasingly significant factors influencing Gen Z's travel choices. This generation is deeply concerned about climate change and environmental sustainability (Seyfi *et al.*, 2023). They seek out travel agencies and tour operators that demonstrate a commitment to responsible and sustainable tourism practices. Gen Z is widely recognized for their active involvement in pro-sustainability initiatives, indicating their strong commitment to promoting positive ethical actions and making sustainability a crucial factor in their decision-making processes (Salinero *et al.*, 2022; Prayang *et al.*, 2022; Djafarova & Foots, 2022). Gen Z travelers are interested in eco-friendly accommodations, carbon-neutral travel options, and experiences that allow them to engage with and contribute positively to local communities and ecosystems (Pryang *et al.*, 2022). Travel businesses that integrate sustainability into their offerings and actively communicate their efforts in this regard are more likely to resonate with the values of Gen Z travelers and earn their patronage. They adapt the offer to adjust to reshaped consumers' views on sustainability and eco-friendly products, influencing their attitudes towards adopting a greener and more sustainable approach (Yilmaz & Ilter, 2017).

Authenticity is a value held dear by Generation Z when it comes to travel (Swanson, 2022, Živković, 2021). This generation craves genuine and immersive experiences that enable them to connect with local cultures, traditions, and people. They are less interested in cookie-cutter, mass-market tourism and more inclined towards authentic, off-the-beaten-path adventures (Tanase *et al.*, 2023). Travel agencies and tour operators that can offer unique, culturally enriching experiences are more likely to capture the interest of Gen Z travelers. This often involves curating itineraries that go beyond typical tourist attractions and embrace a destination's local spirit and authenticity.

Convenience remains a timeless factor that influences travel choices, and Gen Z is no exception (Wood, 2013). However, what defines convenience for this generation has evolved with the digital age. Gen Z travelers value hassle-free experiences, from easy and transparent booking processes to seamless navigation in unfamiliar destinations (Ozdemir-Guzel & Bas, 2021). They appreciate travel agencies and tour operators that provide real-time updates, mobile ticketing, and 24/7 customer support. The ability to address any issues or concerns promptly through digital channels is vital in ensuring a smooth and convenient travel experience for Gen Z (Hwang *et al.*, 2021).

Reputation, both online and offline, plays a crucial role in the decision-making process of Generation Z travelers (Dimitriou & AbouElgheit, 2019). With a penchant for online research and social media, this generation relies heavily on reviews, ratings, and recommendations from fellow travelers or travel influencers when evaluating travel agencies and tour operators (Kamenidou *et al.*, 2021). A positive online presence, a strong social media following, and a track record of customer satisfaction are all factors that contribute to building trust and credibility among Gen Z travelers. Travel businesses that actively engage with their customers, respond to reviews, and showcase their strengths on digital platforms are more likely to earn the trust and business of this discerning generation.

METHODOLOGY

This research is dedicated to gaining profound insights into the travel preferences and behaviors of Generation Z in China, encompassing individuals born between 1997 and 2012. To capture rich and firsthand data, a comprehensive survey approach was adopted. The survey instrument was meticulously crafted to target and engage Generation Z respondents effectively. This descriptive analysis was conducted through surveys administered from January 2023 to March 2023, offering a comprehensive view of the travel preferences and behaviors of Generation Z in China. The questionnaire was submitted to Instagram and WeChat, China's most popular social media platforms; as of March 27, 2023, a total of 84 replies were received from which 76 were valid.

To ensure precise targeting, the survey gathered demographic data, particularly the ages of the respondents. Additionally, recognizing the potential influence of educational and cultural backgrounds on their travel choices, the survey delved into these aspects.

To get a clear picture of their travel behaviors, the survey inquired about the average number of trips taken annually and the specific types of travel experiences that resonate most with this generation. Significantly, the survey probed into the factors guiding the selection of travel agencies and tour operators, with a focus on the core question of why Generation Z chooses particular service providers. This paper aimed to provide an intuitive understanding of the factors shaping their perceptions of travel agencies and tour operators.

Given Generation Z's digital upbringing, it was crucial to assess the online platforms they use for travel-related activities, such as information gathering and booking. This insight is invaluable for understanding which social media channels or platforms effectively capture the attention of Generation Z. Lastly, the survey delved into sustainable tourism considerations, investigating whether Generation Z is willing to allocate more financial resources to support sustainable development in tourism and whether they have considered sustainability in previous travel experiences.

RESULTS

Participants aged 11-26 (Gen Z) made up the majority of the sample of 74 valid replies, while Gen Y participated with only 2 responses (Table 1). This also indicates that Generation Z is particularly engaged in social media. The majority of them (29%) were with high school diplomas, with the remaining 7 percent being with junior high school diplomas. More than half have undergraduate credentials, 26% have bachelor's degrees, two have PhDs, and 12 have master's degrees.

Table 1. Socio demographic characteristics of the respondents.

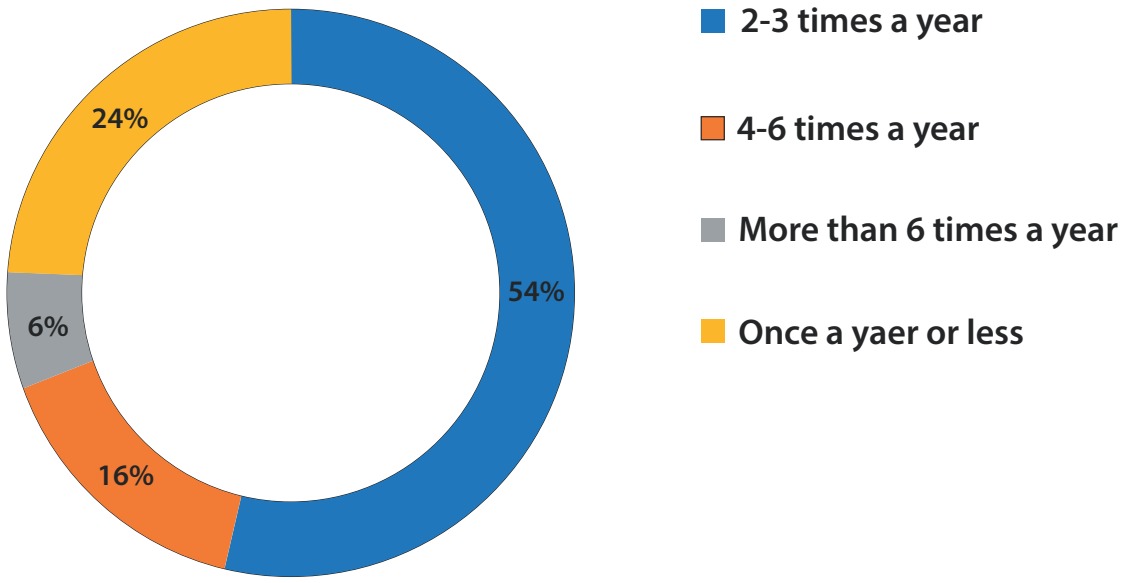
Characteristics	Absolute Frequencies	Share (%)
Cohort		
Gen Z (11-26 years old)	74	94.4
Gen Y (27-42 years old)	2	2.6
Gen X (43-58 years old)	0	0
Above 59 years old	0	0
Education		
Bachelor's degree	26	34.2
High School Diploma	29	38.2
Junior High School Diploma	7	9.2
Master's degree	12	15.8
PhD	2	2.6
Total	**76**	**100**

Source: Author's.

Approximately half of them hold a bachelor's degree or above. And the majority of these students begin part-time work, which allows them to supplement their income. And, once they have a portion of their own cash, Generation Z may plan their own ideal travels, and they are not required to totally follow their parents' wishes.

In terms of travel frequency (Figure 2), more than half of the participants travel 2-3 times each year. Those who travel once a year or less make for 24% of the population. It is clear that Generation Z prefers to travel, with more than 80% of them traveling twice or more every year. There are also those who travel more than six times a year, although they are in the minority, accounting for only 6% of the population.

Figure 2. Travel frequency.



Source: Author's.

The way Generation Z visitors schedule their trips confirms the notion that they are extremely autonomous and accept responsibility for their choices. More than 60% of respondents make a decision and book a trip without using an intermediary, while just 6.6 percent use intermediaries such as travel agencies and tour operators (Table 2). It should also be noted that almost one-third of respondents employ a combination of intermediary support and autonomous trip booking, most likely depending on the kind of travel, destination, complexity of travel organizing, and so on.

Table 2. Independence when booking a trip.

		Frequency	%
Independence when booking a trip	I do it all myself	48	63.2
	I use a combination of both	23	30.3
	I use travel agents or tour operators	5	6.6
	Total	**76**	**100.0**

Source: Author's.

Respondents evaluated the offered statements in a range from 1 to 5 (Likert scale from 1 to 5), according to which 1 represents the lowest degree of agreement while 5 represents the highest degree of agreement with the offered statement. According to the variables influencing the choice of an intermediary when booking a vacation, Chinese travelers consider the price of the arrangement that they are prepared to pay first (Table 3). Furthermore, the reputation of the travel agency, as well as the convenience provided by the agency via

its website, plays an important part. The sustainability of the travel agency's business has the least impact, demonstrating that tourists of this generation, despite their highly developed awareness of the importance of sustainability, still put it on the back burner when the reputation of the intermediary as well as the price of the arrangement are considered when choosing a travel agency.

Table 3. Factors influencing Travelers choice of a travel agent or tour operator.

Factor	N	Mean	St. deviation
Online presence		3.618	1.0452
Price		3.829	1.1592
Sustainability		2.882	1.1427
Authenticity		3.342	1.1950
Convenience		3.789	1.0239
Reputation		3.803	1.0459
Valid N	**76**		

Source: Author's.

According to the research findings (Table4), the vast majority of Generation Z prefers booking their vacations online. Conversely, a mere 5.3% of respondents expressed a preference for physically visiting a travel agency for trip bookings. This low percentage reflects the diminishing relevance of traditional, in-person booking methods among Generation Z, further emphasizing their digital-first orientation. An additional 25% of respondents indicated a willingness to explore both online and in-person options, highlighting the flexibility and pragmatism that often characterize this generation's approach to travel planning.

The strong preference for online booking aligns with the shared development of Generation Z and the Internet. This generation has grown up with digital technology as an integral part of their lives, making online bookings not just a convenience but a natural choice. Social media, in particular, plays a pivotal role in their travel planning process, enabling them to gather information, seek recommendations, and formulate travel plans.

Table 4. Means of booking the travel.

		Frequency	%
Means	Both	19	25.0
	In-person (e.g., travel agencies, tour operators)	4	5.3
	Online (e.g., travel booking websites, mobile apps)	53	69.7
	Total	**76**	**100.0**

Source: Author's.

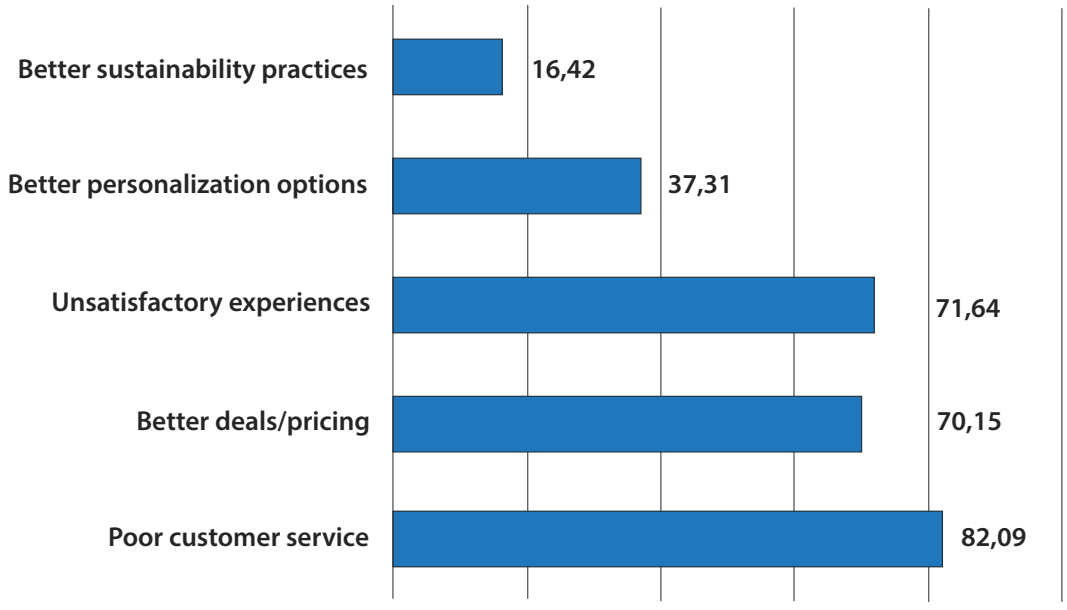
Undoubtedly, the standout factor among the surveyed Generation Z respondents is the pivotal role of customer service in their decision-making process. Over 80% of respondents indicated a strong likelihood of changing their travel agency choice due to poor customer service (Figure 3). This underscores the critical importance of exceptional service delivery in attracting and retaining this generation as customers. It emphasizes the profound impact that customer-centric approaches can have on their loyalty.

Intriguingly, pricing emerges as the second most influential factor. A substantial number of respondents (70,1%) expressed a willingness to change their travel agency based on the promise of better pricing options. This suggests that Generation Z travelers are highly cost-conscious and will actively seek value for their money when making travel decisions.

Surprisingly, personalization, often touted as a significant driver in the modern travel industry, was less influential than expected. Only 37.31% of respondents indicated a potential agency switch due to improved personalization. This implies that while personalization is valued, other factors like customer service and pricing hold greater sway in their choices.

The data also revealed that sustainability practices, although garnering attention in the travel industry had a relatively minor influence on Generation Z's agency selection. A mere 16.42% of respondents considered sustainability as a reason to change their travel agency. This suggests that, despite their awareness of sustainability issues, other factors currently take precedence in their decision-making.

Figure 3. Factors influencing changing the tour operator/travel agent.



Source: Author's.

DISCUSSION AND CONCLUSION

The comprehensive exploration of Generation Z's travel trends and preferences yields valuable insights into the dynamics of this influential demographic. These findings collectively paint a vivid picture of a generation that is digitally native, price-conscious, and decidedly self-reliant in their travel endeavors. Their preferences for travel agents and tour operators differ from those of previous generations, as well as their demands for specific travel experience. However, travel companies and tour operators are modernizing as well, implementing new tactics such as online business models and collaborating with social media. Generation Z, being the world's most populous generation, will have a significant effect on the future development of all aspects of living.

To start with, the study results reveal that the research was properly selected and dispersed in terms of targeting the appropriate set of respondents since more than 90 respondents are members of Generation Z, which was intended to be covered. Given that the questionnaire was distributed online, it is not unexpected that the vast majority of respondents are members of this generation, which has been indicated to utilize social media and other forms of digital media the most. This is additionally supported by the distribution of respondents based on education, which reveals that more than half of the respondents were the youngest, that is, those who use the Internet's benefits the most.

The travel preferences and behaviors of Generation Z, as revealed through this study, provide a compelling glimpse into the dynamics of this influential demographic. One striking revelation is the strong inclination of Generation Z towards travel, with over 80% of the surveyed individuals embarking on journeys twice or more each year. This substantial majority not only reflects a generation eager to explore the world but also underscores the potential for growth and innovation within the travel and tourism industry.

Furthermore, the data highlights the significance of travel frequency among Generation Z. A noteworthy majority, comprising more than half of the participants, engage in travel 2-3 times annually. This pattern of frequent travel suggests that Generation Z seeks not just occasional getaways but values consistent and diverse travel experiences. Conversely, while the majority exhibits a preference for moderate travel frequency, it is essential to acknowledge the presence of a small yet significant minority within Generation Z. Approximately 6% of the surveyed population exceeds the norm, embarking on more than six trips per year. This segment demonstrates a profound passion for exploration and adventure, presenting opportunities for travel businesses to cater to their specific needs and desires. The results suggest that Generation Z in China is an active and enthusiastic cohort of travelers. The majority's proclivity for frequent travel presents an enticing market for the travel industry to tap into. Additionally, recognizing the existence of travel enthusiasts who exceed conventional travel frequencies allows for the development of niche services to cater to their unique demands. As Generation Z continues to shape the future of travel, businesses must adapt and innovate to meet their evolving preferences and expectations.

The findings pertaining to how Generation Z plans and schedules their trips offer intriguing insights into the autonomy and self-reliance that characterize this generation's approach to travel. These results affirm the perception that Generation Z is exceptionally independent and willing to take responsibility for their travel choices. Remarkably, over 60% of the surveyed respondents demonstrated a remarkable level of self-sufficiency by making their travel decisions and booking trips without the involvement of intermediaries such as travel agencies and tour operators. This majority's preference for direct, hands-on involvement in trip planning underscores their confidence and comfort in navigating the complexities of the modern travel landscape independently.

In contrast, a mere 6.6 percent of respondents opted for the services of intermediaries, suggesting that this generation tends to eschew traditional travel planning methods that rely on third-party assistance. This marked preference for self-reliance is indicative of Generation Z's desire for more control over their travel experiences. It is worth noting that a significant portion, nearly one-third of the respondents, embraced a blended approach to trip planning. They combined intermediary support with autonomous booking, demonstrating a pragmatic approach to travel decisions. This group likely adjusts their planning strategies based on the specific nature of the trip, destination, or the complexities involved in organizing travel. The data paints a vivid picture of Generation Z as highly autonomous and responsible travelers. Their propensity for self-guided trip planning challenges traditional travel paradigms, emphasizing the importance of user-friendly, digital platforms and tools that empower them to curate their own travel experiences. As Generation Z continues to redefine travel norms, the travel industry must adapt to meet their demand for autonomy while offering flexible options for those who prefer intermediary assistance, ensuring a dynamic and responsive landscape for the travelers of tomorrow.

The analysis of variables influencing the choice of intermediaries when booking vacations among Chinese Generation Z travelers offers valuable insights into their decision-making processes. These results shed light on the priorities and considerations that shape their choices, providing important implications for the travel industry. First and foremost, it is evident that the price of the vacation package holds paramount significance for Chinese Generation Z travelers. This factor emerges as the primary consideration when selecting an intermediary, underscoring the importance of competitive pricing and affordability in attracting this generation. It is apparent that cost-consciousness plays a pivotal role in their decision-making, aligning with the economic challenges they have grown up with.

In addition to pricing, the reputation of the travel agency also exerts a substantial influence on intermediary selection. The reputation factor signifies that Chinese Generation Z travelers place a premium on trustworthiness and reliability when choosing an intermediary. The positive image and track record of the travel agency weigh significantly in their decision-making process. Convenience, particularly via the agency's website, emerges as another pivotal factor affecting intermediary choices. This highlights the importance of user-friendly online platforms and seamless digital experiences. Generation Z's preference for convenience in the digital realm resonates with their tech-savvy upbringing. Surprisingly, the sustainability aspect of the travel agency's business emerges as the least influential variable. Despite the heightened awareness of sustainability issues among this generation, it appears that other considerations, particularly price and reputation, take

precedence when selecting a travel agency. This suggests that while sustainability is acknowledged, it may not yet be a primary driving force in their decision-making, highlighting potential opportunities for education and engagement on sustainable travel practices. These findings offer valuable insights for travel agencies targeting Chinese Generation Z travelers. Competitive pricing, a strong reputation, user-friendly digital platforms, and convenient services are pivotal in attracting this demographic. While sustainability awareness is present, it is currently a secondary consideration. To effectively engage and cater to this generation, travel businesses should align their strategies with these preferences while also actively promoting sustainable practices to create a more balanced and holistic approach to travel decision-making among Generation Z.

The research results regarding how Generation Z prefers to book their trips offer a revealing glimpse into the digital-first mindset that characterizes this demographic. This data underscores the profound impact of the Internet and social media on their travel decisions, shedding light on their preferred booking methods. Remarkably, a substantial majority of Generation Z, as indicated by the research findings, favor booking their trips online. This generation is predisposed to leveraging digital resources for trip planning and reservations through dedicated online booking platforms or via social media channels. This finding underscores the profound influence of the Internet on shaping their travel behaviors. To better understand Generation Z's travel planning approach, it is crucial to delve into the specific social media platforms they rely on. These platforms serve as valuable channels for learning about travel opportunities and shaping their travel experiences. As Generation Z continues to exert its influence on the travel landscape, travel businesses must strategically leverage these digital platforms to engage and connect with this tech-savvy and socially connected generation effectively.

The data analysis offers illuminating insights into the factors that significantly influence Generation Z's decisions when choosing travel agencies. These findings provide a valuable glimpse into the priorities and motivations that steer their choices. The research findings illuminate the critical role of customer service and pricing in shaping Generation Z's travel agency choices. While personalization is valued, it is not the primary driver of their decisions. Surprisingly, sustainability practices, while important, are not the primary reason for changing agencies. These insights provide essential guidance for travel agencies aiming to appeal to Generation Z travelers, highlighting the need for exceptional customer service and competitive pricing as the cornerstone of their strategies.

Generation Z travelers are a dynamic and multifaceted demographic, shaped by their digital upbringing, economic realities, and a unique set of priorities. To effectively engage and cater to Generation Z, travel businesses must adapt to their preferences for digital self-reliance, prioritize exceptional customer service, offer competitive pricing, and incorporate sustainability practices as an important but not dominant factor in their offerings. These insights position the travel industry to meet the evolving needs of Generation Z and foster lasting connections with this influential generation of travelers.

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