Post-pandemic travel behavior of domestic tourists in the Philippines: A generational analysis

Perilaku bepergian wisatawan domestik di Filipina pasca-pandemi: Analisis generasional

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Abstract

The purpose of this study is to analyze the generational differences and similarities in travel behavior to domestic tourist destinations before and after the pandemic. This study also investigates the factors that influence the likelihood that they will travel after the pandemic. The study employed a quantitative method following a causal-comparative design. The study collected 1,516 responses from domestic tourists in the Philippines and used Chi-square and ANOVA tests to identify statistically significant generational differences. In addition, ordinal logistic regression was used to examine the factors that influence the likelihood of travel after the pandemic. This study looked at four generations: baby boomers, generation X, generation Y, and generation Z, and found significant differences in information source preferences, pre-pandemic destination visit history, likelihood of post-pandemic travel, destination evaluation criteria, and travel activity preferences. The findings indicated that online sources, professional advice, and word of mouth play distinct roles across generations, emphasizing the need for targeted marketing strategies. Tourism practitioners are provided with timely insights derived from empirical research, facilitating a deeper understanding of the evolving behavior of domestic tourists in the post-pandemic era.

Keywords: COVID-19 pandemic; generational theory; tourism consumption system; tourism recovery policy

Abstrak

Tujuan penelitian ini adalah untuk menganalisis perbedaan generasi dan persamaan perilaku berwisata ke destinasi wisata domestik sebelum dan sesudah pandemi. Studi ini juga menyelidiki faktor-faktor yang memengaruhi kemungkinan mereka akan bepergian setelah pandemi. Penelitian ini menggunakan metode kuantitatif mengikuti desain kausal-komparatif. Studi ini mengumpulkan 1.516 tanggapan terhadap wisatawan lokal di Filipina dan menggunakan uji Chi-square dan ANOVA untuk mengidentifikasi perbedaan generasi yang signifikan secara statistik. Selain itu, regresi logistik ordinal digunakan untuk menguji faktor-faktor yang mempengaruhi kemungkinan perjalanan setelah pandemi. Studi ini mengamati empat generasi: baby boomer; generasi X; generasi Y; dan generasi Z dan menemukan perbedaan yang signifikan dalam preferensi sumber informasi, riwayat kunjungan destinasi pra-pandemi, kemungkinan perjalanan pasca-pandemi, kriteria evaluasi destinasi, dan preferensi aktivitas perjalanan. Temuan ini menunjukkan bahwa sumber online, nasihat profesional, dan informasi dari mulut ke mulut memainkan peran yang berbeda antar generasi, sehingga menekankan perlunya strategi pemasaran yang ditargetkan. Praktisi pariwisata diberikan wawasan yang tepat waktu yang berasal dari penelitian empiris, memfasilitasi pemahaman yang lebih dalam terhadap perilaku berkembangnya wisatawan domestik di era pasca pandemi.

Kata kunci*: pandemi COVID-19; teori generasi; sistem konsumsi pariwisata; kebijakan pemulihan pariwisata*

Introduction

The tourism and hospitality sectors have seen severe consequences as a result of the COVID-19 pandemic (Bakar & Rosbi 2020, Dube et al. 2020, Abbas et al. 2021, Škare et al. 2021). Due to the potential transmission of disease from tourists originating from hard hit nations, the government was compelled to implement border restrictions. According to Zhong et al. (2021), travelers play a crucial role in spreading illnesses or pandemics across destinations in local communities. Meanwhile, visitors

often postponed or skipped planned trips owing to the fear of contracting an illness while traveling. This behavior has significant implications for the tourism industry and the economy as a whole.

Given the effect of the COVID-19 pandemic on visitor confidence, the tourism industry has strategically targeted domestic markets as a means to ensure a gradual recovery (Volgger et al. 2021). The use of domestic tourism has been identified as a strategy to revitalize the tourist industry (Arbulú et al. 2021, Chan 2021) and stimulate economic recovery in various geographical areas worldwide (UNWTO 2020). Accordingly, the Philippine tourism agency spearheaded the "It's More Fun with You" campaign to encourage Filipinos to engage in domestic travel to boost the sector's recovery. Focusing on sustainable tourism development models, the campaign successfully accelerated the demand for domestic tourism in 2021, with domestic tourism expenditures posting an increase of about 39 percent compared to the previous year (Statista 2023). Hence, it is important to understand the behavior of domestic tourists for a post-pandemic tourism recovery policy. One useful framework to investigate those aspects is generational theory (Pendergast 2010).

The concept of generational theory aims to understand and categorize cohorts of people based on their inclusion in a certain generation, which is determined objectively by their year of birth. This study examines four distinct generational cohorts, namely the baby boomers, generation X, generation Y, and generation Z. According to Pendergast (2010), the concept of "generations" encompasses the various cohorts or age groups within a population at a given time, defined by the historical events and cultural influences shaping their experiences and values. Specific generations commonly referenced include Baby Boomers, born between 1946 and 1964, who experienced significant social changes and economic prosperity, often associated with values such as hard work and loyalty. Generation X, born between 1965 and 1980, witnessed the rise of technology and globalization, known for their independence and adaptability. Millennials (Generation Y), born between 1981 and 1996, grew up with the internet and digital technology, characterized by tech-savviness and a desire for work-life balance. Generation Z, born between 1997 and 2012, is the first to have grown up entirely in the digital age, recognized for diversity, social activism, and reliance on technology. According to generation theory, each generation exhibits distinct characteristics, values, and beliefs, with specific talents, qualities, capabilities, interests, expectations, and preferred modes of operation that are closely associated with their generational context (Pendergast 2010). According to Howe & Strauss (2000), generations exhibit a cyclical pattern, whereby generational archetypes frequently succeed one another in the sequence of idealist, reactionary, hero, and artist.

The use of generational theory in tourism studies is no longer new. Several studies on understanding and analyzing tourists' behavior have been conducted under the generational theory (e.g. Beldona 2005, Chung et al. 2016, Alen et al. 2017, Viljoen et al. 2018, Cooper et al. 2019, Kenebayeva 2020, Sharma et al. 2022). However, there have been no known similar studies conducted in the Philippines. This study aims to explore the applicability of the theories' premise among the Filipino populace. This study generally aims to determine the similarities and differences among the generations—Baby Boomers, Generation X, Generation Y, or millennials, and Generation Z—in their behavior toward traveling to tourist destinations in the country before and after the pandemic. It also investigates the factors that influence the likelihood that they will travel after the pandemic. This study can provide a scientific-based policy or management strategy to attract more customers based on generations and motivate them to visit tourist destinations in the country after the pandemic.

Additionally, the study incorporates the Woodside & Dubelaar (2002) theory of tourism consumption systems (TCS). Within this theoretical framework, a tourism consumption system is the collection of thoughts, decisions, and actions that a traveler has about travel before, during, and after their trip. Building on the framework suggested by Clawson & Knetsch (1966), Woodside & Dubelaar (2002) give a broad view of what leisure trips are like by thinking of them as complex systems with many variables. These variables include things about tourists' pasts (like demographic and psychographic traits), the kinds of things they did before their trip (like looking for information and planning), and the choices they made and the things they did during their trip (like choosing where to stay and what to do). This research does a comparative analysis between pre-pandemic and post-pandemic situations.

Research Method

The study used a causal-comparative research design. The study used a questionnaire survey using a combination of online and traditional pen and paper surveys among domestic tourists in the Philippines. The study employed the chain referral sampling technique, a non-probability sampling approach. Multiple studies have reported that online and traditional methods (e.g. mail or phone surveys) generate largely equivalent results (Duffy et al. 2005, Deutskens et al. 2006). In the context of this study, domestic tourists refer to individuals belonging to the generational cohort who have either undertaken travel or express the intention to visit tourism destinations within the Philippines. The study's focus destination encompasses a wide range of tourism types, with particular emphasis on adventure tourism, ecotourism, culinary tourism, religious tourism, wellness tourism, historical tourism, and cultural tourism. This selection forms the foundation for identifying leisure activities within the destination. The study was able to collect 1516 responses, 989 or 65 percent, were Baby Boomers, nine percent were Generation Xers, five percent were Generation Yers or Millennials, and 20 percent were Generation Zers. Key measures used in the hypotheses testing included: generations; information source preferences; likelihood of travel after the pandemic; destination evaluation criteria (operationalized as their perceived importance of destination attributes); and activity preferences.

Because this study focuses mainly on potential travelers' general (i.e. prior-trip, non-destination-specific) travel attitudes and intentions, the study tested the following hypotheses:

> H1: Tourists of different generations differ in their information source preferences.
> H2: Tourists of different generations differ in their pre-pandemic destination travel history.
> H3: Tourists of different generations differ in their likelihood of traveling after the pandemic.
> H4: Tourists of different generations differ in their destination evaluation criteria.
> H5: Tourists of different generations differ in their travel activity preferences.

Following Kotler et al. (2006), respondents were classified into four categories (i.e. Baby Boomers, Generation X, Generation Y, and Generation Z) based on the year they were born. The instruments of the study were heavily adopted from the generational study of Li et al. (2013), particularly the information source preference, destination evaluation criteria, and activity preference. For the purpose of the study, modifications to the instrument were carried out on the section that aims to analyze the pre and post-pandemic visitation history and destination choice.

To examine the differences and similarities among the four generations, chi-square tests for categorical variables (destination visitation history and leisure activities) and ANOVA tests for numerical variables (likelihood to travel after the pandemic, information sources, and destination attributes) were first used. However, while chi-square and ANOVA tests can detect significant differences among four generation groups, they do not provide a clear picture of the nature of the relationship between generations and the variables of interest. An ordinal logistic regression was used to investigate the factors that influence the likelihood of travel after the pandemic. The likelihood of travel after the pandemic, an ordinal data, is the dependent variable. Generation, gender, education, household income, and visitation history before the pandemic are the independent variables. The data were analyzed using SPSS version 23.

Results and Discussion

This section is structured into seven parts: The initial section is about the socio-demographic profile of the respondents according to generation. The subsequent five sections encompass the five hypotheses of the study: preference for information sources, pre-pandemic destination travel history, likelihood of traveling after the pandemic, destination evaluation criteria, and travel activity preferences. The last section examines the factors influencing the likelihood of post-pandemic travel.

Characteristics of domestic tourists according to generation

As seen in Table 1, this study was able to collect 1,516 responses from domestic tourists from various places in the country. In terms of gender, females dominated the responses with 63 percent. Less than half of the respondents were high school graduates or currently taking their college degree courses, with less than 10 percent being college or postgraduate degree holders. Based on the income classification, three of four respondents were poor or below the poverty threshold, six percent were middle income earners, and one percent belonged to high income or rich cohorts.

Table 1.
Socio-demographic profile by generation

Profile	Total n = 1516	%	Generation BB	GX	M	GZ
Sex						
Female	958	63.19	609	94	51	204
Male	553	36.48	378	45	31	99
Prefer not to say	51	3.36	2	1	-	2
Education						
No formal education	119	7.85	103	12	-	4
Elementary Graduate	504	33.25	445	45	7	5
High School Graduate	644	42.48	319	56	36	233
College Graduate	236	15.57	112	26	37	61
Masters/Doctorate	15	0.99	10	1	2	2
Income Classification						
Rich	14	0.92	5	1	2	6
Upper Income	3	0.20	2	-	-	1
Upper Middle Income	61	4.02	35	5	8	13
Middle Income	30	1.98	17	5	4	4
Low Middle Income	10	0.66	7	-	1	2
Low Income	244	16.09	140	36	17	51
Poor	1154	76.12	783	93	50	228

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z)
Source: The table presentation was prepared by the author

Tourists of different generations differ in their information sources by generation

With regard to the importance of information sources (Table 2), the ANOVA test indicates that the four generations do not differ significantly in one source: word of mouth, but exhibit significant differences in professional advice (p = .000), paid advertisements (p =.043), books/movies/news (p =000) and online sources (p =.000). Among the sources, online sources have the highest variation between sample means relative to the variation within the samples. Specifically, the Tukey post hoc test specifies that Baby Boomers significantly differ from Gen Z in rating the importance of professional advice (p = .000); books/movies/news (p = .002), and online sources (p = .000); and with Gen X for online sources (p = .002). In addition, Tukey post hoc tests also specify Gen X and Gen Z as significantly differ on their rating of the importance of online sources (p = .002).

Table 2.
Information sources by generation

Source of Information	Grand WM	Generation				F	p
		BB	GX	M	GZ		
Professional advice	4.20 (*1*)	4.10	4.24	4.33	4.47	11.64	.000
Word of mouth	4.12 (*2*)	4.10	4.14	4.11	4.20	.92	.431
Paid advertisement	3.47 (*5*)	3.43	3.40	3.77	3.53	2.72	.043
Books/Movies/News	4.09 (*3*)	4.02	4.06	4.37	4.26	6.24	.000
Online sources	3.79 (*4*)	3.55	3.84	4.18	4.41	46.39	.000

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z), WM (Weighted Mean), 1.00 – 1.80 (Not important at all), 1.81 – 2.60 (little important), 2.61 – 3.40 (average important), 3.41 – 4.20 (Very important); 4.21 – 5.00 extremely important

Source: ANOVA Tests

Regarding informational sources, the study revealed that there were no significant generational differences in the perceived value of word of mouth. This finding aligns with prior research by Dougherty & Green (2011) in the context of local food tourism, where all generations uniformly considered word of mouth to be highly important. Their study highlighted the indispensability of word-of-mouth in establishing and sustaining a local food tourism network. This significance stems from its association with sources already familiar to tourists, such as friends and family, as well as the impactful 'buzz' generated by user-generated content, rendering it more reliable and useful. Despite the social disruptions caused by the pandemic, electronic word-of-mouth witnessed rapid dissemination. Additionally, there is a burgeoning body of literature exploring the nuances of word of mouth in online or electronic formats, as evidenced by studies conducted by Litvin et al. (2008), Chen & Law (2016), and Chang & Wang (2019).

The perceived value of internet sources exhibits notable variations across generations, with Generation Z, characterized as digital natives (Bhalla et al. 2021), displaying a pronounced preference for online sources compared to Baby Boomers and Generation X. As noted by Törőcsik et al. (2014), Generation Z attributes the highest significance to internet sources in their active pursuit of information. Their information-seeking behavior involves leveraging search engines to find answers to queries. Notably, professional advice emerges as the most trusted informative source, while paid advertisements rank lowest in preference. This underscores the generational trust disparity, indicating a greater reliance on professionals over sponsored marketing, particularly in recommending tourist destinations. These findings align with earlier research conducted by Patterson (2007) among older demographics regarding their perceptions of paid advertisements. Consequently, destination marketing organizations should consider prioritizing investments in professional advice and leveraging word of mouth as effective strategies for destination advertising.

Pre-pandemic travel destination history

Table 3 summarizes the results of chi-square tests on destination visitation history by generations. Results suggest that there is a significant difference among the four generations in terms of their outbound travel experiences before the pandemic (X^2= 16.66, p < 0.001) and in the incidence of taking leisure vacations before the pandemic (X^2= 19.96, p < .000). This substantiates the support for Hypothesis 2. Examining the percentages, it becomes evident that a higher proportion of Millennials and Gen Z engaged in travel and leisure activities before the pandemic compared to Baby Boomers and Generation X. This observation aligns with the assertions made by Ramgade & Kumar (2021), emphasizing that Millennials and Gen Z represent the future clientele of the hospitality industry and wield substantial influence over industry trends and requirements.

Table 3.
Pre-pandemic travel history by generation

Pre-pandemic travel history		Generation				X	p	Cramer's V
		BB	GX	M	GZ			
Traveled within the country before the pandemic	Yes	419	65	51	155	16.66	.001	.115
	No	570	75	31	150			
Taken a leisure vacation within the country before pandemic	Yes	326	45	38	138	19.96	.000	.115
	No	663	95	44	165			

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z)
Source: Chi-square test

Recognizing and understanding generational disparities in the tourism industry holds significant importance for various reasons. The tourism sector is increasingly prioritizing older travelers as a key market due to global demographic changes and their heightened engagement in tourism activities (Balderas-Cejudo 2022). Moreover, acknowledging the role of social media in tourists' decision-making processes and understanding the potential impact of age on such decisions can assist marketers in tailoring effective strategies (Gulati 2023). Additionally, challenges in intergenerational communication may arise in tourism and hospitality enterprises, and initiatives focused on teaching and learning based on generational differences can enhance communication and conflict resolution (Luka et al. 2023).

Post-pandemic likelihood to travel

The descriptive summary presented in Table 4 indicates a high likelihood across all generations to undertake trips after the pandemic. However, statistical differences in the propensity to travel post-pandemic were observed among generations through an ANOVA test (F (3, 1512) = 5.60, p = .0001). These results underscore the inadequacy of a one-size-fits-all approach in designing post-pandemic travel strategies.

Table 4.
Post-pandemic likelihood to travel by generation

Post-pandemic travel plan		Generation				F	P
		BB	GX	M	GZ		
Likelihood to travel within the Philippines after the pandemic	WM	3.42	3.60	4.02	3.75	5.60	.001

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z), WM (Weighted Mean), 1.00 – 1.80 (Definitely going to travel), 1.81 – 2.60 (very likely to travel), 2.61 – 3.40 (somewhat likely to travel), 3.41 – 4.20 (not likely to travel); 4.21 – 5.00 (definitely not going to travel).

Source: ANOVA tests

Aside from the concept of generation, different papers highlight the need for tailored strategies based on specific contexts. Khan & Morency (2023) propose a latent segmentation-based logit modeling technique to understand different individuals' preferential behaviors in a post-COVID-19 world. They identify two latent segments, suburbanites and urbanite people, with considerable heterogeneity in their travel preferences. Hint et al. (2022) discuss the management strategies introduced by major hotel chains to revitalize and relaunch their business, including concepts like workcation, staycation, and revenge travel.

Barbhuiya (2023) identifies different tourism stages and proposes sustainable strategies for the post-COVID-19 crisis, focusing on confidence-building, image building, and sustainable tourism development. These papers highlight the importance of considering specific factors and contexts when designing post-pandemic travel strategies. It becomes imperative to tailor marketing campaigns, travel packages, and services to accommodate the distinct expectations and motivations of each generation. Moreover, this result underscores the necessity for the tourism industry to be adaptable to evolving consumer sentiments and leverage the heightened interest in post-pandemic travel to optimize market potential.

Tourists of different generations differ in their destination evaluation criteria

Table 5 reveals that the top five destination attributes among the respondents are safety and security, food, environmental quality, service quality, and value for money. In terms of generations, safety and security are the top attributes for both baby boomers and millennials, while environmental quality and cleanliness are the top attributes for Gen X and Gen Z, respectively. On the other hand, the least important attributes are shopping, nightlife/entertainment, and cultural/historical sites.

Table 5.
Destination evaluation criteria by generation

Destination evaluation Criteria	Grand WM	Generation				x	p
		BB	GX	M	GZ		
Shopping	3.23	3.09	3.39	3.62	3.47	11.64	.000
Cultural/Historical sites	3.79	3.66	3.61	4.11	4.22	21.17	.000
Natural scenery	4.21	4.14	4.03	4.42	4.49	12.32	.000
Climate	4.20	4.14	4.18	4.38	4.36	4.71	.003
Food	4.67	4.62	4.65	4.70	4.84	7.54	.000
Accommodation	4.28	4.22	4.26	4.40	4.46	6.13	.000
Service quality	4.48	4.43	4.44	4.55	4.65	5.65	.001
Convention and exhibition	4.07	3.95	4.10	4.39	4.38	16.18	.000
Friendliness of people	4.47	4.41	4.44	4.63	4.64	7.18	.000
Ease of getting to the place	4.32	4.26	4.29	4.60	4.46	6.61	.000
Safety and security	4.72	4.69	4.66	4.76	4.84	4.21	.006
Nightlife/entertainment	3.59	3.37	3.59	4.04	4.18	36.27	.000
Recreational opportunity	3.95	3.79	3.82	4.21	4.47	33.14	.000
Language differences	3.92	3.78	4.12	4.13	4.21	15.33	.000
Value for money	4.48	4.45	4.52	4.52	4.53	.92	.429
Tourist information	4.21	4.09	4.20	4.50	4.50	14.57	.000
Cleanliness	4.71	4.67	4.65	4.71	4.87	7.22	.000
Environmental quality	4.63	4.57	4.78	4.70	4.83	9.72	.000

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z)

Source: ANOVA Tests

The study explores generational differences in destination evaluation criteria, shedding light on the varying perceptions and priorities of different age groups when it comes to tourism. The results of the ANOVA tests, as shown in Table 5, indicate that there are significant differences in 18 out of 19 destination attributes among the four generations, with the exception being value for money. This finding is noteworthy, as it suggests that across generations, there is a remarkable consensus regarding the importance of value for money in tourism experiences. "Value for money" in this context does not necessarily imply low-cost options but rather the perception of receiving a fair return on one's investment. This aligns with previous research findings by Williams & Soutar (2009), which also highlighted the significance of value-for-money as a predictor of satisfaction and future intentions in adventure tourism. Value-for-money is significant for tourists in travel as it influences their decision-making process and overall satisfaction. UK consumers, for example, emphasized value for money during the global financial crisis and deals and discounts frequently underpin their travel choices (McCabe & Branco Illodo 2019). In the context of national parks, providing value for money is important for attracting tourists and sustaining a competitive advantage (Du Plessis & Saayman 2015). Additionally, a study on different hedonic- and utilitarian-dominated services found that value for money influences satisfaction in both categories, suggesting its importance in enhancing tourist experiences (Prebensen & Rosengren 2016). Therefore, understanding and delivering value-for-money is crucial for tourism marketers to attract and satisfy tourists.

The study's results regarding generational differences in destination attributes provide valuable insights into how different age groups perceive and prioritize various aspects of a destination. Notably, Baby Boomers stand out as having significant differences from the younger generations (Gen Z, Gen Y, and Gen X) in several destination evaluations, encompassing cultural and historical sites, shopping, language differences, conventions and exhibitions, ease of getting to the place, nightlife and entertainment, recreational opportunities, and tourist information. These distinctions suggest that Baby Boomers may have different preferences and expectations compared to their younger counterparts. Research suggests that Baby Boomers are increasingly seeking wellness tourism services, such as natural therapy packages and spa resorts, to fulfill their desire for "youthfulness" and achieve physical and spiritual balance (Kim et al. 2022). They are also interested in cultural tourism activities, such as attending festivals, visiting museums, and exploring heritage sites (Patterson & Balderas-Cejudo 2022). Additionally, they seek benefits such as self-improvement, cultural experiences, a change of pace, social relationships, and leisure experiences during their travels (Ahn & Kim 2022).

Moreover, this study underscores the discernible disparities between Generation X (Gen X) and Generation Y (Gen Y), particularly in their assessments of cultural and historical sites, natural landscapes, nightlife, entertainment options, and recreational offerings. Noteworthy distinctions also emerge when comparing Gen X to Generation Z (Gen Z) concerning preferences related to food, perceptions of safety and security, access to tourist information, and the perceived cleanliness of destinations. Another intriguing finding is the lack of significant differences between Gen Y and Gen Z in any of the evaluation criteria. This suggests that these two younger generations share similar perceptions and priorities when it comes to tourism destinations. This finding could have practical implications for marketing efforts, as strategies targeting Gen Y could potentially be extended to Gen Z with some adjustments.

The study's observation that safety and security emerged as the top evaluation criteria across all generations is noteworthy. This consensus could be attributed to the influence of the COVID-19 pandemic, which has heightened concerns about safety among tourists. Matiza & Slabbert (2021) support this idea, as it demonstrates the negative impact of perceived pandemic-induced risk on the subjective safety associated with tourist activities. These findings underscore the importance of safety measures and communication in the post-pandemic era and emphasize the need for destinations to prioritize safety to meet the expectations of all generations of travelers.

Emphasizing safety and security in tourism is crucial, as they play a significant role in attracting visitors, impacting their choices, and improving their overall experience and likelihood of returning. When selecting a vacation spot, travelers take into account safety, risk factors, and the overall image of the destination (Amaro et al. 2023). Concerns about tourism safety and security have been heightened due to a rise in terrorist attacks, political instability, natural disasters, epidemics, and the recent COVID-19 pandemic (Alkier et al. 2023). There has been a significant increase in interest in studying tourist safety and security due to researchers' focus on this topic (Yayla et al. 2022, Toker & Emir 2023). In the current context, ensuring the safety and security of a destination is crucial. This can involve implementing specific strategies to enhance the safety of tourists and boost the appeal and competitiveness of tourism spots (Stankova 2022). With international organizations and regulations in place to safeguard it, prioritizing the health and safety of tourist providers and visitors is crucial.

Moreover, attributes such as food, environmental quality, and service quality play a crucial role in tourism as they greatly influence tourist satisfaction and behavior. As per Anggara et al. (2023), the authenticity and quality of local cuisine play a vital role in visitors' feelings of attachment to a destination, enhancing their satisfaction and overall journey. Just like how environmental sustainability practices, such as serving local food, can have a positive impact on customers' behavior and satisfaction during their stay (Han et al. 2021). Furthermore, the level of services offered by tourism companies, such as hotels, plays a vital role in ensuring customer satisfaction and generating economic advantages for the companies (Park & Jeong 2019). These characteristics help improve the tourism experience, draw in more visitors, and support the expansion of the tourism sector (Baratta & Simeoni 2021).

Tourists of different generations differ in their travel activity preferences

Table 6 summarizes the results of chi-square tests on leisure activities that each generation group would like to participate in on their vacation. Figure 1 also illustrates the variations and similarities among the four generations concerning their activity preferences. Results show that the four generations differ significantly in all 25 activities, except for attending a local festival. This indicates that generational groups do not have uniform leisure preferences. This underscores the importance of recognizing generational diversity when designing and marketing vacation experiences. Understanding these differences can aid in tailoring offerings to meet the specific desires of each generation, ultimately enhancing customer satisfaction and potentially driving revenue in the tourism and hospitality sectors. One noteworthy point from the results is that attending a local festival does not exhibit significant differences across generations. This implies that the appeal of cultural and community events transcends generational boundaries. A previous study by Keskin et al. (2023) found festivals contribute to destination branding, increase recognition, and attract visitors. Xu (2024) also claims that cultural festivals also play a role in enhancing destination image and tourists' perception of a destination. Therefore, destinations that incorporate festivals into their offerings can appeal to a diverse range of age groups, providing unique experiences and attracting visitors.

The Cramer's V result revealed that the four generations have weak associations with eight leisure activities and moderate associations with 15 leisure activities. Table 6 also shows that the top leisure activities combined are trying local foods, attending local festivals, walking/hiking/cycling, visiting small towns and villages, and environmental/ecological excursions. On the other hand, the least preferred are visiting casinos/gambling, golfing/tennis, and nightclubs/dancing. The provided evidence offers a multifaceted viewpoint about generational preferences. This observation posits that some leisure activities are more influenced by generational factors in comparison to others. This understanding may be used by researchers and industry professionals to effectively prioritize their efforts in building experiences and marketing strategies that specifically target diverse levels of generational influence.

Table 6.
Leisure activities by generation

Leisure activities	Generation (% of Yes Response)				X	p	Cramer's V
	BB	GX	M	GZ			
Amusement Parks	48.5	40.7	78.0	69.8	71.603	.000	.217
Art gallery	33.9	28.6	70.7	67.5	146.489	.000	.311
Attending sports events	33.8	31.4	59.8	64.3	106.738	.000	.265
Attending local festival	69.6	72.9	72.0	74.1	2.671	.445	.042
Commercial guided tour	29.7	31.4	51.2	57.0	84.317	.000	.236
Concert/play/musical	30.0	28.6	57.3	67.9	158.282	.000	.323
Cultural heritage sights/ activities	52.4	48.6	70.7	69.2	37.109	.000	.156
Trying local foods	84.5	87.9	92.7	92.8	16.728	.001	.105
Environmental excursion	57.4	60.7	74.4	69.2	20.060	.000	.115
Golfing/tennis	7.4	5.0	19.5	26.6	94.122	.000	.249
Hunting/fishing	33.9	32.1	24.4	46.6	22.426	.000	.122
Nightclubs/dancing	10.8	10.0	43.9	35.1	141.467	.000	.305
Countryside vacation	34.8	37.1	62.2	61.6	84.581	.000	.236
Shopping	44.0	56.4	63.4	70.5	72.436	.000	.219
Sightseeing in city	52.5	50.0	78.0	77.0	75.113	.000	.223
Touring the countryside	43.8	48.6	68.3	69.5	72.513	.000	.219
Visiting casino/gambling	9.1	10.0	14.6	17.7	18.576	.000	.111
Visiting historical places	40.6	44.3	65.9	69.8	90.873	.000	.245
Visiting natural parks	48.7	53.6	72.0	71.5	58.767	.000	.197
Visiting small town and villages	55.8	59.3	75.6	75.4	45.380	.000	.173
Walking/hiking/cycling	57.9	60.0	72.0	84.3	73.491	.000	.220
Water sports/sunbathing	22.0	22.9	54.9	63.9	211.918	.000	.374
Watching wildlife	31.6	34.3	58.5	62.0	104.014	.000	.262

Legend: BB (Baby Boomers), GX (Generation X), M (Millennials/ Generation Y); GZ (Generation Z)
Source: ANOVA tests
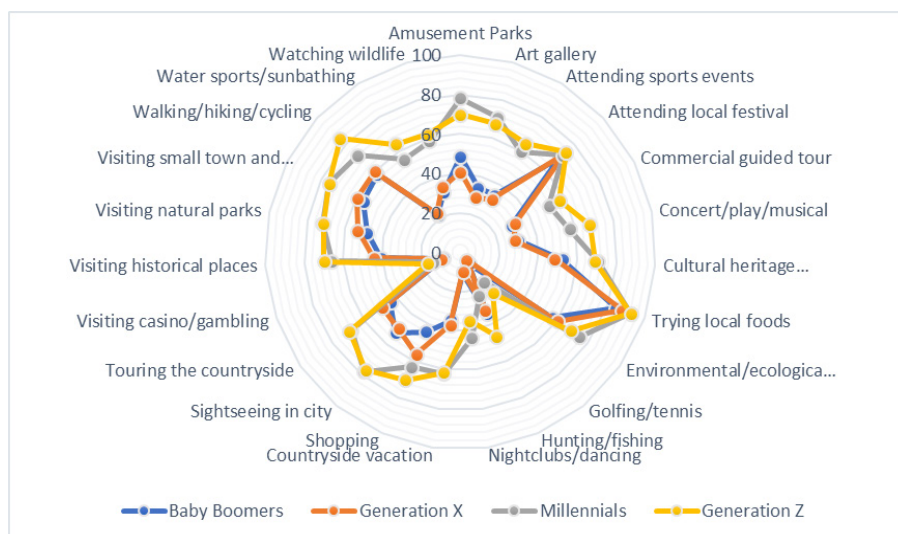
Figure 1.
Leisure activities by generations
Source: The study results were modified by the authors (personal document)

Indulging in local cuisines stands out as a top leisure activity among tourists across all age groups. This preference is rooted in the opportunity it affords them to immerse in the distinctive regional character and indigenous culture of a destination, as emphasized by Zain et al. (2023). Li & Qiu (2023) assert that local food serves as a fundamental pillar in the food and tourism industry, acting as a bridge that connects tourists to the culinary heritage and practices unique to a particular place. Recent research, such as that conducted by Poyoi et al. (2022), underscores the significant impact of consuming local delicacies on the overall tourism experience. This impact manifests in heightened levels of satisfaction and a subsequent increase in loyalty towards the destination. Tourists exhibit a multifaceted motivation to engage in local gastronomy, driven by a desire for interpersonal connections, cultural immersion, sensory delight, and health considerations, as highlighted by Banožić & Ružić (2022).

Factors that influence the likelihood to travel after the pandemic

An ordered logit regression model was estimated to investigate whether generations, household income, pre-pandemic travel history and pre-pandemic leisure history predict the likelihood of travel after the pandemic ("definitely going to travel," "very likely to travel," "somewhat likely to travel," "not likely to travel," "definitely not going to travel"). The p-value was set to < 0.05. Together, the predictors accounted for a significant amount of variance in the outcome likelihood ratio $X^2(11) = 280.458$, p < .000. Table 7 shows that five variables predicted the likelihood of travel after the pandemic: Generation Z (OR = 1.431, 95% CI, 1.431, 1.128), Millennials (OR = 2.185, 95% CI, 2.185, 1.412), Middle Income (OR = 2.058, 95% CI, 2.058, 1.006), with pre-pandemic travel history (OR = 2.155, 95% CI, 2.155, 1.701), and with pre-pandemic leisure history (OR = 2.308, 95% CI, 2.308, 1.800).

This result implies that Generation Z and Millennial tourists are approximately 143 percent and 218 percent likely to travel after the pandemic than the Baby Boomers, respectively. This suggests that younger generations are more inclined to resume travel once the pandemic subsides. Prior research indicates the reasons behind the emergence of the younger generation as a tourist market following the pandemic. Traveling alone has become more common among millennials, or Generation Y, as a result of concerns about their health and safety (Marini & Intan 2022). Furthermore, the COVID-19 pandemic has contributed to the growth of virtual tourism, which has drawn interest from Generation Z and is anticipated to persist as it evolves as a complementary form of travel (Bilińska et al. 2023). In addition, during the pandemic, youth have shown adaptive coping strategies and self-control behavior, which makes them a prospective market niche for the travel and tourism sector (Caldeira et al. 2022).

Income level emerges as a significant predictor. Middle-income tourists have an odds ratio of 2.058, indicating that they are approximately 205 percent more likely to travel after the pandemic compared to their wealthier counterparts. Lower-income individuals also exhibit a higher likelihood of travel post-pandemic, with an odds ratio of 1.462, indicating they are approximately 146 percent more likely to travel than their more affluent counterparts. These findings underscore that affordability and economic considerations play a significant role in travel decision-making, and destination planners and marketers should take this into account when designing pricing strategies and travel packages. Ilmi & Supeni (2022) assert that the COVID-19 pandemic has led to a reduction in income across various economic sectors, with the tourism industry being particularly affected. In light of the emerging new normal era, individuals are actively seeking cost-effective travel alternatives. Empirical research indicates that the choice to embark on a journey to a particular destination is significantly influenced by tourist motivation, intricately tied to the destination's attributes, travel logistics, and the socioeconomic characteristics of individuals (Desfiandi & Singagerda 2019).

Table 7.
Ordinal regression result

Factors	SE	OR	P	OR(%CI)
Generations				
Generation Z	.1211	1.431	.003	(1.431, 1.128)
Millennials	.2230	2.185	.000	(2.185, 1.412)
Generation X	.1642	1.190	.288	(1.190, .863)
Baby Boomers	-	-	-	-
Household Income				
Rich	.4726	.675	.406	(.675, .267)
Upper Income	17735.29	2265716847	.999	(2265716847, -)
Upper Middle Income	.5845	1.191	.765	(.1.191, .379)
Middle Income	.3654	2.058	.048	(2.058, 1.006)
Lower Middle Income	.2468	1.222	.416	(1.222, .754)
Low Income	.1312	1.460	.004	(1.460, 1.129)
Poor	-	-	-	-
Pre-pandemic travel history				
Yes	.1207	2.155	.000	(2.155, 1.701)
No	-	-	-	-
Pre-pandemic leisure history				
Yes	.1269	2.308	.000	(2.308, 1.800)
No	-	-	-	-
SE Std. Error, OR Odds Ratio, CI Confidence Interval				

Source: Ordinal regression tests

Moreover, those who had travel and leisure history before the pandemic are approximately 215 to 230 percent likely to travel after the pandemic than those who had no travel and did not take leisure activities before the pandemic. This underscores the notion that past travel experiences and a predisposition for leisure activities are indicative of a higher propensity to travel even in uncertain times. It also emphasizes the importance of nurturing a travel culture and promoting leisure activities to stimulate future travel demand.

Conclusion

This study analyzed the preferences and behaviors of different generational cohorts in the context of tourism, shedding light on significant variations in information sources, travel history, destination evaluation criteria, leisure preferences, and post-pandemic travel likelihood. The findings indicated that online sources, professional advice, and word of mouth play distinct roles across generations, emphasizing the need for targeted marketing strategies. The study also underscored the impact of pre-pandemic travel experiences on post-pandemic travel likelihood, with younger generations demonstrating a higher inclination to resume travel. Furthermore, safety and security emerged as paramount considerations for all generations, likely influenced by the ongoing pandemic. Recognizing differences in destination evaluation criteria and leisure preferences emphasizes the need for customized marketing strategies and products. The study highlights how some activities, like enjoying local cuisines, appeal to all age groups, while others show significant variation. This offers valuable insights for destination managers and marketers.

The recommendations based on these findings involve giving importance to online sources, seeking professional advice, and relying on word of mouth in marketing strategies. It also involves customizing offerings and campaigns according to generational differences and highlighting safety measures in post-pandemic travel promotions. Furthermore, considering the impact of income levels on travel decisions and understanding how past travel experiences shape future travel behavior can guide pricing strategies and promotional campaigns. This study contributes valuable insights into the complexities of generational

dynamics in the tourism industry, emphasizing the need for nuanced and targeted approaches to cater to diverse preferences and behaviors. These findings are not only relevant for destination marketing organizations but also for tourism and hospitality enterprises aiming to enhance communication, meet evolving consumer sentiments, and optimize market potential in the post-pandemic era.

Although this study provides thorough insights, it is crucial to acknowledge a significant limitation: the use of a non-probability sampling method. Generalizing the findings to the entire population of domestic tourists in the country is challenging due to this methodological choice. Non-probability sampling has the potential to introduce selection bias, which may result in certain tourist groups being overrepresented or underrepresented in the sample. In order to improve the strength and relevance of future research in this field, scholars should consider implementing more rigorous and representative sampling methods.

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