

# Generation Travel Behavior to Visit Tourism Destination

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**Abstract:** Tourist behavior between these two generations, namely Generation X and Generation Z, has significant differences, reflecting changes in values, preferences, and thought patterns that have developed over time. Understanding differences in tourist behavior ranging from destination selection, budget, and spending, traveler health, ease of accessibility, and digital and technological trends between generations x and y helps destinations and service providers to better adapt their strategies according to the preferences and expectations of each generation. This research aims to determine the differences in behavior between Generation X and Generation Z tourists using the Mann-Whitney Test research method. The data collection technique used in this research is distributing validated questionnaires to tourists who have visited tourist destinations in Greater Bandung. The sampling technique used was random sampling and the number of samples taken was 200 respondents consisting of 100 Generation X tourists and 100 Generation Z tourists. The research results show that there are significant differences in destination selection, budget and expenditure, and digital and technology trends between Generation X and Generation Z tourists. However, there are no significant differences in tourist health and ease of accessibility between Generation X and Generation Z.

**Keywords:** tourist behavior; generation x; generation z; mann whitney; greater bandung

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## 1. Introduction

Region Bandung covers the cities of Bandung and Cimahi, Bandung Regency, West Bandung, and Sumedang. Greater Bandung is known for its natural beauty, cultural nuances, and modern appeal, making it a magnet for tourists who come from all over. Greater Bandung is an attractive tourist destination because it can accommodate a variety of different tourist behaviors and preferences. Adventurers and nature lovers can enjoy its natural beauty through mountain climbing, trekking, or various outdoor activities. On the other hand, tourists looking for comfort and relaxation can find happiness in the luxury resorts and spas scattered around Greater Bandung. For art and culture lovers, Greater Bandung provides various art galleries, musical performances, and creative exhibitions. Meanwhile, for culinary lovers, Bandung Raya offers a variety of food choices from street food to luxury restaurants. Traditional markets, factory outlets, and modern malls provide different shopping experiences to satisfy the diverse tastes of tourists. In this way, Greater Bandung has succeeded in creating a friendly and inclusive environment, allowing for various types of tourists with different behaviors. (Pertiwi, 2021).

Tourist behavior is a field of study that continues to grow along with the rapid development of the tourism industry. In recent years, the trend of changing tourist behavior has become increasingly dynamic, influenced by various factors such as technology, globalization, and cultural changes. Apart from that, tourist behavior is also a multifaceted phenomenon that is influenced by demographics and has an influence on travel goals, motivation, destination attributes, activities, satisfaction, perceptions, and tourist interactions during the trip.

Understanding these factors is essential for effective market segmentation. Research conducted by DB Park & Yoon, (2019) revealed that tourist motivation factors play an important role in predicting tourist behavior. In addition, key destination attribute factors such as safety, scenery, facilities, cultural resources, and weather are important factors in shaping tourist behavior and attracting tourists to travel. In addition, the personality of a destination and the affective image it conveys can have a significant impact on tourists' behavioral intentions (Papadimitriou et al., 2015)

One important factor that influences tourist behavior is the demographic factor in the form of tourist age. Demographic factors, especially the age of tourists, are key elements that influence behavior in the tourism industry. Age determines travelers' preferences, interests, needs, and behavior, and thus has a direct impact on their choice of destinations, activities, and travel style. Young tourists tend to look for adventure experiences and exciting activities, while older tourists gravitate towards destinations that offer comfort and relaxation. An in-depth understanding of the age groups that are the target market can help the tourism industry in developing more effective marketing strategies and designing travel packages that suit the specific needs of each age group. (Pranatasari & Diva, 2020).

Additionally, changes in tourist behavior as they age can also have a significant impact on the tourism industry. As tourists get older, tourists tend to pay more attention to the health and safety aspects of their travels. This can include more comfortable accommodation options, welcoming facilities, and easily accessible destinations. Therefore, tourism service providers need to continuously monitor and adapt their offerings to meet evolving needs and preferences as the age of tourists changes. (Sari, 2020). Not only that, age demographic factors can also be a guide for anticipating future travel trends. As the global population ages, it can be anticipated that demand for certain types of tourism, such as health tourism or senior tourism, will increase. Therefore, the tourism industry needs to adopt a sustainable approach to planning infrastructure and adapting offerings to meet the future needs of diverse age groups. By understanding and responding to demographic factors, particularly traveler age, the tourism industry can create more satisfying and relevant travel experiences for various market segments. (Cohen et al., 2014)

The age of tourists is divided into several generations, including generations. Tourist behavior between these two generations, namely Generation X and Generation Z, has significant differences, reflecting changes in values, preferences, and thought patterns that have developed over time. Generation X is characterized as individuals who prefer authentic travel experiences and have a level of distrust of authority. On the other hand, Generation Z, who grew up in the digital era and is known as a savvy technology user tends to look for unique and digitally connected experiences. (Pranatasari & Diva, 2020). Understanding the background of tourist behavior is crucial for destination managers, tourism operators, and other stakeholders. By understanding the dynamics and factors that influence tourist behavior, more effective marketing strategies, sustainable destination management, and the development of tourism products and services that suit tourist expectations and needs can be designed. Understanding the differences between Generation X and Generation Z travelers creates unique challenges and opportunities for the tourism industry in attracting the attention and meeting the expectations of these two groups. Understanding the differences in the behavior of these generations of travelers helps destinations and service providers to better adapt their strategies according to the preferences and expectations of each generation. So more in-depth research is needed on the behavior between Generation X and Generation Z. Therefore, this research aims to determine the differences in behavior between Generation X and Generation Z tourists.

## **2. Literature Review**

### **Tourist Behavior**

Tourist behavior is a multifaceted field of study that includes various factors that influence tourists' choices and actions. Understanding consumer behavior in tourism is critical for destinations and businesses to adapt their services effectively. Factors such as sustainability play an important role in shaping tourist behavior, which requires a better understanding of environmental profiles to guide tourists towards more sustainable choices (Cohen et al., 2014). In addition, the quality of service at tourist attractions can influence environmentally

responsible tourist behavior. Tourist behavior is not only influenced by external factors but also by internal motivation and perception. For example, tourists' perceptions of safety and risk have a significant impact on their behavior and destination choices (Bhati et al., 2021). Psychological and physical motivations also play a role in how tourists view destinations and engage in activities. Additionally, weather can influence travelers' experiences and decision-making, highlighting the importance of considering the impact of weather on travel behavior (Jeuring & Peters, 2013). Additionally, social engagement has been shown to have a positive influence on responsible behavior among tourists, indicating the role of social factors in shaping behavior (Diallo et al., 2015). Understanding the spatial behavior and movement patterns of tourists is essential for destination planning and management. When traveling, tourists are faced with several things that suit their preferences and behavior, namely: (Azman et al., 2021)

- 1) Destination Selection
- 2) Budget and Expenditures
- 3) Health condition
- 4) Ease of Accessibility:
- 5) Digital and Technology Trends

Tourist behavior is a complex interaction between individual motivation, external influences, and destination characteristics. By studying and analyzing tourist behavior, stakeholders in the tourism industry can better meet tourist needs, promote sustainability, and improve the overall tourist experience.

### **Traveler Age**

Traveler age plays an important role in determining travel preferences and tourism experiences. Tourist profiles are specific characteristics of different types of tourists that are closely related to their habits, requests and needs in traveling. Tourists are very diverse; young and old, poor, rich, foreigners, domestic, experienced or not, everyone wants to travel with different desires and expectations. (Yoga et al., 2018). Age is considered an important demographic factor because recreation demand can be effectively predicted through the age of tourists. Age has a positive influence on an individual's desire for relaxation and natural exploration. (Kara & Mkwizu, 2020). An individual's age can influence their attitudes towards travel decisions. The older the individual, the more negative their perception of tourism activities. However, on the other hand, it is believed that older tourists tend to have a positive attitude towards tourism activities than younger ones. (Sinclair-Maragh, 2017). The age of tourists can be grouped into several generations, namely: baby boomers, Generation X, Generation Y, and Generation Z. A generation is a group of people who share the same range of year of birth, age, location, and also historical experiences or events within the individual that have a significant influence on their growth phase. Meanwhile, according to Marpaung (2002), the grouping of tourists based on age is divided into 3, namely: millennial, middle-aged, and elderly tourists. Millennial tourists usually travel alone, organize their trips, and have a relatively long time to use their vacation time. Their interests tend to be free in choosing the type of tourism, be it recreation or natural scenery as well as cultural tourism by studying local art, dance, and music. Meanwhile, middle-aged tourists usually do not have special needs for this type of tourist, but these tourists always have a great desire to carry out tourist activities. Furthermore, when older tourists are going to carry out tourism activities, they must be accompanied by careful planning, such as whether the place they are going to is suitable and by the tourist's physical abilities or not in carrying it out. Usually, older tourists want tourist attractions with comfortable facilities and services, they must get good health services.

### **3. Methodology**

This research is descriptive research with a quantitative approach, namely an approach to testing objective theory by testing the relationship between variables. These variables, in turn, can be measured using instruments, so that the data can be analyzed using statistical procedures (Dodgson, 2017). The data collection technique used in this research is distributing validated questionnaires to tourists who have visited tourist destinations in Greater Bandung. The sampling technique used was random sampling and the number of samples taken was 200 respondents consisting of 100 generations. The data analysis technique used in this research uses the Mann-Whitney test analysis. Data analysis using the Mann-Whitney test is a non-parametric

statistical method used to compare two independent groups originating from populations that may not be normally distributed. This test is suitable for use when the data does not meet normality requirements or when the interval scale cannot be guaranteed. The Mann-Whitney procedure can provide conclusions about whether there are significant differences between the two groups. The results of this test will produce a U value and p-value which can be used to test the null hypothesis, namely that there is no significant difference between the two groups. This method is very useful when working with ordinal data or when the assumption of a normal distribution cannot be met. In addition, the Mann-Whitney test does not depend on large sample sizes, so it can be used well even for small samples. However, it is important to understand the limitations and assumptions of this test so that the results can be interpreted correctly. Data analysis using the Mann-Whitney test involves steps such as formulating null and alternative hypotheses, collecting data, calculating statistical test values, and interpreting the results based on the resulting p-value or in other words if the probability (Asymp. Sig) < 0.05, then Ho is rejected. (Ali Mubarak, 2021).

#### 4. Results and Discussion

##### Profile of Generation X and Z Travelers

Table 1. Profile of Generation X Tourists in Greater Bandung

Gender	Amount	Education	Amount	Work	Amount
Man	48	JUNIOR HIGH SCHOOL	11	Teacher/Lecturer	17
Woman	52	SMA/SMK	32	IRT	22
		Diploma	15	Private employees	37
		S1	39	Businessman	9
		S2	3	Civil servants	15

Source: Data Processing Results (2024)

Based on Table 1, it can be seen that the majority of Generation X tourists (aged 43 – 53 years) who visit Greater Bandung are 52% female and 48% male with the majority educational background being S1, namely 39% and the least being S3, namely 3%. Occupations of Generation X tourists visiting Greater Bandung the majority have jobs as private employees, namely 37% and the lowest is as entrepreneurs, 9% of respondents.

Table 2. Profile of Generation Z Tourists in Greater Bandung

Gender	Amount	Education	Amount	Work	Amount
Man	33	JUNIOR HIGH SCHOOL	19	Student/Students	52
Woman	67	SMA/SMK	42	Teacher/Lecturer	15
		Diploma	15	IRT	2
		S1	13	Private employees	12
		S2	1	Businessman	11
				Civil servants	8

Source: Data Processing Results (2024)

Table 2 shows the profile of Generation Z tourists (aged 23 – 33 years) who visited Greater Bandung. Based on the information obtained from Table 2, it can be seen that the majority of Z generation tourists who visit Greater Bandung are female, namely 67% and 33% male, with the highest level of education being SMA/SMK, namely 42% and the most The lowest is S2, which is 1%. Then, the majority of Generation Z tourists' jobs are students, namely 52%, and the lowest as housewives namely, 2%.

### Generation X and Z Traveler Behavior

Tourist behavior is a field of study that has many aspects in marketing and tourism. Understanding tourists' decision-making processes is critical for destinations and businesses aiming to attract and retain tourists. Research conducted by Quintal, (2015) emphasizes the importance of factors such as attitude, satisfaction, and experience in influencing tourist decision-making and tourist behavioral intentions. A study by Cohen et al., (2014) highlights that consumer behavior in tourism, often referred to as 'travel behavior' or 'tourist behavior', is studied extensively in marketing and tourism. This underlines the importance of understanding the psychological, loyalty, scientific, and age aspects of tourists in shaping tourist behavior. Tourist age is an important factor that influences tourist behavior.

Tourists can be divided into several generations based on their birth period, namely the baby boomers generation, Generation X, Generation Y, and Generation Z.(Gardiner et al., 2014). This research focuses on the behavior of Generation X and Generation Z tourists. This is because Generation Z and Generation Z tourists represent two cohorts that have experienced significant social, technological, and cultural changes in different periods. Understanding these differences provides deep insight into how these changes influence consumer behavior, especially in the tourism context. In addition, generation By digging deeper into the behavior of tourists from these two generations, we can identify key trends, create more appropriate marketing strategies, and develop services that better suit their needs.

This research tested two variables, namely tourist behavior which includes destination selection, budget and expenditure, health conditions, ease of accessibility, and digital and technological trends in Generation X and Generation Z in Greater Bandung using the Mann-Whitney Test, which aims to find out whether there is a difference between these two variables. Here are the results.

### Destination Selection

Table 3. Mann Whitney Test Results for Generation X and Generation Z Destination Selection in Greater Bandung

	Destination Selection Generation X and Generation Z
Mann-Whitney U	24,000
Wilcoxon W	75,000
Z	-1,324
Asymp. Sig. (2-tailed)	,220
Exact Sig. [2*(1-tailed Sig.)]	.254a

Source: data processing using SPSS, 2024

Based on the Mann-Whitney test results shown in Table 3, it can be seen that the Asymp Sig value is 0.220, and this value is > 0.05. Based on the decision provisions on the use of the Mann-Whitney test of the Asymp value. Sig > 0.05 then the hypothesis is rejected. Meanwhile, the hypothesis in this research is that there is no significant difference between the two groups of data, namely the choice of destinations for Generation X and Generation Z. So, the test results show that the hypothesis is rejected, which means that there is a significant difference in destination choice between Generation X and generation z.

This is in line with research conducted by Carlina (2020), who said that Generation Usually those going with their families tend to need family-oriented attractions, facilities, and accommodation. Generation X tends to look for tourism experiences that combine elements of history, authenticity, and peace. Their main motivation is to reflect, pursue a slower pace of life, and enjoy moments with family or friends. They prefer destinations with high historical or cultural value and often choose places that offer authentic experiences. Meanwhile, Generation Z travels with a motivation that is driven more by the desire for exploration and extensive social interaction. They tend to look for tourist destinations that are full of adventure, challenge, and exploration activities. Research conducted by Honeyball (2017) said that Generation Z travelers are mostly motivated to

travel for relaxation. They also prefer to use travel advisors and challenging attractions. Research conducted by Cavagnaro et al., (2018) also stated that for Generation Z tourists, travel means new things for them, trying different lifestyles, living new experiences, visiting new tourist destinations and gaining new knowledge, socializing with their peers, and being closer to nature.

### Budget and Expenditures

Table 4. Mann Whitney Test Results for Generation X and Generation Z Budgets and Expenditures in Greater Bandung

	Budget and Expenditures Generation X and Generation Z
Mann-Whitney U	28,500
Wilcoxon W	83,500
Z	-1,066
Asymp. Sig. (2-tailed)	,286
Exact Sig. [2*(1-tailed Sig.)]	.315a

Source: data processing using SPSS, 2024

Based on the results of the Mann-Whitney test shown in Table 4, it can be seen that the Asymp Sig value is 0.286, and this value is  $> 0.05$ . Based on the decision provisions on the use of the Mann-Whitney test of the Asymp value. Sig  $> 0.05$  then the hypothesis is rejected. Meanwhile, the hypothesis in this research is that there is no significant difference between the two groups of data, namely the budget and expenditure of Generation X and Generation Z. So, the test results show that the hypothesis is rejected, which means that there are significant differences in budget and expenditure between Generation X and generation z.

Tourist spending is an important aspect that significantly influences the overall tourist experience and behavior. Research has highlighted the importance of understanding and analyzing tourist budgets to understand their behavior and spending patterns (Brida & Scuderi, 2013; Disegna & Osti, 2016; S. Park et al., 2020). Budget allocation for leisure travel and the percentage of household income spent on tourism are key factors that shape the tourist experience. In addition, tourist expenditure serves as a fundamental measure of international tourism demand and plays an important role in the economic impact of tourism destinations (Senbeto & Hon, 2020; Song et al., 2010).

Generation X travelers tend to have stable and relatively high-income levels, as they are generally at the peak of their careers and have settled into established jobs. This gives them sufficient financial capacity to explore diverse tourist destinations and experience quality vacation experiences. Generation X tourists' spending tends to cover a variety of aspects, including comfortable accommodation, quality culinary delights, and unique recreational activities. They tend to look for valuable and memorable experiences during their travels, so they do not hesitate to spend more money to get unforgettable memories. Investing in a vacation often involves more luxurious accommodation options, authentic local food, and special activities that allow them to explore and enjoy the local culture. With Generation X traveler spending focused on quality and experience, the tourism industry has responded by offering services and facilities that match their preferences and expectations. As for Generation Z, although individual incomes may vary, most of Generation Z are still tied to family income and have not yet reached the peak of their careers. Therefore, they tend to have a more limited travel budget compared to previous generations. Apart from that, Generation Z also tends to be more flexible and open to cheaper travel options, such as home-sharing-based accommodation and public transportation.(Juvan et al., 2017).

## Traveler Health

Table 5. Mann Whitney Test Results for the Health of Generation X and Generation Z Tourists

	Traveler Health Generation X and Generation Z
Mann-Whitney U	26,000
Wilcoxon W	81,000
Z	-1,244
Asymp. Sig. (2-tailed)	.041
Exact Sig. [2*(1-tailed Sig.)]	.237a

Source: data processing using SPSS, 2022

Based on the Mann-Whitney test results shown in Table 5, it can be seen that the Asymp Sig value is 0.041, and this value is  $<0.05$ . Based on the decision provisions on the use of the Mann-Whitney test of the Asymp value.  $\text{Sig} < 0.05$  then the hypothesis is accepted. Meanwhile, the hypothesis in this research is that there is no significant difference between the two groups of data, namely push factors and pull factors. So, the test results show that the hypothesis is accepted, which means that there is no significant difference in the health of tourists between Generation X tourists and Generation Z tourists. This shows that even though Generation X and Generation Z have different travel preferences and styles, health awareness remains a crucial factor that they consider. Global changes, especially due to the pandemic, have encouraged these two generations to be more careful and selective in choosing tourist destinations that prioritize health and safety. Ensuring the health and well-being of tourists of all ages is an important aspect of tourism management, especially considering health risks such as those occurring during the COVID-19 pandemic (Matiza, 2020). Travelers' health risk perceptions play an important role in influencing tourists' behavior and their decision-making processes (Chien et al., 2017).

## Ease of Accessibility

Table 6. Mann Whitney Test Results for Ease of Accessibility for Generation X and Generation Z in Greater Bandung

	Ease of Accessibility Generation X and Generation Z
Mann-Whitney U	27,500
Wilcoxon W	81,500
Z	-1,842
Asymp. Sig. (2-tailed)	.039
Exact Sig. [2*(1-tailed Sig.)]	.391a

Source: data processing using SPSS, 2024

Based on the results of the Mann-Whitney test shown in Table 6, it can be seen that the Asymp Sig value is 0.039, and this value is  $<0.05$ . Based on the decision provisions on the use of the Mann-Whitney test of the Asymp value.  $\text{Sig} < 0.05$  then the hypothesis is accepted. Meanwhile, the hypothesis in this research is that there is no significant difference between the two data groups, namely the ease of accessibility between Generation X and Generation Z tourists. So, the test results show that the hypothesis is accepted, which means that there is no significant difference in ease of accessibility between Generation X and Generation Z tourists.

Creating accessible tourism experiences for tourists requires a multifaceted approach that considers their preferences and attitudes toward unique tourism experiences, travel patterns, sustainability practices, transportation accessibility, and specialty services. (Rebollo, 2018). Accessibility for Generation X travelers is a



crucial aspect in ensuring a pleasant and seamless travel experience. Generation X, which is generally the age group between 43 and 53 years old today, occupies an important position in the tourism industry. One of the main aspects of accessibility for Generation X tourists is physical infrastructure. This generation has high expectations that tourist destinations must be equipped with facilities that are friendly to them, such as accessible toilets and easily accessible pedestrian paths to ensure that Generation X tourists with limited mobility can enjoy these destinations without difficulty. Addressing accessibility for Generation X travelers involves considering factors such as transportation facilities and travel time variability. Ensuring the availability of accessibility and convenient transportation and minimizing the uncertainty of travel times can improve the overall travel experience for Generation X travelers.(Koster et al., 2011).

Likewise, for Generation Z tourists, easy accessibility and transportation play a crucial role in responding to the needs of Generation Z tourists, who tend to prioritize digital efficiency and connectedness. Generation Z grew up in an era of rapid technology, so they have high expectations for the availability of transportation facilities that are easily accessible and integrated. Therefore, tourism destinations need to prioritize investing in user-friendly transportation infrastructure, providing easy accessibility, and integrating digital solutions to make travel easier. Apart from that, easy accessibility and transportation also have a positive impact on environmental sustainability. Generation z tourists generally care more about environmental and sustainability issues. Therefore, choosing environmentally friendly transportation options, such as public transportation, bicycles, or pedestrians, is an important consideration in meeting preferences and Generation Z behavior. Tourism destinations that successfully integrate sustainable transportation solutions can also benefit from preserving the natural beauty and surrounding environment, which is the main attraction for Generation Z tourists.(Aldrian et al., 2022). Furthermore, the security aspect is also a major consideration for Generation Z in choosing tourist destinations. Destinations that have a safe and reliable transportation system will be more attractive to Generation Z who prioritize comfort and safety during travel. Investments in security technology, such as online monitoring systems and personal data protection, can provide additional confidence to Generation Z tourists in choosing a destination as their travel destination. Therefore, choosing accessibility and transportation that meets safety standards is the key to winning the hearts of Generation Z tourists.(Skinner et al., 2018)

### Digital and Technology Trends

Table 7. Mann Whitney Test Results for Digital and Technology Trends for Generation X and Generation Z in Greater Bandung

	Digital and Technology Trends Generation X and Generation Z
Mann-Whitney U	26,000
Wilcoxon W	8,000
Z	-1,311
Asymp. Sig. (2-tailed)	,248
Exact Sig. [2*(1-tailed Sig.)]	.342a

Source: data processing using SPSS, 2024

Based on the Mann-Whitney test results shown in Table 7, it can be seen that the Asymp Sig value is 0.248, and this value is > 0.05. Based on the decision provisions on the use of the Mann-Whitney test of the Asymp value. Sig > 0.05 then the hypothesis is rejected. Meanwhile, the hypothesis in this research is that there is no significant difference between the two groups of data, namely digital and technological trends between Generation X and Generation Z. So, the test results show that this hypothesis is rejected, which means that there are significant differences in digital and technological trends between Generation X and Generation Z.



As the tourism industry evolves, there is a growing need to understand travelers' digital behavior, including the potential for digital detox and e-mindfulness (Díaz-Meneses & Estupinán-Ojeda, 2022). Additionally, the role of technology in shaping tourism behavior and experiences is becoming increasingly significant, with a focus on leveraging technological networks to increase productivity and sustainability. The penetration of Generation X into the active population has led to a transformation in tourism marketing strategies to meet the preferences and behavior of this group (Bochert et al., 2017). Generation X travelers demonstrate a unique mix of attitudes towards digital and technology trends. Even though they are not as digital native as millennials or Generation Z, Generation X tourists still show great interest in technology and innovation in the tourism sector (Astor et al., 2021). They tend to have individualistic values and often rely on traditional methods when making decisions regarding their travel destinations and services (Adnan & Omar, 2022). Nonetheless, Generation X travelers are open to technological advances and may appreciate digital platforms that enhance their travel experience.

Meanwhile, Generation Z tourists show a strong tendency towards digital trends and technology, which is characterized by their familiarity and preference for technology and digital experiences. Research shows that Generation Z individuals, often referred to as digital natives, are very receptive to technological advances in the tourism sector (Limilia et al., 2022). They are known to leverage digital platforms and applications to enrich their travel experiences, showing a preference for personalized and interactive technology (Liu et al., 2023). Research shows that Generation Z travelers have unique characteristics that are influenced by the internet and digital technology applications, resulting in a transformation of their travel behavior and preferences (Ding et al., 2022). This generation is described as fully digital and open-minded travelers who enjoy creating their own unique experiences rather than relying on traditional tourism services and attractions (Ketter, 2020). Research exploring Generation Z tourists' perceptions of technology in the tourism sector reveals that they view robots as a means to reduce the risk of dissatisfaction, showing a positive attitude towards technological solutions for safety and efficiency (Romero & Lado, 2021). Additionally, research has examined the impact of augmented reality, chatbots, and social media on the self-esteem of Generation Z consumers, highlighting the integration of technology with consumer behavior and experiences (Ameen et al., 2022).

## 5. Conclusion

Based on the research results above, it can be concluded that the behavior of Generation X and Generation Z in Greater Bandung. The research results show that there is a significant difference in destination selection between Generation X and Generation Z tourists, namely with an Asymp Sig value of 0.220. Then for budget and expenditure, there is also a significant difference between Generation X and Generation Z tourists, namely with an Asymp Sig value of 0.286. Different things happened in the research results for the tourist health element, with the research results showing that there was no significant difference in the health of tourists for both Generation X and Generation Z, namely with an Asymp Sig value of 0.041. Likewise with the element of ease of accessibility, where the research results show that there is no significant difference in the ease of accessibility of Generation X and Generation Z tourists with an Asymp Sig value of 0.039. Meanwhile, for elements of digital and technological trends, there is a significant difference between Generation X and Generation Z tourists, namely with an Asymp Sig value of 0.248. It is important for tourism managers to carefully adapt to the behavior of Generation X and Generation Z tourists to ensure a maximum and satisfying tourism experience. Tourism managers who successfully combine elements that suit the preferences of Generation X and Generation Z will have greater appeal. In addition, they also need to keep up with trends and changes in the preferences of these young tourists over time. This can include adapting to sustainability trends, utilizing the latest technology, and creativity in designing unique tourism programs and packages. By understanding and responding quickly to the special needs and desires of these two generations, tourism managers can increase the competitiveness of their destinations and create unforgettable experiences for tourists.

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**How to cite this article:** **Eva Mardiyana, Octaviany, Vany, Generation Travel Behavior to Visit Tourism Destination. *Asian. Jour. Social. Scie. Mgmt. Tech.* 2024; 6(2): 54-65.**