



BY33403 CURRENT ISSUES AND TRENDS IN TOURISM

“THE IMPACT OF INFLUENCER ON GENERATION Z'S IN TOURISM INDUSTRY”

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INTRODUCTION

- Background of the research**
 - mid-1990s and the beginning of the 2010s: emerged as an important demographic to the tourism sector.
 - Generation Z appreciates personal relationships and real experiences.
 - Influencers mostly use: TikTok, YouTube, and Instagram.
- Reason of doing the research.**
 - address the changing nature of media consumption.
 - disentangle the complex interaction among Generation Z and influencers
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 - Social Media Influencers:**
 - two groups: Mega-influencers & Micro-influencers.
 - Social media and Generations:**
 - quiet, baby-boomer, X, Y, Z, or alpha.
 - generation Z: people who were born with computers and continuously use it in all aspects of their life.
 - Growth of Research Hypothesis:**
 - Social media platforms have an important role in the selling of tourist products.
 - By photographing at the place and sharing their trip moments on social media platforms, social media influencers generate proof of "I have been there".
 - social media is typically utilized after or during a vacation to publish experiences.
 - many struggle to choose the ideal holiday spot or method of transportation: start to trust social media influencers.

RESEARCH DESIGN

- Quantitative approaches are ideal for this study since they aim to measure and compare a broad group of people's views, motives, and intentions. Likert-scale questions were employed in this study to ease responses and provide a valid means of measuring subjective phenomena such as understanding and preference.
- The presentation highlights the importance of a representative sample of 200-300 respondents. we seeking support from online sampling method ensures both geographic and demographic diversity, providing a robust foundation for analyzing the impact influencer of Generation Z on tourism in Malaysia.

RESULTS

The results confirm the hypothesis by showing that among Generation Z, travel intentions are highly positively impacted by motivated feelings, influencers acting as role models, and the communal. Contrary to predictions, there is no discernible correlation between this demographic's intention to travel and knowing the information. These findings highlight the influence of social and emotional variables on travel decisions made by Generation Z, indicating that marketing efforts should give these considerations more weight than only informative ones.



DISCUSSION OF THE FINDINGS

Key factors influencing Generation Z's travel intentions are highlighted in the findings discussion. Travel intentions are significantly and positively influenced by motivational feelings and the influencer-as-model factor, according to the structural equation model (SEM) analysis. This supports the hypothesis that emotional and social factors are important in influencing travel decisions for this particular demographic. The notion that Generation Z's travel plans are solely driven by a higher comprehension of their subject matter is called into question by the statistically small association between knowledge understanding and travel intentions, which defies predictions.

CFA RESULT

CFA	Statistics
RMSEA	0.155
CFI	0.619
TLI	0.579
CD	1

SEM RESULT

Path	β	S.E.	z	P (sig)	95 conf. interval	
					Lower	Upper
H1a: Motivational Feelings → Travel Intention	0.928	0.171	5.41	0.000	0.591	1.26
H1b: Understanding of knowledge → Travel Intention	0.284	0.279	1.02	0.309	(-)	0.831
H2a: Influencers as models → Travel Intention	0.153	0.074	2.08	0.038	0.008	0.299
H2b: The Communal → Travel Intention	0.676	0.176	3.84	0.000	0.330	1.02

PROPOSED OF SOLUTION

- Conduct a thorough examination of the preliminary survey data. Discover key themes or components that Generation Z considers as lacking or undesirable in TikTok videos
- Added the Mesilau Mountain Retreats' Official Website. Navigate directly to Mesilau Mountain Retreats' official website. Generation z probably finds the pricing details for accommodation there

SUGGESTION TO THE INDUSTRY

- Using storytelling is a powerful tool in the armoury of influencer marketing
- Maintaining a feedback loop are critical for continuous improvement
- Leveraging user-generated content (UGC) is a useful tool for increasing the reach and effect of influencer efforts

