Generation Z Travel Behaviour and Changes in Travel MicroTrends

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Keywords:	Abstract.
Gen Z, Travel behaviour, Travel microtrends.	Travel behaviour will drive a trend in the tourism industry. Microtrends are fast-moving trends that impact destinations, hotels, attractions, and other businesses in the travel industry. Travel behaviour changes based on several factors; one of these factors is generation. These changes will occur as Gen Z travel patterns continue to evolve. This study aims to answer the characteristics, travel behaviour, and how the travel microtrends of Gen Z in Bali shape the present and future. The research method used qualitative with an exploratory study approach. Literature reviews, observations, and interviews are used to collect data. This study found that Gen Z will prioritise health factors, both environmental and mental health in the future. The study also found that Gen Z favours sustainable accommodation.
Kata Kunci: *Gen Z,* *Perilaku perjalanan,* *Tren mikro perjalanan.*	***Abstrak.*** *Perilaku perjalanan akan mendorong suatu tren dalam industri pariwisata. Tren mikro diidentifikasi sebagai tren yang hanya berlangsung dalam jangka waktu cepat dan memengaruhi tujuan, hotel, atraksi dan bisnis lain dalam dunia perjalanan. Perubahan perilaku perjalanan ini didasari oleh beberapa faktor salah satunya adalah faktor generasi. Perubahan ini akan berlangsung seiring pola perjalanan Gen Z yang terus berkembang. Penelitian ini bertujuan untuk menjawab seperti apa karakteristik, perilaku perjalanan, serta bagaimana tren mikro perjalanan dari gen Z di Provinsi Bali yang terbentuk di masa kini, dan masa depan. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi eksplorasi. Pengumpulan data dilakukan dengan studi literatur, observasi, dan wawancara. Penelitian ini menemukan bahwa di masa depan para Gen Z sangat mengutamakan faktor kesehatan, baik itu kesehatan lingkungan, maupun mental. Studi ini juga menemukan bahwa Gen Z menyukai akomodasi yang lestari saat melakukan perjalanan.*

1.   Introduction

Travel behaviour every year undergoes relatively rapid changes. In ancient times, travel movements were only carried out to the extent that people transported goods for work, shopping, or other personal needs (Axhausen, 2007). As time progresses and knowledge is increasingly advanced, humans have created innovations, especially in the travel industry development. Previous studies have stated that distance and time required in a trip and travel mobility affect changes in travel behaviour (He & Wu, 2020). Generational differences are one of the many elements that affect travel behavior. Future travel patterns will differ between generations (Ketter, 2020). Therefore, there needs to be studied to answer the needs and demands of each generation (Robinson & Schänzel, 2019). After millennials (Y) emerged as generation Z, global data estimates this generation will reach 2.56 billion

individuals and occupy 20% of positions in the workplace by 2020 (Dwidienawati & Gandasari, 2018). Gen Z was born from 1997 to 2012 (Kemendikbud, 2021). Gen Z grows in times of recession and economic uncertainty, and they see families and people around them lose their jobs and property due to the crisis that occurred (Dwidienawati & Gandasari, 2018). It gives them a realistic view of life and a strong desire to start managing money for different reasons, which can help them travel the world at a young age. As the youngest generation, a common feature of Gen Z is that they are familiar with the technology because they use it from an early age (Tjiptono et al., 2020). The researcher found that Gen Z quickly switches between the real and virtual worlds (Dolot, 2018). Gen Z is heavily influenced by social media, with nearly 90% stating that their travel decisions are affected by social media (Sheivachman, 2017). Due to the convenience of Internet connection, the travel sector has a new innovation: travel microtrends. Microtrends are fast-moving trends that can be easily understood and exploited. This trend defines as the general direction in which something develops or changes, and when we apply it in the travel industry, it describes certain subside or flexibility (Ketter, 2020). In contrast, macro trends define that persist long, are significant, have the potential to affect many elements of society, business, and the political environment (Peloso, 2020).

Previous research on Gen Z has only reviewed characteristics, behaviours, preferences, and habits (Robinson & Schänzel, 2019; Dwidienawati & Gandasari, 2018). Compared to previous research papers, this study will explain Gen Z travel behaviour and changes in microtrends in the travel industry with exploratory approaches due to Gen Z influences that previous studies have not discussed. Focuses on primary and secondary data, this study will provide information obtained based on literature studies and primary data sources to provide understanding of existing phenomena, especially during a pandemic like today. Based on the existing problems, researchers are interested in discussing how Gen Z behavior relates to travel microtrends. This research is expected to provide information and understanding of future travel microtrends. The location and focus of the study accomplish in Denpasar City and Badung Regency. Based on population data, Gen Z in Bali are mainly in these two areas (Badan Pusat Statistik, 2020). By developing a frame of mind from previous research on travel microtrends analysis in generation Y (Ketter, 2020), research will focus on Gen z travel behaviour and changes in travel microtrends with an exploratory study approach.

2.   Literature Review

2.1. *Gen Z*

After millennials, Gen Z is the generation born between 1997 to 2012 (Kemendikbud, 2021). A study shows that Gen Z has the same characteristics as millennials, namely located in the similarity of entertainment consumption, fashion, social media use, this uniformity is one form of evidence of global youth culture (Gentina, 2020). Gen Z is influenced by social media, affecting their interactions and relationships with others. Gen Z is also identified as open mind generation (Tulgan, 2013). There are seven key Gen Z figures on the opposite page of the book Gen Z At Work: How The Next Generation is Transforming the Workplace (Stillman & Stillman, 2017) :
1. Figital, Gen Z prefers something digital over something physical, making a connection between the physical and digital worlds.
2. Andrew K. Przybylski coined the term "fear of missing out" (FOMO) in 2013. FOMO is a syndrome of feeling anxious about missing out on an opportunity. For Gen Z, who is ravenous for the most recent information, FOMO is like opium.
3. Gen Z identifies and adapts it to their identity in a field known as hyper customization. They want the world to know them, which is why they hyper-customize everything.
4. These people are motivated and linked to their way of creating change. Gen Z aspires to help a lot of people.
5. Practical and realistic in their approach to planning and getting ready for the future.

6. Weconomist is the sharing economic as shown by Gen Z, partnerships are an unique way to maximize the use of current resources.
7. DIY (do it yourself) was born with the digital revolution. Since Gen Z is so independent, they can do everything on their own (Kemendikbud, 2021).

The significant issues that grow up with Gen Z shape the characters that impact their travel behaviour. Critical exploratory studies are conducted to recognise and deepen the characters of Gen Z as well as the development of its social environment (Dolot, 2018).

2.2. *Gen Z travel behaviour*

Research related to Gen Z characters can help understand the meaning of travel behaviour. A previous survey of 2,800 Gen Z in China, Germany, the UK, and the US found three main reasons for their travel destinations: value for money (47%), availability of cheap flights (45%), and safety and security (42%). While in terms of accommodation, they prefer cheap hotels (Turner, 2020). The previous study found a brief overview of how Gen Z travel behaviour is the basis for the stakeholders to market their products (Juvan et al., 2017). Cohen, et al. (2014) identifies the following nine characteristics of travel behavior:

1. Buying and planning choices are affected by complex decision-making in the tourism industry. This choice represents the initial stage of a tourist goods purchase.
2. Values have an impact on consumers' actions, behaviors, emotions, and views of products and businesses. The value of the product is related to the field of marketing.
3. Tourist motivation affects product development.
4. Self-concept is a distinctive quality of Gen Z that will influence their travel plans, destination, and image. Personality has a crucial role in the decision to buy something.
5. Travelers have expectations based on previous trips. Unexpected positive experiences will serve as continuous reminders.
6. The services offered define attitude, making it difficult for the stakeholders to create a positive perception of the destination.
7. Tourists' perceptions of a destination's risks, safety, and environmental quality are all influenced. The marketing of tourist goods will increase with a positive perception.
8. Satisfaction In the current digital age, consumer choices have an impact on other travelers' reviews.
9. Trust and loyalty are two characteristics of tourist travel behavior that cannot be separated.

The travel behaviour differences of each generation create challenges, especially for stakeholders in the travel industry. They are required to be able to develop and offer products by predictions of trends that will appear (Wiweka et al., 2019). In essence, generational travel behaviour wants and needs will affect the shift of a trend (Wiweka et al., 2019).

2.3. *Travel microtrends*

In the era of the COVID-19 pandemic that has been going since the beginning of 2020, it has greatly affected the change in tourism trends, especially in the travel industry. Observation of current seasonal behaviour and patterns is the definition of trends (Irfan & Sukirno, 2019). Searchers found that tourists from 18-34 years old have driven new tourist trends in 2022 (Pitrelli, 2022). Lauren Wicks (2021) explained two travel microtrends due to the pandemic: tourists will start travelling to provide support for local businesses and tourists will choose boutique hotels for tourists on vacation. Pandemic will shift tourists to prioritise health and return to natural tourism trends. Thus, these

trends will not last long considering the world conditions starting to rise and improve from the COVID-19 pandemic.

2.4. *Health, environmental, and pandemic factors*

Several studies have shown that cleanliness and safety are considered travel decision-making priorities during the pandemic (Kourgiantakis et al., 2021; Wachyuni & Kusumaningrum, 2020). The post-COVID travel industry will rely on health and safety protocols at tourist destinations (Rončák et al., 2021). In Indonesia, the government has implemented regulations related to health protocols during the pandemic. Especially for the tourism industry, stakeholders must have CHSE before opening the business (Cleanliness, Health, Safety and Environment Sustainability) certification (Kemenparekraf, 2020). This certification aims to prevent and control COVID-19 for people in public places and facilities to prevent new clusters occurring during the pandemic. CHSE has four main indicators:

1. Cleanliness: Business owners must ensure cleanliness in their place of business, such as handwashing facilities, hand sanitiser and clean trash cans.
2. Health, the health of workers and visitors is a preventative step in reducing the spread of the virus. The actions are wearing a mask, checking body temperature, and avoiding crowds.
3. Safety, business owners must prepare rescue procedures to prevent emergencies and disasters.
4. Environment Sustainability: Business owners must implement environmentally friendly conditions (Kemenparekraf, 2020).

Recurring news about the pandemic will make anyone anxious. Feelings of anxiety initiate all mental health disorders (Nasrullah & Sulaiman, 2021). The key to managing anxiety due to the uncontrolled spread of information is wisely selecting and managing the information received (Vibriyanti, 2020).

2.5. *Mental health factors*

If someone has mental health issues, then anxiety tends to overwhelm him. Activity to reduce anxiety is travelling. Gen Z needs to manage anxiety wisely so it does not cause excessive panic or worsen psychiatric health disorders (Vibriyanti, 2020). Pandemics are not only a cause of anxiety but can also make us lonely. According to a Richard Weissbourd survey of 950 Americans, those between the ages of 18 and 25 report experiencing loneliness the most (Schiffman, 2021). The pressure felt by this generation gave rise to a new trend called healing, which is a method of releasing feelings and emotions that are pent up in the body (Rahmasari, 2020). In principle, healing is fixing what is uncomfortable, inappropriate, and unhealthy to the opposite. This behaviour will encourage Gen Z to visit new tourist spots. A previous survey found that about 55% of millennials travel with the aim of relaxation (Sofronov, 2018).

2.6. *Preferred accommodation*

Accommodation owners have implemented marketing approaches to attract tourists, for example, promo prices and selling their products on social media or websites (Agustini et al., 2018). At the beginning of 2021, there was a trend of glamorous camping (glamping). This glamping tour is perfect for tourists who want to vacation in nature but with hotel facilities (Kemenparekraf, 2021). It is caused by the influence of Gen Z travel behaviour because Gen Z is growing along with environmental related issues such as climate change that cause them to prefer natural tourism. A study found that branding, facilities, and prices significantly affect the decision to stay overnight (Prasetia et al., 2020). To create new accommodation products, stakeholders must analyse tourist preferences based on what tourists want and need (Agustini et al., 2018).

2.7. Previous research

Research on tourism micro-trends of European Generation Y found that the characteristics and behaviour of millennials in Europe form microtrends that will impact how tourists travel in the future (Ketter, 2020). Four things that will affect them are creative tourism, off-the-beaten-track tourism, alternative accommodations, and fully digital tourism. Thus, Ketter suggests researching Gen Z and their microtrends (Ketter, 2020). Victor Mueke Robinson dan Heike A. Schänzel (2019) study aimed to understand Gen Z travel experiences in New Zealand by examining = travel patterns and attitudes. This article also describes Gen Z social and economic life in New Zealand (Robinson & Schänzel, 2019). Based on secondary data sources, two indicators are identified as changes in travel microtrends in Gen Z: health factors and preferred accommodation. This study will examine how Gen Z behaviour influences and changes travel micro trends.

2.8. Framework

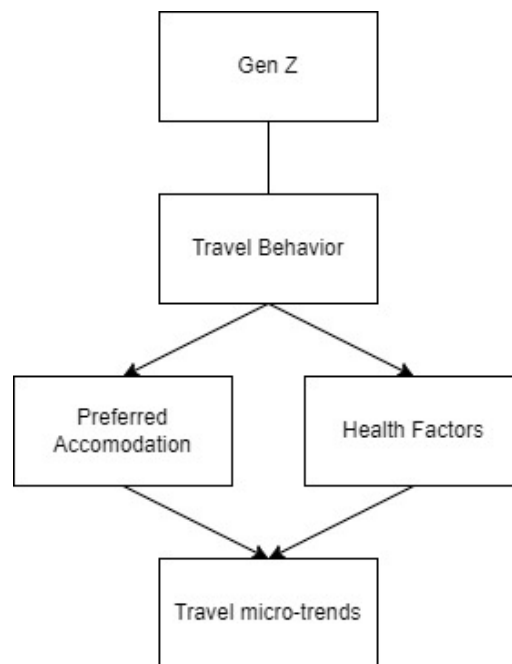Based on the indicators mentioned above, the framework of this research:

Figure 1. Framework

3. Research Methodology

This research is carried out with a qualitative approach and chooses the form of exploratory research methods where exploratory studies are selected with consideration to find out more about the phenomena that occur. Bali Province was selected as the research location because Gen Z placed the first position as the largest generation (26.10%). Denpasar City and Badung Regency focus on research locations because the largest Gen Z population is in this region (Badan Pusat Statistik, 2020).

Primary data sources are from semi-structured interviews and field observations. The interviewer must prepare interview topics and determine the relevant source or informant to conduct semi-structured interviews. Informants of this study are separated into several stages: key informants, main

informants, and supporting informants. The researcher uses the purposive sampling technique to select the informants with consideration and criteria. Penta helix concept is used with the consideration of obtaining various perspectives from the five important roles of the tourism industry system including; the role of business, government, society, academia and the media (Aribowo et al., 2019). Based on the purposive sampling method and Penta helix concept, several informant sources were obtained, including:

1. Key informants are experts in tourism, such as academics, entrepreneurs and the government.
2. The main informants are the main subject in this study. By criteria, Gen Z has the original Denpasar City and Badung Regency population, born in 1997-2005 and has travelled before the pandemic and during the new normal era.
3. Supporting informants are informants who provide additional information for this research. Supporting information was obtained from the media section that experts in tourism business marketing.

4.   Result and Discussion

This exploratory study aims to answer Gen Z travel behaviour and changes in travel microtrends. There are three types of informants in this study; key informants, support informants and key informants. The total key informants of this study were three experts in government, travel agents and academics. Meanwhile, the supporting informant in this study is the marketing of hotels in the Bali area. On the other hand, interviews have been conducted with 20 main informants who have met purposive sampling criteria. From researcher observations, interviews, and document studies get the following results on Table 1.

4.1. Health, environment, and pandemic

After the emergence and spread of the pandemic, panic and fear spread throughout the world. Due to the pandemic, all countries are making public health policies (Kement et al., 2022). At the beginning of the pandemic, there were challenges and uncertainties related to vaccines and drugs (Viera et al., 2020). Based on interviews with informants representing Gen Z stated that at the beginning of the pandemic, many hoax news and information related to the dangers of COVID-19 made them feel scared and quite anxious. The informant expressed:

> *"At the beginning of the pandemic, we must be paranoid. Much news in the media is excessive, which makes it worst. By the end of 2020, I am adapted to this pandemic situation and started to travel to the nearest places and open areas."* **(AA)**

The Indonesian Goverment has made policies for the community which will make the economic sector move towards a better direction during the COVID-19 pandemic by adapting to a new the meanor that promotes cleanliness, health and compliance (Kemkes, 2020). One of the economic policies in tourism is CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certification. It is the process of certifying tourism businesses, tourism destinations, and other tourism products to provide guarantees to tourists (Kemenparekraf, 2020). The key informant from the government of tourism institutions in Indonesia explained the effectiveness of CHSE as follows:

> *"CHSE is a marketing tool. People choose hotels because they are CHSE certified. So for me, it is a marketing tool and is effective. Because finally hotels that have been certified CHSE become hotels where tourists quarantine."* **(TA)**

Table 1. Informant Profile

Initials	Gender	Age	Profession	Origin
Key Informants				
SY	Female	36	Academicians	Bali
EB	Male	56	Entrepreneur	Bali
TA	Female	55	Practitioner	Jakarta
Supporting Informan				
AF	Female	42	Marketing Director	Bali
Main Informants				
LI	Female	24	Entrepreneur	Badung
RJ	Male	22	Entrepreneur	Badung
RY	Male	24	Private Employees	Badung
MA	Female	21	College Student	Denpasar
YW	Female	18	Student	Denpasar
HS	Male	25	Entrepreneur	Badung
AJ	Male	24	Entrepreneur	Denpasar
JC	Female	22	College Student	Denpasar
L	Female	20	College Student	Denpasar
BA	Male	20	College Student	Badung
NA	Male	19	College Student	Badung
KY	Male	17	Student	Denpasar
DS	Female	23	Private Employees	Badung
AD	Female	22	College Student	Denpasar
BK	Female	20	College Student	Badung
SD	Female	21	College Student	Badung
MA	Male	25	Private Employees	Badung
AA	Male	23	Private Employees	Denpasar
AN	Female	22	College Student	Denpasar
AE	Male	21	College Student	Denpasar

Source: Research processed results (2022)

The statement from the supporting informant has also supported a statement from the key informant. She responded to the application of CHSE in the hotel:

> *"There are many special applications during the pandemic that we do in the hotel such as disinfectant rooms, cutleries wrapped in plastic for every guest, every guest who comes must be able to show a vaccine certificate."* **(AF)**

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In line with supporting informants, researchers also get information related to the effectiveness of CHSE sourced from the academics perspective. She stated:

> *"For now, I think it is effective. In my observation, several accommodation facilities certified by CHSE have been implemented according to its standards. Still, it is necessary to evaluate at least every three months. For the Nusa Dua, Badung area CHSE has been going well because it is currently in the spotlight of various parties due to several major events held in Bali. For cleanliness and health points, the application follows the standard,"* **(SY)**

Many people are concerned about the COVID-19 virus danger. The reduction in tourism, particularly travel, is due to restrictions on contacts and activities. Community initiatives are intended to be revitalized by the availability of CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certification. With the CHSE program that has been implemented to reduce the rate of the spread of COVID-19 in the tourism, it increases the confidence of tourists to return to travel again. According to the key informant statement, he has started traveling to the closest destination. Due to pressure from their parents, family, and friends, as well as the stay-at-home laws' restrictions on playing, young adults may have felt isolated during this time (Purnawati & et al., 2022). Self-acceptance and self-awareness are essential for dealing with this disease. (Vibriyanti, 2020).

4.2. Mental health

Information about COVID-19 on social media makes Gen Z feel uncomfortable and anxious. At the beginning of this pandemic, all countries implemented a lockdown system requiring all communities to stay at home within a specified period to break the COVID-19 spread. The impacts are Gen Z mental health, such as anxiety, stress, and depression.

Academic perspective gave responses about stress management during the lockdown, as follows:

> *"During the pandemic, I love to do exercises for 30mins everyday because it helps maintaining my fitness and my emotional management especially since the Work From Home policy has been implemented. As a mother, I spent most of my time with my children; however, it makes me tired and stress sometimes. Furthermore, doing hobbies that has never been done before can also be an alternative; for example, gardening. Since COVID pandemic started, I finally have the time to take care of my garden at home. Besides, consuming healthy foods and managing emotions are also several important things that must be considered and to be done in order to avoid stress. The pandemic has taught me many lessons, especially when it comes to healthy lifestyle, exercises and healthy foods. Moreover, as a traveller, my hobby to travelling can be channeled virtually through social media."* **(SY)**

The pressure felt during the lockdown period gave rise to a new designation which is self-healing. Self-healing can be done by traveling to natural attractions far from the city. Travelling can be an alternative way to healing. Follows by the response of the main informant:

> *"Nature. It must be nature. If it is still near the city is still noisy, the hustle and bustle of the city, I want to find a calm atmosphere of mountains, seas, lakes."* **(RY)**

This study highlights how mostly young adult students might be particularly prone to experiencing a high level of anxiety and the low mood during this pandemic and also the importance of providing

support to reduce the likelihood of a long-term problems (Chen, 2022). Furthermore, travelling is considered to be an activity that can help in reducing the possibility of a long-term problems to occur. This is also in line with what has been conveyer by Hermawan & Hendrastomo (2017), that traveling has became a student lifestyle to fill their leisure time and to refresh their mind. Citing the responses of the main informants, it is not surprising when many Gen Z travelling and visiting tourism spots in the new normal period to relieve stress.

4.3. Preferred accommodation

Travelers are looking for a memorable travel experience by choosing accommodations such as homestays, lodging, and resorts (Flognfeldt, 2013). A study stated that there was a desire from tourists during the pandemic to stay in spacious accommodations and avoid people. The study also found that cost, location, cleanliness, and service were the most persuasive factors in selecting tourist accommodation (Str, 2020). The response of key informants is as follows:

> *"In my opinion, this pandemic is a great opportunity for us to enjoy destinations in Bali. We can explore attractions or hidden gems in Bali instead of looking for travel references outside Bali. The opportunity during a pandemic is to enjoy five-star accommodation at a low price; for example, one room in a Sofitel normally costs 2.5 million but during pandemic only costs 1.2 million, including breakfast. Also, there is a new type of accommodation it is glamping for those who like camping but do not want to be complicated."* **(SY)**

Travel Agency perspective gave responses:

> *"The younger generation prefers simple, minimalist, and practical accommodation. Gen Z does not like hotels with many rules, which are the most restrictive. They want a simple, interesting hotel that allows them to gather and do many activities and expose on social media."* **(EB)**

In terms of accommodation selection, this research found 50% of Gen Z chose a villa as their accommodation. Villas have an affordable prices for tourists who want to stay in large numbers. Villa gave freedom such as not having to worry about disturbing other visitors, eating anything and anytime, and having non-stop access to the facilities provided (Travel, 2021). In this case, the main informant responded that:

> *"I will choose a villa, which has good architecture, especially if it's in nature, I don't like a city view, and besides that villa is affordable if it's lots of people."* **(AE)**

The number of choices that exist will cause a desire for a product and service called the term preference. Knowing the preferences of tourists is very helpful to create new products according to the type of accommodation desired and needed during a tourist trip to an area.

5.   Conclusion

This study took three leading indicators based on previous research that considered relevant indicators of Gen Z travel behavior changes. Based on the study results, Gen Z still prioritises health protocols even though the pandemic has been ongoing for a while. Gen Z argues that CHSE certification for tourism businesses has been implemented effectively, but Gen Z also still pays attention to health protocols when travelling. There is no estimate of how long the COVID-19 situation will last, but various countermeasures have been implemented to revive the economy, especially the tourism sector.

Previous research has found that pandemics have a significant effect on mental health. The pressure felt due to isolation during the pandemic gave rise to a trend, healing. Healing aims to form positive thoughts about painful events. Researchers found that Gen Z releases stress by visiting natural destinations such as mountains, beaches, and lakes. Accommodation indicators affect changes in the trend of micro-travel. Gen Z prefers villa lodging with locations near nature when they travel. Gen Z chooses villas due to the spacious place, the villa rules are not too strict, and Gen Z travels more often with friends than family. Villas can accommodate many more people, with complete facilities and freedom that Gen Z can feel makes the villa the first choice when Gen Z travels.

Actors in the field of travel need to build a marketing strategy with a digital approach to Gen Z. This study has limitations because it only analyses Gen Z travel behaviour in Bali, and the limitations of the indicators studied. The recommendation for further research is to formulate marketing strategies to deal with ever-changing digital trends. Findings related to changes in travel microtrends are expected to be a reference for tourism stakeholders by developing tour packages that visit many natural destinations, qualified lodgings far from the city center, and still pay attention to health protocols during the pandemic.

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