A CROSS-GENERATIONAL INVESTIGATION OF TOURISM DECISION-MAKING ON SOCIAL MEDIA: IMPLICATIONS FOR MARKETING AND DESTINATION MANAGEMENT

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Abstract: This study examines the generation's impact on tourists' decision-making characteristics when selecting a tourist destination through social media platforms. The target group for this study consists of those who utilize social media platforms to gather information about tourist destinations before choosing to visit. A non-probability sampling approach, using a purposive sampling method derived from a survey administered through a questionnaire, was used to collect primary data from 338 respondents across generations. Data were analyzed using SPSS 29 and Manova, followed by post-hoc tests (Bonferroni and Games-Howell). The measurement of tourists' decision-making process incorporates various factors, including Cultural Influence, Social Influence, Personal Characteristics, and Psychological Factors. In addition, Marketing Influence was also considered. The results revealed that the variable Generation significantly influences Cultural Influence, Social Influence, Personal Characteristics, Psychological Influence, and Marketing Influence simultaneously and partially. In particular, when considered separately, Generation has a significant impact on Cultural Influence, Social Influence, Personal Characteristics, Psychological Influence, and Marketing Influence. This study contributes to the existing body of knowledge by providing insights into the impact of generation on tourists' decision-making characteristics and its implications for tourism marketing and management. These findings highlight the importance of considering generational differences when developing social media strategies to engage tourists and understanding how these differences shape the tourism decision-making process. This study enhances the ability of destination marketers to engage tourists and promote their travel products and services. Theoretical contributions of this study include understanding how generations influence tourism destination decisions, exploring the role of cultural, social, personal, psychological, and marketing factors in tourist decision-making, and highlighting the significance of social media in destination marketing. Managerial contributions include suggestions for tailoring marketing tactics to visitors' interests and social connections, understanding existing and prospective tourist personas, and prioritizing digital media in tourism destination management.

Keywords: decision-making, cultural influence, social influence, personal characteristics, psychological, intergenerational, tourism marketing

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Introduction

Tourism is a major economic driver for many nations. UNWTO (2015) states that tourism's global rise has made it vital to a nation's economy. It can boost infrastructure, commercial growth, and jobs. Tourism development is branding for a country and demands all stakeholders' attention (Kiryluk & Glinska, 2015). Thus, tourism destinations compete fiercely to attract travelers. Tourism consumption involves several unknown concerns. Thus, travelers must carefully choose their destination before visiting. Travelers prevent risks when buying things or visiting sites. Tourism sites must overcome rising tourist knowledge and technology to attract visitors (Pawaskar & Goel, 2014). Thus, tourism sites must make a great product that provides an entire experience and knows what travelers want.

Indonesian tourism is recovering after COVID-19 in 2020 and 2021 as transmission decreases. Central Statistics Agency data shows a 19.82% growth in domestic tourist trips from the previous year (BPS, 2023a). There were 734.86 million domestic tourism trips in 2022. Compared to 2019, domestic tourist journeys increased by 1.76 percent (BPS, 2023a). Also, more foreign tourists have arrived. Foreign tourist arrivals in Indonesia rose 508.87% in the first quarter of 2023 compared to 2022 (BPS, 2023b). Tourism is an important part of Indonesia's economy and foreign exchange. In a Ministry of Finance of Indonesia report, Purwowidhu (2023) stated that the OECD's 2022 Tourism Trends and Policies report stated that tourism contributed 5.0% of Indonesia's GDP in 2019. In 2022, Indonesia's tourist rating rose from 44th to 32nd in 18 months, surpassing Malaysia, Thailand, and Vietnam for the first time. The WEF issued the rankings in May 2022 (Sutrisno, 2022).

Information technology, or the internet, helps tourism grow. This helps communication, entertainment, education, and e-commerce (Koyuncu & Lien, 2003). This has revolutionized how consumers buy goods and services. From 2018 to 2019, global social media users rose 9% to 3,484 billion (Quach et al., 2019). Marketers can use social media to promote their products. Social media accounts for 70% of global company penetration and 85% of marketing communication plans (Yost et al., 2021). Quach (2017) believes that social media has become one of the most influential digital marketing tactics.

Visitors usually research travel products before traveling to lessen the risk of buying experimental tourism services (Roque & Raposo, 2016). Visitors to familiar destinations will ask relatives and friends for advice based on their past experiences. Tourists planning to visit unfamiliar destinations will research their options well. Thus, today's travelers use other travelers' reviews to lessen uncertainty before booking. Social media is trusted more than tourism organization websites, travel agents, and other promotional mediums (Fotis et al., 2012). According to De Souza and Machado (2017), most tourists plan their journeys on social media, and 48.4% change their destination after seeing important information. Many tourists base their vacation plans on social media, including post-trip images (Matikiti-Manyevere & Kruger, 2019).

Several scholars have identified factors that influence tourists' decisions to buy tourism products, from cognitive psychology and tourist behavior (Tassiello & Tillotson, 2020) to social, emotional, and socio-economic factors (Li et al., 2019) to destination marketing tourism offers (Chen et al., 2022). According to Dahiya and Batra (2016), incentive and anxiety variables influence tourism destination selection. Motivation is when a destination is appealing, whereas concern is people's anxiety before visiting. Social, cultural, personal, and psychological variables influence tourism purchases, according to Kotler

et al. (2006). Unfortunately, little research has examined the four factors influencing tourists' choices. This is especially true in the digital age, when social media can influence tourists' purchases.

There are 5 (five) generational groups today. Namely, the Baby Boomers generation, who were born in 1945 - 1964 (Jönson & Jönsson, 2015), then the X generation, who were born in 1965 - 1980 (Gibson et al., 2009); Generation Y, who was born in 1981 - 1996, generation Z who was born in 1997 - 2012 (Burclaff, 2020), and the rest is the Alpha generation which is currently at most twelve years old. Previous research has neglected to compare the elements impacting the four adult generations' purchase decisions, especially for travel-related goods. Only three generations—baby boomers, generation X, and generation Y—have been studied on generational viewpoints during purchasing (Dhanapal, 2015). Lissitsa and Kol (2016) compared Generations X and Y. Generation Z has different traits than earlier generations. Hence, the author must include their perspective in this research. However, nothing is known about them (Singh & Dangmai, 2016).

Travel marketers should separate their markets. This tries to improve visitors' satisfaction with tourism offers. According to Parment (2013), age differences in experiences and preferences might affect buying behavior and consumer involvement in different products. Understanding generations and their different ways of thinking, behaving, and making decisions is vital. Misunderstandings between generations can cause problems. Communication is essential in generational groups; therefore, understanding their consumption patterns is important in education, society, and business (Dolot, 2019). Generational differences cause consumer behavior segmentation differences. All parties creating effective promotional messaging must understand this cohort's behavior.

To thoroughly understand intergenerational perceptions regarding the decision-making process for visiting a tourist destination, this study integrated ideas and knowledge from the existing literature that used the conceptual models from decision-making attributes (Kotler et al., 2006). This research reveals the perceptions of each generation in the decision-making process to visit tourist destinations and their responses to tourist destination marketing strategies. As a theoretical foundation for the travel and hospitality sectors, this study may help academic scholars understand the distinctiveness of intergeneration that impacts tourist destination decision-making. Additionally, this study offers numerous recommendations for creating effective strategies for destination marketers to realize the critical elements that support the increasing number of tourist visits.

Based on the background above, the authors propose the following hypothesis.

H1. There are differences in tourism purchasing decisions between the Baby Boomers generation, generation X, generation Y, and generation Z based on Cultural Influence through social media exposure.

H2. There are differences in tourism purchasing decisions between the Baby Boomers generation, generation X, generation Y, and generation Z based on Social Influence through social media exposure.

H3. There are differences in tourism purchasing decisions between the Baby Boomers generation, generation X, generation Y, and generation Z based on Personal Characteristics through social media exposure.

H4. There are differences in tourism purchasing decisions between the Baby Boomers generation, generation X, generation Y, and generation Z based on Psychological through social media exposure.

H5. There are differences in tourism purchasing decisions between the Baby Boomers generation, generation X, generation Y, and generation Z based on Marketing Influence through social media exposure.

Materials and Methods

Sampling and Data Collection

This study examines how Baby Boomers, Generation X, Generation Y, and Generation Z make tourist destination decisions based on cultural, social, personal, psychological, and marketing factors. The conceptual research framework is shown in Figure 1. Indonesian social media users from all four generations who visited tourist destinations were sampled. The author employs non-probability, purposive sampling.
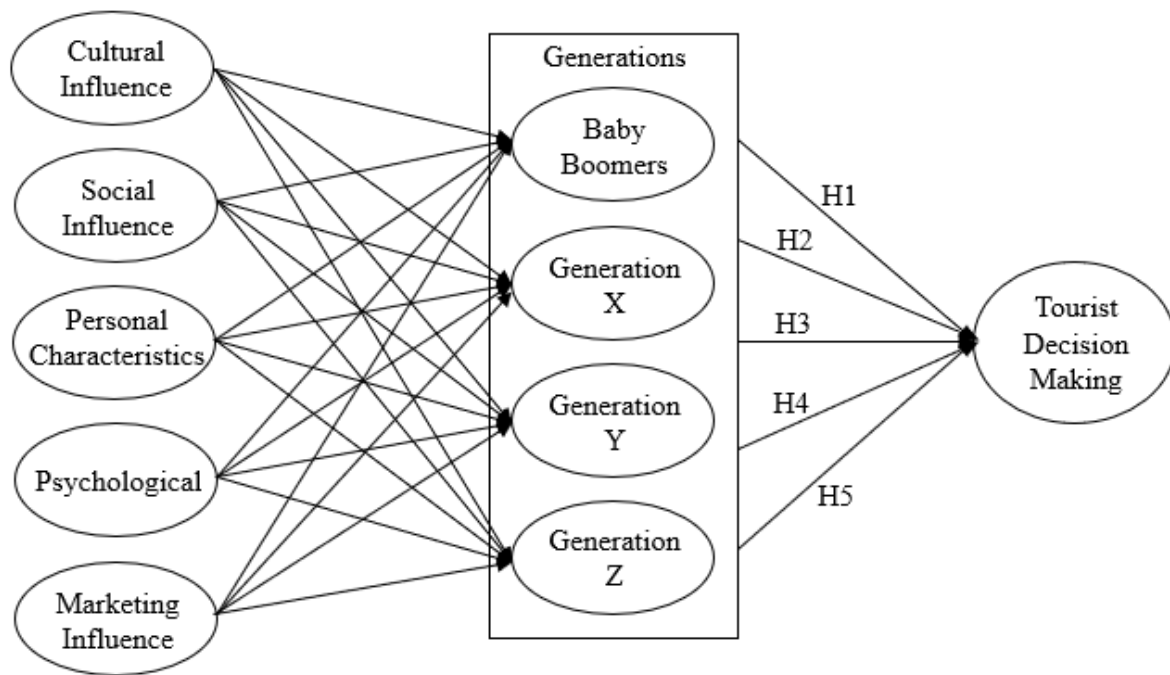

Figure 1: Conceptual Research Framework

The authors disseminated a pilot survey before choosing the final questionnaire. After collecting consumer feedback, the authors conducted the final survey. A poll was conducted online and in-person from December 7, 2023, to January 31, 2024. In-person surveys are meant to increase questionnaire completion and clarify survey items if needed. 500 questionnaires were distributed, and 378 were returned. After removing invalid surveys with many errors, high questionnaire reply consistency,

repetitive answer filling, and ambiguous response patterns, 338 valid questionnaires were left for analysis, with a sample validity rate of 89.41%.

Based on the data obtained, detailed respondents' demographic information is displayed in Table 1 below.

Table 1: Respondents' Demographic Information

Characteristics	Frequency (n)	Percentage (%)	Accumulate (%)
Gender			
Male	163	48,22	48,22
Female	175	51,78	100
Generation category			
Baby Boomers	68	20,12	20,12
Generation X	67	19,82	39,94
Generation Y	101	29,88	69,82
Generation Z	102	30,18	100
Education level			
Senior high school	26	7,69	7,69
Diploma	33	9,76	17,45
University	143	42,31	59,76
Postgraduate	136	40,24	100

Occupation			
Student	102	30,18	30,18
Employee	119	35,21	65,39
Civil servant	93	27,51	92,9
Household chore	7	2,07	94,97
Entrepreneur	17	5,03	100
Frequency of travel a year			
1-2 times	87	25,74	25,74
3-5 times	140	41,42	67,16
6-12 times	65	19,23	86,39
More than 12 times	46	13,61	100
Social Media used the most			
Facebook	85	25,15	25,15
Instagram	158	46,74	71,89
Twitter	2	0,6	72,49
TikTok	53	15,68	88,17
YouTube	40	11,83	100

As the table shows, most responses were men (48.22%) and dominated by generations Z and Y (30.18% and 29.88%). University education was completed by 42.31% of respondents. In terms of work, 35.21% of respondents were employees. Most responders (41.42%) travel 3 to 5 times a year. Instagram is the most popular social media platform at 46.74%, followed by Facebook at 25.15%. These findings complement Matikiti-Manyevere & Kruger (2019), who found that tourists utilize Facebook and Instagram to investigate destinations.

Data Analysis

The author used Cronbach's Alpha to conduct a reliability test to demonstrate how reliable a tool is for measuring an object. A piece of data with a Cronbach Alpha value of ≥ 0.6 is deemed reliable (Sujarweni, 2014). The reliability test values are presented in Table 2 below.

Table 2: Reliability Test

Measurement Items	Mean	Standard Deviation	Cronbach's Alpha
Cultural Influence			0.631
I always look for a lot of information from social media before visiting a tourist destination.	4.317	0.884	
I feel safe when visiting tourist destinations whose culture is similar to my own.	4.269	0.922	
I feel happy to visit tourist destinations that remind me of my childhood.	4.065	0.966	
I have always been interested in knowing many cultures from different regions.	3.825	1.037	
My main purpose of visiting a tourist destination is because I want to get to know the culture.	3.828	0.947	

I feel proud when I upload content on social media about the culture of a tourist destination that I visit.	3.882	1.033	
Social Influence			0.624
I always pay attention to information about tourist destinations that are popular on social media.	4.077	0.902	
I'm always tempted to visit destinations that people talk about.	3.985	0.973	
I feel that visiting tourist destinations that are popular on social media can raise my social status.	3.186	1.270	
I become more accepted by my group members if I can share my travel experiences to destinations that are popular on social media.	3.435	3.069	
Personal Characteristics			0.778
I decided on a travel destination according to my travel interests.	4.417	0.706	
I like travel activities that are challenging or offer something new.	4.254	0.767	
I like tourist destinations that offer a variety of alternative travel options.	4.260	0.846	
I tend to be loyal to travel destinations that match my characteristics.	4.612	0.529	

Psychological   0.785

I find it helpful to get a lot of information about the tourist destination I am going to from social media.	3.749	1.053
I feel safe if I first find out about the destination through social media.	4.154	0.937
I can plan travel activities with my budget based on information on social media.	3.970	1.022
I feel that all destinations that are popular on social media must be fun to visit.	3.814	1.009
I like visiting tourist destinations that offer familiarity and hospitality.	3.985	0.973

Marketing Strategies   0.769

I become more eager to travel to certain tourist destinations after seeing interesting content posted on social media.	4.210	0.815
I become more motivated to travel to certain tourist destinations after seeing advertisements posted on social media.	3.861	0.827
I follow many travels destination accounts to get updates on new travel offers from them.	3.533	1.013
I always read visitor testimonials on social media before visiting the destination.	4.317	0.846

Based on the data above, it is known that the Cronbach Alpha value ranges from 0.624 to 0.785. Because this value is more than 0.6, the measurement items used in this research are reliable. Next, the author performed a data normality test to do a comparison test before moving on to the next test. Figure 2 below shows the results acquired from the normality test results.
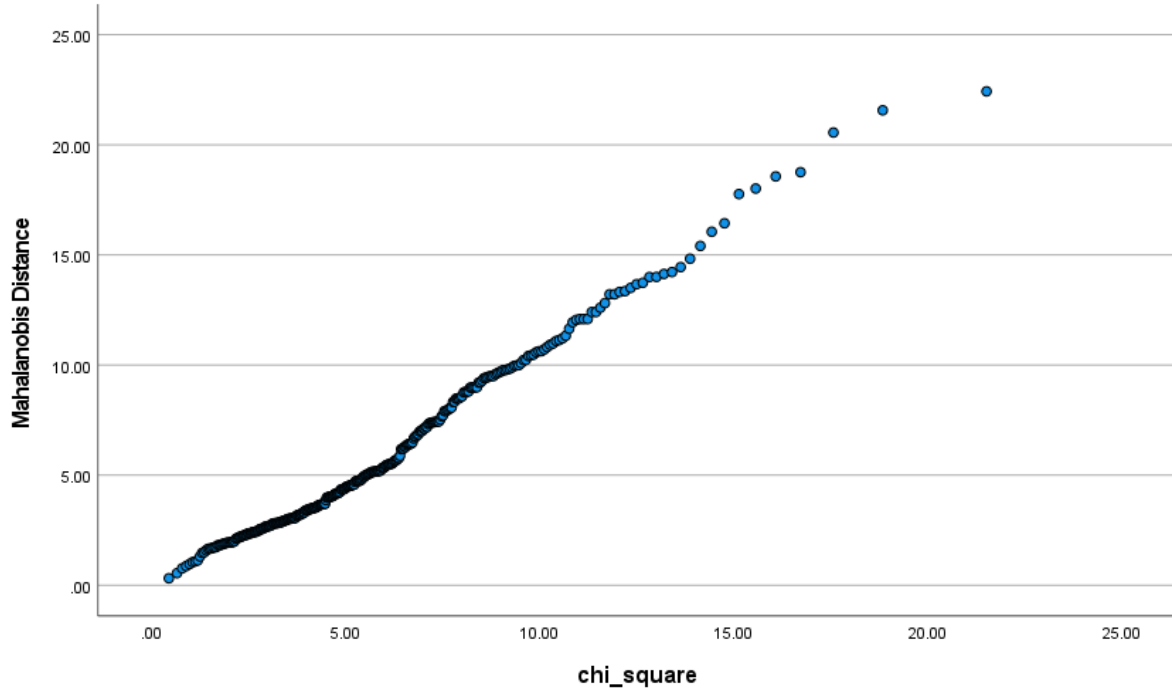

Figure 2: Normality Test

If scatter plots with Mahalanobis Distance as the y-axis and Chi-Square as the x-axis tend to form a straight line of more than 50%, then the data has a multivariate normal distribution (Johnson & Wichern, 2007). Since more than half of the straight lines in the image above are produced, the data in this study are typically distributed, which satisfies the preliminary conditions for moving on to the next test stage.

In order to bolster these findings, the author performed a correlation analysis, yielding the information shown in Table 3 below.

Table 3: Correlation Test

		Mahalanobis Distance	chi_square
Mahalanobis Distance	Pearson Correlation	1	.994[**]
	Sig. (2-tailed)		.000
	N	338	338

chi_square	Pearson Correlation	.994**	1
	Sig. (2-tailed)	.000	
	N	338	338

**. Correlation is significant at the 0.01 level (2-tailed).

With a sig value of 0.000, the obtained correlation coefficient of 0.994 indicates that the correlation coefficient is relatively high. A significant correlation exists if the sig value is less than 0.05 or the correlation coefficient is greater than the r table. This indicates that the data in scatter plots originates from a multivariate, normally distributed sample (Johnson & Wichern, 2007).

Results and Discussion

SPSS 29 was used to analyze the data in this research. To determine if there were any significant changes between the groups in several dependent variables, the author performed a Manova test. Researchers can get more detailed information on group differences in many dependent variables by utilizing the Manova test. This can help the author make more appropriate decisions regarding the independent variables studied.

The author first performed a homogeneity test before doing the Manova test. The homogeneity test aimed to ensure that the sample data collected was appropriate for Manova testing. Additionally, before doing the Manova test, the homogeneity test must be completed. The results of the homogeneity test are shown in Table 4 below.

Table 4: Levene's Test of Equality of Error Variance

Variable	Levene Statistic	df1	df2	Sig.
Cultural Influence	5.498	3	304.903	.001
Social Influence	.666	3	317.739	.574
Personal Characteristics	7.409	3	302.526	.000
Psychological	13.142	3	324.170	.000

Marketing Influence	7.370	3	331.309	.000

If the sig. value is <0.05; it can be concluded that the data variance is not homogeneous, so the further test used is Games-Howell. Furthermore, if the sig. value is > 0.05; it can be concluded that the data variance is homogeneous, so the next test used is Bonferroni. Based on the data above, it is known that the sig. value for Social Influence is more than 0.05, so it can be concluded that the data for Social Influence is homogeneous; for this reason, the next test used is Bonferroni. Meanwhile, the other four data, namely Cultural Influence, Personal Characteristics, Psychological, and Marketing Influence, are known to have a sig. value of less than 0.05, so it can be concluded that the data on these variables is not homogeneous; for this reason, the next test used is Games-Howell.

Furthermore, the multivariate test results are shown in Table 5 below.

Table 5: Multivariate Test

Effect		Value	F	Hypothesis df	Error df	Sig.
Gen	Pillai's Trace	.498	13.231	15.000	996.000	.000
	Wilks' Lambda	.556	14.374	15.000	911.386	.000
	Hotelling's Trace	.701	15.360	15.000	986.000	.000
	Roy's Largest Root	.535	35.508[c]	5.000	332.000	.000

a. Design: Intercept + Gen

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.

If the sig. value < 0.05 means that there is a significant influence. Conversely, if the sig. value > 0.05 means that there is no significant influence between those variables. From the table above, it is known that the sig. value is 0.000; this value is less than 0.05, so it can be concluded that there is an influence of the Generation variable on Cultural Influence, Social Influence, Personal Characteristics, Psychological and Marketing Influence simultaneously.

Then, the next test was carried out to partially determine the Generation variable's influence on each dependent variable. The results are listed in Table 6 below.

Table 6: Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Gen	Cultural Influence	573.806	3	191.269	33.188	.000
	Social Influence	575.720	3	191.907	23.593	.000
	Personal Characteristics	286.103	3	95.368	31.650	.000
	Psychological	220.833	3	73.611	8.107	.000
	Marketing Influence	90.715	3	30.238	6.820	.000

Based on the data above, it can be inferred that Generation considerably influences Cultural Influence, as the sig. value obtained is 0.000, which is less than 0.05. Likewise, it can be said that Generation significantly influences Social Influence given that the sig. The value for Social Influence was reached at 0.000, less than 0.05. Furthermore, we found a significant correlation between Generation and Personal Characteristics ($p < 0.05$) with a sig. value of 0.000. Furthermore, the Psychological sig. value obtained is 0.000, which is less than 0.05, indicating a substantial effect of Generation on Psychological. Finally, it is known that the Marketing Influence sig value is 0.000, or less than 0.05, indicating a substantial influence of Generation on Marketing Influence.

The final one compares each dependent variable across generations; the results are displayed in Table 7 below.

Table 7: Multiple Comparisons Test

Relationships between Generations	Cultural Influence		Social Influence		Personal Characteristics		Psychological		Marketing Influence	
	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result	Sig.	Result
Baby Boomers ↔ Gen X	0,000	d	1,000	nd	0,011	d	0,038	d	1,000	nd
Baby Boomers ↔ Gen Y	0,000	d	0,015	d	0,000	d	0,999	nd	0,001	d

Baby Boomers ↔ Gen Z	0,000	d	0,000	d	0,000	d	0,103	nd	0,088	nd
Gen X ↔ Gen Y	0,005	d	0,042	d	0,022	d	0,075	nd	0,005	d
Gen X ↔ Gen Z	0,001	d	0,000	d	0,000	d	0,000	d	0,160	nd
Gen Y ↔ Gen Z	0,969	nd	0,000	d	0,013	d	0,118	nd	0,265	nd

*Note: d= different; nd= not different

Based on the Cultural Influence of the data above, we can conclude that there are quite large differences between the Baby Boomers and Gen X, the Baby Boomer and Gen Y, the Baby Boomer and Gen Z, Gen X and Gen Y, with a significance value between 0.000 to 0.005. Meanwhile, the significance value comparing Gen Y and Z is 0.969, which shows no real difference regarding Cultural Influence.

The Baby Boomers and Gen X generations have a significance value of 1.000 in the Social Influence category, which indicates there is no real difference between the two groups. Whereas in other generational categories, namely Baby Boomers and Gen Y, Baby Boomers and Gen Z, Gen X and Gen Y, Gen X and Gen Z, and Gen Y and Gen Z, there is a considerable difference based on Social Influence, which is indicated by a significance value between 0.000 to 0.042.

In the Personal Characteristics category, it can be concluded that there is a considerable difference between all generations, namely Baby Boomers and Gen X, Baby Boomers and Gen Y, Baby Boomers and Gen Z, Gen X and Gen Y, Gen X and Gen Z, and Gen Y and Gen Z, with a significance value between 0.000 and 0.022.

In the Psychological category, there are only two relationships that have significant differences, namely the relationships between Baby Boomers and Gen X, and Gen X and Gen Z, with significance values of 0.038 and 0.000. While other generational relationships, namely between Baby Boomers and Gen Y, Baby Boomers and Gen Z, Gen X and Gen Y, and Gen Y and Gen Z, have no difference, which is indicated by significance values between 0.075 to 0.999.

Finally, in the Marketing Influence category, there are also only two relationships that have significant differences, namely the relationships between Baby Boomers and Gen Y, and Gen X and Gen Y, with significance values of 0.001 and 0.005. While other generational relationships, namely between Baby Boomers and Gen X, Baby Boomers and Gen Z, Gen X and Gen Z, and Gen Y and Gen Z, have no difference, which is indicated by significance values between 0.088 and 1.000.

Conclusion

The findings show that qualitative (categorical) data scales like Generation Baby Boomers, Generation X, Generation Y, and Generation Z partially and simultaneously influence quantitative (numerical) dependent variables like Cultural Influence, Social Influence, Personal Characteristics, Psychological

Influence, and Marketing Influence. This is fascinating because the findings may help us understand tourists' decision-making process, which cognitive, psychological, and consumer behavior researchers have thoroughly investigated. This study strengthens tourist destination marketers' ability to attract tourists and promote their travel products and services. Tourist destination marketers claim social media is the finest promotion medium since it spreads information rapidly after global usage rises. According to Matikiti-Manyevere & Kruger (2019), social media access to tourism and hospitality services may increase visitor numbers and allow marketers to reach more customers.

Theoretical Contributions

This study shows how generations affect tourism destination decisions. First, the results show that cultural influence significantly impacts each generation's decision-making process, confirming that culture can influence a traveler's choice to visit a tourist destination as well as its natural attractions, facilities, scenery, and climate. Ng et al. (2007) state that culture can impact tourists' destination choices. When tourists understand the cultural distinctions between their destination and home, they want interesting new experiences (Croce et al., 2018). Interestingly, Generation Y and Z share cultural influence. Possible reason: Both generations have similar internet and technology knowledge and comprehension. Both generations use the Internet to communicate, research, and simplify their work. Palfrey and Gasser (2013) call Generation Y and Z digital natives. Thus, their digital media use appears more fluent (Bento et al., 2018).

Second, the study shows the social effect different generations have when choosing tourist destinations. Thus, our study supports past results that social influence can influence consumers' product purchases by spreading knowledge (Xia, 2023). Interestingly, Baby Boomers and Generation X have the same social influence. Parment (2013) says Baby Boomers grow "more relaxed" or "less concerned with what other people think and say." This makes most Baby Boomers resistant to advertising (Naidoo et al., 2015). Generation X still buys based on traditional searches, ignores targeted advertising, and rejects all marketing tactics (Lissitsa & Kol, 2016).

Third, the study implies that generations choose destinations based on personal traits. Romão et al. (2015) found that tourist attributes and incentives can greatly impact satisfaction with tourism services and destination loyalty. The recreational site's and visitors' characteristics mostly determine recreational activity choice (Franceschinis et al., 2022). Travelers' eWOM can influence other travelers' travel decisions based on their personality and satisfaction (Nam et al., 2020).

Fourth, current research suggests that various generations make travel decisions for psychological reasons. Due to psychological factors, Baby Boomers, Generation Y, and Generation Z travel similarly. Conversely, Generation X makes different decisions. Baby boomers' desire to try new things influences their travel destinations (Muller & O'Cass, 2001). Like Generation Y and Z, who like to have fun and explore (Stillman & Stillman, 2017). Generation X is skeptical (Crumpacker & Crumpacker, 2007), making them leery of tourist sites and less likely to try new things. This study found that psychological factors influence travelers' destination choices. This complements prior studies showing that subjective knowledge that boosts a tourist's psychological self-congruity and familiarity can help them make tough travel selections (Tassiello & Tillotson, 2020).

Fifth, the results show that social media marketing affects all generations. This complements past findings that social media improves customer decision-making (Sema, 2013), particularly traveler-written online evaluations (Cem, 2013). Tags are employed in content marketing to increase product visibility and exposure (Sepehri et al., 2022). Yost et al. (2021) found that social media marketing improves brand experience, buying intentions, and attitudes. Ketter and Avraham (2021) define marketing strategy as an organization's integrated decision-making model. It helps achieve goals, including improving the company's image with customers (Lai, 2019). This may impact travelers' destination choices.

Managerial Contributions

We found many managerial implications and suggestions for generational disparities and travel decisions. The findings showed that social media can promote a tourist destination's culture to increase interest in visiting. Online content attracts visitors and improves a place's image (Kim et al., 2007). According to Sharma et al. (2023) social media strongly influences tourist decisions. Cultural influences affect customers' decisions after receiving information (Money & Crotts, 2003). Henderson (2003) believes cultural similarities more strongly influence a traveler's intention to visit a destination.

Second, managers who understand social influence can use their customers' social impact traits to control it proactively. They can tailor marketing tactics to visitors' interests and social connections. Walker et al. (2011) said social impact affects holiday choices. Millennials are likelier to visit places their peers post about (Liu et al., 2019). People enjoy visiting sites that boost their social status (Correia et al., 2016). Boto-García & Baños-Pino (2022) asserted that social media has changed travel as individuals value sharing their purchases on social media.

Third, tourism venue managers must understand the personalities of existing and future tourists to create enticing trip packages for each generation. Ferràs et al. (2020) found that tailoring experiences and activities to visitors' needs can boost happiness. Age, gender, activity choice, trip length, distance traveled, past travel experiences, and life cycle affect travel choices and purchases (Hewer et al., 2017). Customized tour packages that meet travelers' needs will make them happier. This will also encourage delighted travelers to submit favorable reviews on websites and social media, influencing future bookings.

Fourth, tourism managers can increase interaction by posting fresh content on their websites and social media. This will help visitors access information faster, feel better, and buy more. Prior research suggests that visitors' psychological processes and choice environment must be considered when choosing tactics or heuristics (McCabe et al., 2016). Past travel experiences affect risk perception and future travel decisions. This psychological element of travel may influence purchases (Karl et al., 2020). Understanding tourist psychology and behavior helps improve marketing techniques to boost tourism revenue (Chen et al., 2023).

Lastly, tourism destination management should prioritize digital media (Jami Pour & Karimi, 2023). Digital content marketing has become an important part of a business's digital marketing strategy to give tourists more value. Communicating with passengers through content marketing can increase engagement and sales (Lou & Xie, 2021). Managers must invest in new technology, social media, and

promotional systems to maintain positive customer interactions (Han et al., 2022). Prior research has shown that travel sector entrepreneurs use digital media to improve their marketing in response to rising tourism demand (Koliouska & Andreopoulou, 2023). Targeted tourist marketing requires understanding visitor behavior and returning to certain tourism venues (Abdul-Rahman et al., 2023).

Limitations and Future Suggestions

This study recognizes several limitations that should be addressed in future research. First, this study's respondents were all Indonesian. Further research could include gathering data from responders in other nations. Second, the Alpha generation was not included in this analysis. Further research should consider incorporating the Alpha generation to better understand the changes in visitor behavior. Third, this study examined quantitative aspects. To acquire more in-depth results, future research should investigate adopting mixed-methods.

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