

Factors Affecting Generation Z's Intention of Choosing a Tourism Destination

Abstract

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This study analyzes factors affecting Generation Z's intention to choose a tourist destination. The authors applied the extension of the Theory of Planned Behavior (TPB) as the research model. This study employs both qualitative and quantitative research methods. Initially, the qualitative research was conducted to test the suitability and adjust the theoretical model, as well as to explore and supplement the observed variables used to measure the research concepts. The quantitative research involved a questionnaire survey administered to 569 Generation Z tourists in Vietnam from February to April 2024, using both in-person and online survey methods. The analysis results indicate that Attitude, Perceived Behavioral Control, Motivation, and Perception of Price have a positive influence on the Behavioral Intention of Generation Z tourists in Vietnam. However, the Subjective Norm factor does not affect Behavioral Intention, which is contrary to many previous studies. Therefore, this study provides a new perspective on the TPB model when applied to Generation Z in Vietnam. The research results offer significant theoretical and practical contributions to customer behavior theory in general and to provide more understanding of Generation Z tourists in particular.

Keywords: Generation Z, intention behavior, destination choice, Vietnam tourism

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Introduction

Tourism is known as a non-smokestack industry, generating significant revenue and contributing to the socio-economic development of many countries. According to Hui et al. (2007), the tourism industry has evolved into a global phenomenon, experiencing a rapid growth over the past decades and becoming one of the largest industries worldwide. Understanding the factors influencing the tourists' decision to choose a destination helps tourism managers promote more effective strategies to attract tourists. Consequently, research on tourist behavior has earned significant interest among scientists. To study tourist behavior, previous researchers frequently employ Ajzen's (1991) Theory of Planned Behavior (TPB) to predict tourists' intentions to choose a destination (eg: Lam & Hsu, 2004; Lam & Hsu, 2006; Quintal et al., 2010; Dong & Nguyen, 2016). Generation Z, also known as iGen or Gen Z, is a demographic group born between the mid-1990s and 2010 (Hartiningsih & Rosalinda, 2023). This generation was born and raised in a special living environment (the 4.0 Industrial Revolution). They are characterized by distinct personalities and consumption behavior. Researchers and market developers recognize this group as the segment that significantly influences shopping decisions, spending, and the selection of products, services, and tourist destinations. Generation Z comprises nearly one-third of the world's population, approximately 2 billion people (McCrindle, 2021). In Vietnam, Generation Z is projected to number around 25 million by 2025, representing about 25% of the country's workforce (Nielsen, 2018). Understanding the behavior of Generation Z tourists enables destination management organizations and tourism businesses to enhance tourism experiences and manage destinations more effectively; it also provides a foundation for state management agencies to issue policies that better support and serve tourists (Lojo, 2020). Nonetheless, there is currently very little research on the destination choice behavior of Generation Z tourists, especially in Vietnam. To address the gap, an empirical investigation is carried out at Khanh Hoa – a famous tourist destination in Viet Nam. The study aims to achieve the following objectives:

- (1) Analyze factors affecting Generation Z's intention of choosing a specific destination.
- (2) Propose recommendations to attract Generation Z tourists, thereby enhancing the competitiveness of a tourist destination.

Literature review

Generation Z and generation Z in Vietnam

Generation Z refers to individuals born specifically after 1995 (Cho et al., 2018; Stergiou, 2018). This generation is known by various names, including Generation Z, Gen Z, iGen, Gen Tech, Digital Natives, Post Millennials, Facebook Generation, Switchers, and Always Clicking (Dolot, 2018). Generation Z was born between the youngest generation (Alpha generation) and Generation Y (those born between 1980 and 1995), Generation Zs are considered an enthusiast of the contemporary world (Monaco, 2023). Based on the analyses and conclusions regarding Generation Z by McCrindle (2021), and Monaco (2018), the oldest members of Generation Z in Vietnam have turned 28. Many of them have graduated from university, college, or vocational high school and have started working. Others are predominantly secondary and high school students. In Vietnam, Generation Z is from families with one or two children, enjoying comprehensive health care, education, and material and spiritual well-being. The parents of Generation Z belong to Generation X, characterized by their maturity and stability in work and social relationships. According to the Ministry of Home Affairs and the United Nations Population Fund in Vietnam, Generation Z accounted for 21.9% of the population in 2018, nearly equivalent to Generation Y (25.8%) (Hoang, 2023). Within this group, iGen (aged 20-24) represents the highest proportion, surpassing other age groups, followed by those aged 15-19. Generation Z in Vietnam is expected to play an active role in the production and business activities of enterprises, contributing as a strong, dynamic, and creative workforce. This generation is also seen as a potential future market for the tourism industry.

Theory of planned behavior

The Theory of Planned Behavior (TPB) was developed from the Theory of Reasoned Action (TRA) by Ajzen & Fishbein (1975). The TRA was limited by its assumption that human behavior is completely under rational control. To address this limitation, the TRA was expanded to include the element of Perceived Behavioral Control, thus forming the Theory of Planned Behavior (TPB). This addition provides greater predictive and explanatory power regarding an individual's behavior in a specific context. The core factor in the TPB, similar to the TRA, is the individual's intention to perform a particular behavior. In TPB, Ajzen posited that the intention to perform a behavior is influenced by three factors: 1) Attitude towards the Behavior, 2) Subjective Norm, and 3) Perceived Behavioral Control (Fig. 1). According to Ajzen (1991), Perceived Behavioral Control can directly affect the intention to perform a behavior. If an individual accurately perceives their level of control, Perceived Behavioral Control can even predict the behavior itself. Chaulagain et al. (2021) claim that the TPB is one of the most commonly used psychological models for explaining and predicting human behavior. This theory has been widely applied and validated in numerous studies across various fields and researchers (Armitage & Conner, 2001). In the field of tourism, various studies have explored the effects of travel attitudes, Perceived Behavioral Control, and Subjective Norm on travel intentions or actual travel behavior (Hsu & Huang, 2012), yielding significant research results. Additionally, the TPB has been employed to clarify the decision-making process in selecting tourist destinations (Lam & Hsu, 2006; Quintal, Lee & Soutar, 2010; Toan et al., 2019). Based on previous research's results, this study will employ the TPB model to analyze the impact of Attitude, Perceived Behavioral Control, and Subjective Norm on Generation Z's intention of choosing a tourist destination.

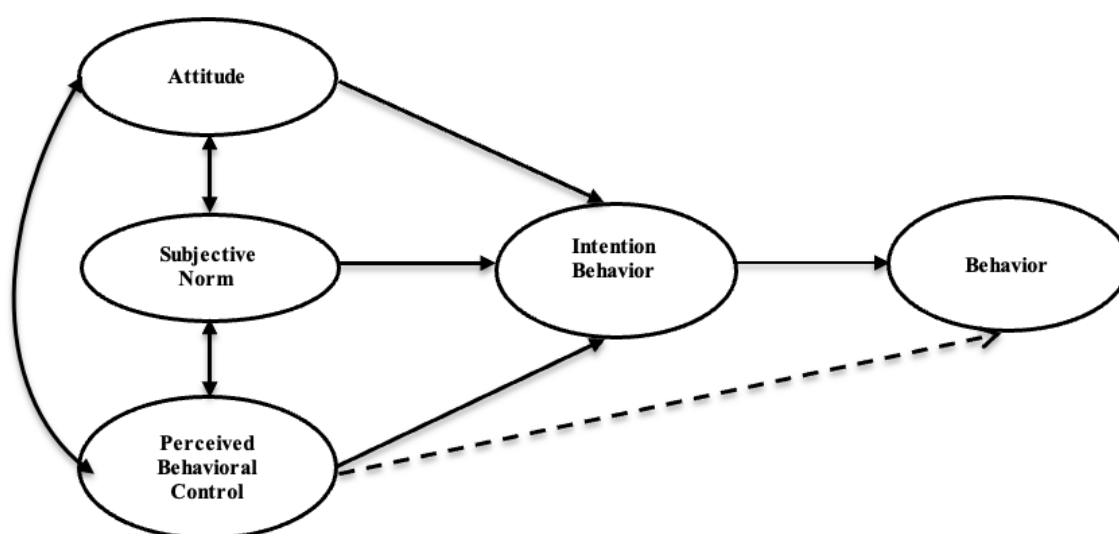


Figure. 1: The theory of planned behaviour
Source: Ajzen, 1991

Theoretical model

Intention behavior

Intention Behavior indicates an individual's readiness to perform a specific behavior and is considered as the premise of the behavior itself. According to TPB, the tourists' intention behavior is based on Attitude toward the behavior, Subjective Norm, and Perceived Behavioral Control.

Attitude

Sanggramasari (2023) defines customer attitude as the way customers view and perceive a product or service. Attitude refers to positive or negative evaluations of the behavior to be performed. It is a key factor influencing behavioral intention. According to the Expectancy-Value Theory by Fishbein & Ajzen's (1975), attitude encompasses an individual's favorable or unfavorable response to a specific object or their positive or negative evaluation of a particular behavior. It is suggested that attitude formation can be understood through an individual's salient beliefs or behavioral beliefs and their evaluations of the outcomes (Fishbein & Ajzen, 1975). In the TPB, attitude is the factor with the most significant impact on intention and plays a crucial role in determining a person's behavior (Ajzen, 1991). A person will raise a specific attitude if they are convinced about the positive or negative consequences of their actions. Therefore, the author proposes the following hypothesis: Attitude has a positive impact (+) Generation Z's intention of choosing a tourist destination (H1).

Subjective norm

Subjective Norm refers to a person's belief about whether important individuals or reference groups think they should perform a certain behavior (Ajzen, 1985). It involves the perception of social pressure that individuals feel when they perform a particular action. Subjective Norm is considered a social factor shaped by individuals' expectations of important people or

groups about whether they should perform a particular behavior and their motivation to comply with these expectations (Ajzen, 1991; Lam & Hsu, 2004). Consequently, consumers will value the opinions of influential individuals or groups (e.g., parents, friends, colleagues, relatives, neighbors, etc.), which will influence their decision-making or behavioral intention. Therefore, the following hypothesis is proposed: Subjective Norm have a positive impact (+) on Generation Z’s intention of choosing a tourist destination (H2).

Perceived behavioral control

Perceived behavioral control is the individual's assessment of the difficulty or ease of performing a behavior, depending on the availability of resources and opportunities (Ajzen, 1991). Perceived Behavioral Control has two components: control beliefs and perceived power. Control beliefs involve an individual's perception of the availability of necessary resources or opportunities to achieve a behavior, while perceived power pertains to an individual's assessment of the importance of those resources for performing the behavior (Ajzen & Madden, 1986; Han & Kim, 2010; Lee, 2016). It is presumed that individuals with stronger control beliefs and perceived power will have a greater intention to perform a certain behavior (Ajzen & Driver, 1992). Essentially, Perceived Behavioral Control includes internal control factors (such as individual differences, skills, abilities, or emotions) and external control factors (such as information, opportunities, dependence on others, or obstacles) (Notani, 1998). In other words, the more resources and opportunities individuals possess, the greater their ability to control their behavior. The TPB also suggests that Behavioral Intention is influenced by Attitudes, Subjective Norm, self-efficacy, and Perceived Control over performing the behavior (Ajzen, 1991). Accordingly, the third hypothesis is: Perceived Behavioral Control has a positive impact (+) on Generation Z’s intention of choosing a tourist destination (H3).

Motivation

Travel motivation is an internal factor that drives or creates the desire to fulfill the travel needs of tourists (Crompton, 1979; Uysal & Jurowski, 1994; Klenosky, 2002). Regarding the influence ability, motivation is the most critical factor in tourism consumer behavior; it serves as the reason, drive, and purpose that directs a tourist's actions in a specific direction (Mlozi et al., 2013). According to Hays & Hill (2000), tourists' travel motivation impacts their consideration or decision regarding certain preferred destinations. Therefore, the decision to choose a destination is influenced by the motives or personal characteristics of the individual. Masina et al. (2021) emphasize that understanding tourist motivation is crucial for managers at various destinations, as motivation serves as the primary catalyst for tourists' future engagement. Other studies also indicate that travel motivation is the primary factor determining tourists' destination choices, affirming that the relationship between travel motivation and destination selection intention is entirely logical (Hudson & Shephard, 1998; Mutinda & Mayaka, 2012). The above arguments lead to a fourth hypothesis: Motivation has a positive impact (+) on Generation Z’s intention of choosing a tourist destination (H4).

Perception of price

Lancaster (1966) proposed that individuals make decisions based on the principle of maximizing utility, striving to choose the option with the highest value and at the lowest cost. Moreover, numerous studies have indicated that perceived price significantly influences decision-making and behavioral intentions (Chiang & Jang, 2007; Han et al., 2019). In the tourism sector, See and Goh (2019) demonstrated a positive impact of price rationality on tourists' intention to visit heritage hotels. Additionally, Han & Hyun (2015) emphasized the importance of price rationality in the decision-making process of tourists. Consequently, it is reasonable to assume that incorporating the Perception of Price into the research model will enhance the predictive ability of the original TPB. Thus, the author hypothesizes: Perception of Price has a positive impact (+) on tourist destination choice of Generation Z (H5).

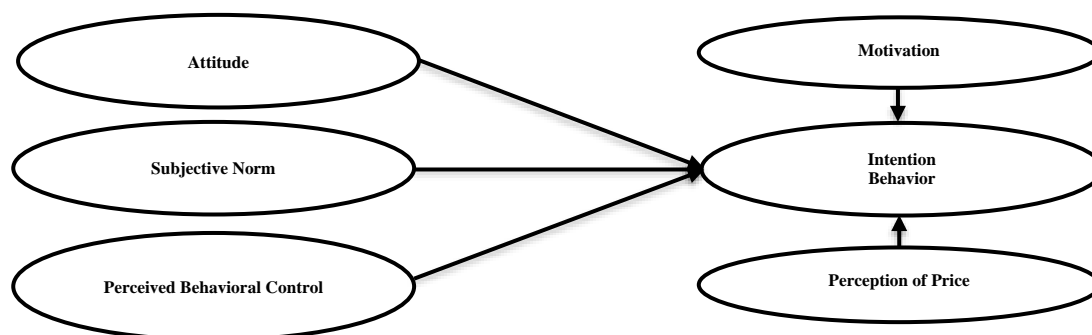


Figure. 2: The proposed research model

Research methodology

The investigation is carried out at Khanh Hoa province – a famous tourist destination in Viet Nam. With a temperate climate, year-round sunshine, and a long coastline featuring hundreds of large and small islands, Khanh Hoa province has many advantages for tourism development, attracting both domestic and international tourists. In recent years, Khanh Hoa tourism industry has consistently recorded a high growth rate. According to the Khanh Hoa Department of Tourism, tourism revenue



reached 31.800 billion VND in 2023; the number of tourists was 7 million, including 250,000 international visitors and 2,290,000 domestic visitors (Xuan Thanh, 2023). This study employs both qualitative and quantitative research methods. Initially, the qualitative research was conducted to test the suitability and adjust the theoretical model, as well as to explore and supplement the observed variables used to measure the research concepts. This ensures that the measurement components align with the theory and are practically applicable. The qualitative research involved group discussion techniques with two groups: Group 1, consisting of 5 experts and 5 travel business managers, and Group 2, comprising 10 Generation Z tourists. Each group participated in focused interviews across two separate sessions. Prior to the interviews, participants were invited to explore the possibility of their involvement and were later sent an official invitation with an open letter outlining the interview's objectives. No prior preparation was required from the participants; they were encouraged to discuss and respond spontaneously during the interview, which lasted between 1 to 1.5 hours. The interview questions focused on developing measurement components for six factors: (1) Attitude, (2) Subjective Norm, (3) Perceived Behavioral Control, (4) Motivation, (5) Perception of Price, and (6) Intentional Behavior. The quantitative research involved a questionnaire survey administered to 600 Generation Z tourists in Vietnam, conducted both in-person and online from February to April 2024. The collected data were processed using SPSS 26.0 software. Cronbach's alpha analysis was utilized to eliminate variables with low correlation coefficients with the total variable, and EFA analysis was performed to remove variables with low weights, verify extracted factors, and assess extracted variance. Furthermore, correlation analysis was conducted, followed by multiple linear regression analysis to test the model and hypotheses. The measurements were adapted from previous studies and adjusted to fit the research context and culture of Vietnamese people, as summarized in Table 1. The variables were measured using a 5-point Likert scale, which is commonly used in empirical research, with the following responses: (1) Completely disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Completely agree.

Table 1: Research variables

Construct	Code	Variables	Sources
Attitude (AT)	AT1	Khanh Hoa is a pleasant destination	Ajzen (1991), Lam & Hsu (2006)
	AT2	Khanh Hoa is a favorable destination	
	AT3	Khanh Hoa is an enjoyable destination	
	AT4	Khanh Hoa is a fun destination	
	AT5	Khanh Hoa is a positive destination	
Subjective Norm (SN)	SN1	My relatives and friends think that I should travel to Khanh Hoa.	Ajzen (1991), Quintal et al. (2010), Wang et al. (2018)
	SN2	My relatives and friends advise me to travel to Khanh Hoa.	
	SN3	I want to travel to Khanh Hoa after listening to advice from my relatives and friends.	
	SN4	I want to travel to Khanh Hoa because it is a favorite tourist destination of my relatives and friends.	
Perceived behavioral Control (PBC)	PBC1	I have sufficient funds to travel to Khanh Hoa.	Ajzen (1991), Lee et al. (2016), Quintal et al. (2010)
	PBC2	I have sufficient time to travel to Khanh Hoa.	
	PBC3	I am in good health to travel in Khanh Hoa.	
	PBC4	I can find information to support my travel plans to Khanh Hoa.	
	PBC5	I have complete authority to decide where to travel in Khanh Hoa.	
Motivation (MO)	MO1	I travel to Khanh Hoa to explore and learn about the culture and history.	Mutinda & Mayaka (2012), Hill (2000)
	MO2	I travel to Khanh Hoa to rest and relax.	
	MO3	I travel to Khanh Hoa to visit friends and relatives.	
	MO4	I travel to Khanh Hoa to exchange, learn, and enhance knowledge about new destinations.	
	MO5	I travel to Khanh Hoa to meet new people.	
	MO6	I travel to Khanh Hoa to go on business trips.	
	MO7	I travel to Khanh Hoa to entertain.	
Perception of Price (PP)	PP1	Food and beverage prices in Khanh Hoa are reasonable.	Lancaster (1966), Han & Hyun (2015), See & Goh (2019)
	PP2	Accommodation prices in Khanh Hoa are reasonable.	
	PP3	Transportation prices in Khanh Hoa are reasonable.	
	PP4	Entrance fees at tourist attractions in Khanh Hoa are reasonable.	
	PP5	Souvenir prices in Khanh Hoa are reasonable.	
	PP6	Khanh Hoa often has promotional programs for tourism products and services.	
	PP7	Overall, the prices of tourism services in Khanh Hoa are reasonable.	
Intention Behavior (IB)	IB1	I will probably travel to Khanh Hoa in the next 12 months.	Ajzen (1991), Lam & Hsu (2006), Alsheikh et al. (2021)
	IB2	I have a plan to travel to Khanh Hoa in the next 12 months.	
	IB3	I am willing to travel to Khanh Hoa in the next 12 months.	

To determine the sample size, there are currently many different views and methods to select from. According to the ML3 estimation method, the minimum sample size must be between 100 and 150 samples (Hair et al., 2009), while another reference suggests at least 200 samples (Hoelter, 1983). Comrey & Lee (1992), as cited in Tho (2011), do not provide a fixed number but offer various benchmarks with corresponding evaluations: 100 is considered poor, 200 is fair, 300 is good, 500 is very good, and 1000 or more is excellent. Hair et al. (2009) suggest that the minimum should be a ratio of 5:1, meaning five observations for each variable. Thus, if there are four independent variables in the regression, the minimum sample size should be $5 \times 4 = 20$. However, a 5:1 ratio is only the minimum requirement; for higher statistical significance, an ideal ratio is 10:1. Using this method, the author calculated the sample size for the study, which involved 31 observed variables, resulting in a required sample size of 310 samples. Nevertheless, to increase the reliability of the study, 600 questionnaires were distributed. To ensure the collected sample was objective and representative, the 600 questionnaires were evenly distributed to Generation Z tourists in various provinces and cities in Vietnam. The investigation yielded 569 valid samples.

Research results

Demographic description

The demographic analysis results (Table 2) indicate that 47.3% of the respondents are female, 44.1% are male, and 8.6% identify as other genders. The majority of respondents are aged 19-23 (48.72%) and 24 – 28 (43.36%). The primary occupations are students (34.27%) and office workers (23.78%). Most are unmarried (65.08%), with an average per capita income mostly



under 500 USD (80.01%). Additionally, the majority of respondents have either never been to Khanh Hoa or have visited only once (66.17%).

Table 2: Socio-demographic characteristics of the sample (% of respondents, n = 569)

Gender	Male	44.10	Income/ month	Dependent, no payment yet	25.72
		Female		47.30	< 200 USD
	Other	8.60	200 - < 500 USD	28.14	
Age	14 - 18 years	7.92	500 - < 1000 USD	11.69	
	19 - 23 years	48.72	1000 - < 2000 USD	4.81	
	24 - 28 years	43.36	>= 2000 USD	3.49	
Occupation	Pupil	9.03	Marital status	Single	65.08
	Student	34.27		Married	34.02
	Officer	23.78	Travel Frequency	Never	38.94
	Professional career	9.60		Once	27.23
	Businessman	8.62		2 times	24.58
	Worker	7.76		> = 3 times	9.25
Freelancer	6.94				

Exploratory factor analysis (EFA)

All scales have Cronbach's alpha coefficient greater than 0.6 (from 0.732 to 0.856), exceeding the recommended level for theory testing research (Hair et al., 2009); therefore, these variables were retained for exploratory factor analysis (EFA). The exploratory factor analysis (EFA) results indicated that five factors were extracted based on criterion of eigenvalue > 1.000. Additionally, these five factors accounted for 60.77% of the total variance, exceeding the 50% threshold. However, variables AT3, AT4, SN1, PBC4, MO5, and PP7 were eliminated due to loading factors less than 0.5 (Hair et al., 2009). All remaining variables had loading factors greater than 0.5, signifying their significant contribution to the model (Table 3).

Table 3: Exploratory factor analysis

Code	Factor					
	1	2	3	4	5	6
AT1	0.774					
AT2	0.775					
AT3	0.446					
AT4	0.431					
AT5	0.726					
SN1		0.394				
SN2		0.803				
SN3		0.738				
SN4		0.725				
PBC1			0.667			
PBC2			0.660			
PBC3			0.659			
PBC4			0.387			
PBC5			0.669			
MO1				0.755		
MO2				0.667		
MO3				0.660		
MO4				0.663		
MO5				0.352		
MO6				0.676		
MO7				0.701		
PP1					0.797	
PP2					0.749	
PP3					0.774	
PP4					0.750	
PP5					0.648	
PP6					0.716	
PP7					0.403	

Multiple regression analysis

Table 4 shows that the Sig. values of the independent factors (Attitude, Perceived Behavioral Control, Motivation, and Perception of Price) are all less than 0.05, indicating their significance in the model. In other words, the H1, H3, H4, and H5 are supported. However, the H2 is not supported as the Subjective Norm factor has a Sig. value of 0.647, which is greater than 0.05, making it insignificant and thus excluded from the model. Generation Z in Vietnam, born during the 4.0 Industrial Revolution, is characterized by distinct personalities, independence, and a bold, positive lifestyle, highly sensitive to challenges from social changes. This explains why the Subjective Norm factor does not influence their choice of tourist destinations. This finding contradicts earlier studies by Ajzen (1991), Quintal et al. (2015), Lam & Hsu (2010), and Wang et al. (2018), which found that Subjective Norm significantly impacts customers' Behavioral Intentions. In summary, the standardized regression equation illustrates the linear relationship between the four independent factors - Attitude, Perceived Behavioral Control, Motivation, and Perception of Price - and the dependent factor, Intention Behavior. The regression equation is as follows:

$$Intention\ Behavior = 0,426 + 0,359 * Perceived\ Behavioral\ Control + 0,242 * Attitude + 0,209 * Perception\ of\ Price + 0,157 * Motivation$$

According to this equation, all four factors significantly influence Intention Behavior. The importance of each factor is determined by the value of the coefficient β, with a larger β indicating a stronger impact on Intention Behavior. The results



show that Intention Behavior is most affected by “Perceived Behavioral Control” ($\beta = 0.359$), followed by “Attitude” ($\beta = 0.242$), “Perception of Price” ($\beta = 0.209$), and lastly “Motivation” ($\beta = 0.157$), which has the lowest impact on Intention Behavior.

Table 4: Results of multiple regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	β			Tolerance	VIF
(Constant)	0.426	0.334		2.311	0.000		
Attitude	0.242	0.060	0.253	1.885	0.005	0.811	1.124
Subjective Norm	0.027	0.062	0.026	0.497	0.612	0.992	1.119
Perceived behavioral Control	0.351	0.059	0.359	2.139	0.001	0.647	1.463
Motivation	0.157	0.060	0.164	1.172	0.030	0.606	1.538
Perception of Price	0.209	0.061	0.221	1.685	0.004	0.811	1.320

Dependent factors: Intention Behavior

Analysis of variance (ANOVA)

To examine the impact of demographic factors on Generation Z tourists' destination selection, the researchers performed a one-way ANOVA analysis on eight variables: gender, age, occupation, income, marital status, education level, and travel frequency. The analysis revealed that there were no significant differences in intention behavior across gender, age, occupation, income, marital status, and education level. However, there was a notable difference in intention behavior among groups with varying travel frequencies. To further compare whether Intention Behavior varied with different visit frequencies, a test for equality of variance using the Levene Test was conducted before the ANOVA analysis. The Levene Test, with an F statistic showing a significance level of $0.750 > 0.05$, indicated no difference in the variance of Intention Behavior by frequency. Thus, the ANOVA analysis was appropriate in this case. The ANOVA analysis results (Table 5) showed an F value corresponding to a significance level of $0.024 < 0.05$. This confirmed a difference in Intention Behavior between groups with varying visit frequencies. Therefore, the author performed an in-depth ANOVA analysis using the Post-Hoc test to identify specific differences. The Post-Hoc test results revealed a difference in Intention Behavior among the four groups with different travel frequencies. The Means Plots graph demonstrated that the more frequently tourists visited Khanh Hoa, the lower their Intention Behavior.

Table 5: Results of ANOVA analysis

ANOVA					
IB	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.421	3	.464	.805	.025
Within Groups	242.293	565	.572		
Total	243.712	569			

Theoretical and practical implications

The study holds several theoretical implications. First, while previous studies typically examined intention behavior from a single perspective of the TPB (Hasan et al., 2020; Wang et al., 2018), this study introduced additional factors based on the extension model of the TPB. The study findings addressed factors affecting Generation Z tourists' intention of choosing a certain destination as well as their impact extent. Second, this study enhances the TPB by conducting an empirical analysis of the factors influencing Generation Z tourists' intention. The results indicate that Attitude, Perceived Behavioral Control, Motivation, and Perception of Price positively influence Generation Z tourists' behavioral intentions. However, Subjective Norm does not affect behavioral intentions, which contradicts previous studies by Ajzen (1991), Quintal et al. (2015), Lam & Hsu (2016), and Wang et al. (2018). This provides a new perspective on the TPB model when applied to Generation Z tourists in Vietnam. Third, the study developed a scale to measure the travel intentions of Generation Z tourists in a developing country (Vietnam). Based on the TPB and the literature review, a scale with six factors and 30 observed variables was created to predict Generation Z tourists' travel intention. Cronbach's alpha analysis and EFA analysis were used to test the validity and reliability of the scale, with results indicating that the scale has good reliability and value, making it applicable for measuring and explaining the behavioral intention of Generation Z tourists in Vietnam. Fourth, ANOVA analysis results showed differences in Intention Behavior among tourist groups with varying travel frequencies. Specifically, the more frequently tourists visit a destination, the lower their Intention Behavior is.

Similarly, a number of practical implications are drawn from the study. First, perceived behavioral control has the strongest impact on Generation Z's destination selection. This finding suggests that tourism businesses and destination management organizations should enhance the organization and management of tourism activities, ensuring prices and schedules are suitable for Generation Z tourists. Second, the attitude is the second most influential factor affecting Generation Z's destination selection. Based on this result, tourism businesses and destination management organizations should further enhance tourism promotion programs. Local authorities need to support tourism businesses in building destination's images



and brands, promoting plans of the tourism industry, and improving banking systems, telecommunications networks, and transportation infrastructure to facilitate convenient travel for tourists. Tourism establishments must excel in customer service, from welcoming and guiding tourists to providing accommodation services. There needs to be coordinated cooperation among tourism businesses, destination establishments, airlines, and transportation providers, encompassing destination marketing, tour booking, payment processing, and guest transportation. Third, Perception of Price is the third most significant factor influencing Generation Z's destination selection. Therefore, local authorities and tourism businesses must ensure that the costs of food, accommodation, transportation, and shopping are stable and clearly informed. Moreover, tourism businesses should provide attractive promotional programs, especially during the low tourism season, to attract Generation Z tourists. Finally, motivation is the fourth factor influencing Generation Z's destination selection. This suggests that tourism management agencies and businesses need to develop tourism products and services tailored to each market segment, matching the psychology and preferences of Generation Z tourists in Vietnam. Special emphasis should be placed on tourism products related to entertainment, recreation, and discovering new experiences with reasonable travel schedules.

Conclusion

The study has successfully achieved its initial objectives. First, it identified four key factors that influence Generation Z tourists in Vietnam when choosing a travel destination, listed in order of significance: Perceived Behavioral Control, Attitude, Perception of Price, and Motivation. Second, the study established measurement components for these factors that affect destination choice among Generation Z tourists. Third, it made significant theoretical contributions by expanding the TPB model within the context of consumer behavior research. Finally, based on the findings, the study proposed managerial implications aimed at attracting Generation Z tourists to Vietnam, thereby enhancing the competitiveness of a tourist destination. Although this study has made significant theoretical and practical contributions to consumer behavior research, it still has certain limitations. First, the study focused exclusively on domestic tourists, neglecting international tourists. There may be differences in consumer behavior between Generation Z tourists in Vietnam and those in other countries; therefore, the results cannot be generalized to all Generation Z tourists. The author suggests that future studies should include both domestic and international tourists to enhance the generalizability of the findings. Second, the study was conducted solely in one tourist destination (Khanh Hoa province), which further limits its generalizability and overall representativeness. Each locality has distinct tourism characteristics, including geography, culture, tourism products, service quality, and prices. Thus, conducting studies across various tourist destinations would be a valuable and intriguing research direction for the future, leading to more general and representative research results.

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