

# A Study on Gen Z Travel Behaviour in the Digital Age

Dr. G. Laxmi Prabha

Assistant Professor, Department of Business Management, University College of Commerce & Business Management, Mahatma Gandhi University, Nalgonda, Telangana, India, Pin: 508254

DOI: <https://doi.org/10.47772/IJRISS.2026.100700826>

Received: 02 August 2026; Accepted: 09 August 2026; Published: 13 August 2026

## ABSTRACT

With their strong social media participation, digital nativity, and experience-driven purchase habits, Generation Z is a revolutionary demographic in the global tourist market. This study looks at how Gen Z travels in the digital age, with an emphasis on how social media, online platforms, and technology developments affect their travel preferences, motives, and decision-making.

The study examines important factors that influence Gen Z's travel intentions, including exposure to digital information, peer pressure, influencer marketing, online reviews, mobile applications, worries about sustainability, and financial limitations. Additionally, it examines behavioral factors such as destination selection, trip planning method, booking preferences, solo versus group travel inclinations, and the influence of visual and experiential appeal on travel choices.

By offering localized insights into youth travel behavior in a digitally connected environment and strategic recommendations for tourism stakeholders to create focused, technology-driven, and experience-oriented travel offerings in line with Gen Z expectations, the study adds to the body of literature on tourism.

**Keywords:** Generation Z, Travel Behaviour, Digital Age, Social Media, Tourism, Travel Planning, Sustainable Tourism, Digital Platforms.

## INTRODUCTION

Those born between 1997 and 2012 are referred to as Generation Z, or simply Gen Z. They are the first generation to have grown up in a society where using digital technology on a daily basis is commonplace. They now communicate, learn, shop, and travel differently thanks to smartphones, social media, the internet, and mobile applications. Their travel habits are therefore very different from those of earlier generations.

Traveling is no longer just about seeing new locations in the current digital era. For Gen Z, it also involves using digital platforms to connect with people, share experiences on social media, and find places online. They frequently look for information on travel blogs, review websites, YouTube, Instagram, and TikTok before making travel plans. Their travel choices are greatly influenced by recommendations from friends, internet communities, and influencers.

In contrast to previous generations, Gen Z travelers are more interested in meaningful and distinctive experiences than in merely buying material stuff. They favor locations that provide chances for adventure, cultural education, local experiences, and making lifelong memories. Additionally, a lot of young tourists pick places that are visually appealing and appropriate for posting on social media. Simultaneously, people are growing more conscious of sustainable tourist practices and environmental challenges.

Traveling is now more convenient and easier than ever thanks to technology. Travelers may effectively plan and manage their journeys with the aid of online booking websites, travel applications, digital payment systems, GPS navigation, and AI-powered travel solutions. With just a few clicks, Gen Z travelers may book lodging, read reviews, compare costs, and obtain real-time information thanks to these technologies.

There is still a need to comprehend how Gen Z travelers behave in certain geographical contexts, despite the fact that numerous research have looked at young tourism and digital consumer behavior. Travel preferences and decision-making can be influenced by a number of factors, including access to technology, education, income, and culture. As a result, researching Gen Z's travel habits offers insightful information on how the travel industry is evolving.

The purpose of this study is to investigate how Generation Z travels in the digital age, with a particular emphasis on their reasons for traveling, the destinations they choose, how they use digital platforms, and the variables that affect their choices. Additionally, the study aims to comprehend how their travel experiences and consumption habits are influenced by technology. The results will aid travel agencies, destination marketers, and legislators in comprehending the requirements and expectations of Gen Z tourists and creating plans to successfully cater to this expanding market niche.

## REVIEW OF LITERATURE

The connection between Generation Z, digital technology, and travel habits has been thoroughly studied by researchers. Technology, social media, and online communities have a big impact on Gen Z's travel choices because they are the first generation to have grown up in an entirely digital world.

According to Jean Twenge (2017) in *iGen*, smartphones and constant internet connectivity have altered Generation Z's identity, communication styles, and decision-making processes. Twenge claims that digital platforms have grown to be significant information and validation sources that impact a variety of lifestyle decisions, such as choosing a destination and organizing a trip. According to this viewpoint, Gen Z travelers are more likely to rely on digital media than conventional information sources when making travel-related choices.

In a similar vein, Prensky's (2001) theory of "Digital Natives" describes how people who grew up in technologically advanced environments perceive information differently than people from earlier generations. Instantaneous, interactive, and visual communication methods are preferred by digital natives. This explains why Gen Z is increasingly favoring travel apps, online reviews, social media posts, and mobile-based reservation systems in the context of tourism.

Ajzen's (1991) Theory of Planned Behavior offers a crucial foundation for comprehending travel intentions. According to the hypothesis, attitudes, subjective norms, and perceived behavioral control all have an impact on behavioral intentions. According to studies that apply this theory to tourism, young people's travel behavior is significantly influenced by peer pressure, social acceptance, and perceived ease of travel. Social media interactions reinforce these influences in the digital age.

Davis's (1989) Technology Acceptance Model (TAM) has also been used to explain the uptake of technology in tourism. According to the idea, people adopt technology when they think it's practical and simple to use. Because these technologies provide accessibility, efficiency, and convenience, research has shown that Gen Z travelers are quick to adopt digital payment methods, online booking platforms, and travel applications.

Tourism research has been greatly impacted by Pine and Gilmore's (1999) introduction of the notion of the Experience Economy. The authors contend that memorable experiences are becoming more important to customers than tangible goods. This viewpoint is in line with the tastes of Gen Z tourists, who frequently choose adventure, festivals, cultural immersion, and unusual experiences over traditional tourism.

Social media has become a potent force in the creation of destination perceptions. Zhou (2023) discovered that by showcasing places through captivating visual storytelling, short-form video platforms like TikTok and Instagram have a significant impact on travel intentions. These sites encourage young people to travel and help shape their opinions of destinations.

Another significant factor influencing young people's travel habits is sustainability. Generation Z exhibits excellent environmental awareness and favorable attitudes toward sustainable tourism activities, according to

Konieczna (2025). However, their capacity to make eco-friendly travel decisions is frequently hampered by budgetary constraints.

In the literature on tourism marketing, the impact of social media celebrities has drawn more and more attention. Influencer authenticity and reputation have a big impact on Gen Z customers' travel plans, according to research from Phyo (2025). Influencers are frequently seen by young travelers as relatable sources of travel knowledge, which may have an impact on location preferences and trip planning choices.

Research on travel trends in India also emphasizes how young travelers' behavior is evolving. According to reports from Airbnb (2026), Indian Gen Z travelers are more motivated to travel by concerts, festivals, and cultural events. Similarly, data from the Economic Times (2025) indicate that Gen Z is depending more and more on online payment systems and independent digital travel planning.

Additionally, psychological theories offer important insights into the travel habits of Generation Z. According to Deci and Ryan's (1985) Self-Determination Theory, travel can meet demands for social connection, competence, and autonomy. Similar to this, Gen Z deliberately chooses digital platforms to meet particular needs including knowledge, entertainment, identity construction, and social contact, according to Katz, Blumler, and Gurevitch's (1973) Uses and Gratifications Theory.

Another significant aspect influencing travel decisions is electronic word-of-mouth, or eWOM. Online reviews, ratings, and user-generated content have a substantial impact on consumer trust and buy intentions, according to Cheung and Lee's (2012) research. Positive ratings can boost confidence when choosing a place and lessen uncertainty in the travel industry.

Travel decisions are still heavily influenced by social factors. According to Tajfel and Turner's (1979) Social Identity Theory, people frequently conform their behavior to group standards in order to be accepted by others. This effect is especially noticeable in social media settings when peer networks quickly adopt travel-related trends. In a similar vein, Przybylski et al. (2013) established the idea of FOMO, emphasizing how exposure to other people's experiences and social comparison might encourage engagement in travel-related activities and events.

Recent literature also emphasizes the role of algorithms in shaping consumer preferences. Srnicek (2017) believes that digital platforms influence behaviour by determining the content users are exposed to. Consequently, destination awareness and travel aspirations may be shaped by algorithmic recommendations rather than solely by personal preferences.

Perception of risk continues to be a significant factor in determining travel behavior. People assess risks using both emotional and cognitive processes, according to Slovic (1987). In tourism, safety concerns, online reviews, and faith in digital information influence destination choices, particularly among younger tourists.

Travel behavior is still heavily influenced by perceptions of risk. According to Slovic (1987), people evaluate risks using both emotional and cognitive processes. Online reviews, trust in digital information, and safety concerns all affect travelers' decisions on where to go, especially younger travelers.

The idea of co-creation was first presented by Prahalad and Ramaswamy (2004), who contend that customers actively contribute to the production of experiences and value. Gen Z travelers are active players rather than passive customers in the tourist industry because they often customize itineraries, share experiences online, and participate in digital storytelling.

The spread of new travel technology, uses, and trends among socially connected groups is further explained by Rogers' (1962) Diffusion of Innovations Theory. Gen Z travelers are frequently among the first to accept new travel advances since they are early adopters of technology.

Lastly, Baudrillard's (1981) notion of hyper reality implies that media portrayals have the potential to surpass reality itself in power. Travel intentions and destination expectations may be influenced by romanticized photos posted on social media. Likewise, Csikszentmihalyi's (1990).

Immersion digital experiences, including captivating travel films and interactive apps, can boost travel inspiration and behavioural intention, according to Flow Theory.

## RESEARCH GAP

The tourism industry has experienced remarkable changes due to rapid technological advancements, widespread internet access, and the growing influence of social media platforms. Generation Z, often referred to as digital natives, has emerged as an important segment in the tourism market. Several studies have examined different aspects of youth travel behaviour, including travel motivations, destination preferences, social media influence, online booking behaviour, and digital engagement. However, despite the increasing volume of research in this area, several important gaps still exist, particularly in the Indian context. So the study is planned to fill the above gaps.

## OBJECTIVES OF THE STUDY

The objectives of the study serve as a roadmap for understanding the travel behaviour of Generation Z in the digital era. With rapid technological advancements and increasing social media influence, travel decision-making among young travellers has undergone significant changes. Therefore, the study aims to investigate various dimensions of travel behaviour among them.

1. This objective focuses on understanding the preferred destinations, travel frequency, travel companions, and travel purposes among generation Z
2. The study seeks to examine how platforms such as Instagram, YouTube, Facebook, and Tik Tok affect destination awareness, travel inspiration, and decision-making.
3. This objective investigates the usage of travel applications, online booking platforms, digital maps, and travel websites during trip planning.
4. The research aims to understand the extent to which online reviews, ratings, and user-generated content influence destination selection.
5. The study evaluates whether tourists rely more on travel influencers, friends, family members, or social media communities for travel information.
6. This objective explores reasons for travel such as leisure, adventure, cultural exploration, education, relaxation, and social interaction.
7. The study investigates preferred booking channels, payment methods, and the role of digital payment systems in travel transactions
8. This objective examines awareness of sustainable tourism and their willingness to choose environmentally responsible travel options.
9. The research aims to determine how digital innovations influence travel planning, destination choice, and travel experiences.
10. To provide recommendations for tourism stakeholders

Based on the findings, the study intends to suggest strategies for tourism marketers, travel agencies, destination managers, and policymakers to effectively engage Gen Z travellers.

### Description of the Objectives:

1. **Understanding the preferred destinations, travel frequency, travel companions, and travel purposes among generation Z:**

Born between 1997 and 2012, Generation Z views travel as an integral part of who they are. They prefer quick, inexpensive excursions and immersive, social media-driven activities to long, structured luxury holidays. They place a high priority on value-driven digital planning, active local research, and genuine cultural immersion. Preferred Destinations are Vibrant cultural centers like Vietnam, Thailand, Malaysia (Kuala Lumpur), and the United Arab Emirates (Dubai) are becoming increasingly popular international hotspots. Domestic & alternative locations includes Rising interest in lesser-known towns, eco-destinations, and scenic local landscapes rather than standard overcrowded tourist traps. Workation spots include Popular domestic and regional nodes include coastal and relaxed regions like Goa, Puducherry, and hill towns like Darjeeling. Travel Frequency is Choosing frequent, impromptu short vacations over a single yearly long vacation is one example of multiple short trips. Despite having restricted initial personal finances, a high aggregate volume is highly travel-hungry and frequently takes several domestic or regional trips annually. Traveling mostly with close friends, peer groups, or selecting companions prior to deciding on the ultimate location are examples of travel companions. Driven by a desire for personal autonomy and independence, solo travel is strongly reflected in solitary urban exploration. Travel Objectives are Self-expression and identity are seeing travel as a means of investigating self-improvement, mental rejuvenation, and original content production. Prioritizing street cuisine, regional art, and strenuous outdoor activities above conventional fine dining or resort leisure are examples of immersive experiences. Platforms like Instagram and TikTok have a big impact on digital inspiration for finding real local cultures and hidden gems.

## 2. **Platforms such as Instagram, YouTube, Facebook, and Tik Tok affect destination awareness, travel inspiration, and decision-making.**

Social media platforms influence travel by altering how individuals locate destinations, become enthusiastic about visiting, and make travel decisions. Facebook fosters trust through peer groups and community evaluations, YouTube provides in-depth planning insights through lengthy films, and Instagram and TikTok provide quick inspiration through brief visual clips. Destination Awareness: Visual exploration will be Users are quickly introduced to hidden or unfamiliar locations through brief videos and vivid visuals. Algorithmic reach: Based on previous likes, feeds direct visitors to trending locations, raising awareness of tiny communities worldwide. Users can map key hotspots and picturesque sights by using hashtags and geotags. Travel Inspiration: Personal narratives and cinematic snippets help viewers experience the atmosphere of a location. Influencers have an impact by modeling ideal lifestyles that make traveling to far-off places seem interesting and doable. FOMO, or the fear of missing out, is a strong desire to travel that is sparked by peers posting about their actual vacations. Making Decisions Comprehensive study For frank advice on packing, prices, and itinerary, travelers rely on lengthy video tutorials. Comments, ratings, and user evaluations are examples of social evidence that show if a place lives up to the hype. Instant booking is made possible by frictionless linkages and geotagged booking possibilities, which transform spontaneous ideas into definite plans.

## 3. **Usage of travel applications, online booking platforms, digital maps, and travel websites during trip planning.**

By centralizing research, pricing comparison, and scheduling, the use of travel applications, online booking platforms, digital maps, and websites revolutionizes trip planning. Travelers may easily book hotels and flights, create personalized itineraries, and explore new places in real time with the help of these digital tools. Online Reservation Systems Price comparisons allow you to quickly check and contrast prices from several hotels and flights. All-in-One Reservations: a single interface for safe lodging, transportation, and event tickets. Deals and Alerts: Configure push alerts for special offers and price reductions. Calculate driving, walking, or public transportation directions using digital maps and navigation route planning. Finding local eateries, attractions, and necessary services is part of local discovery. Downloading maps in advance for use in remote locations without cellular data is known as offline access. Centralized schedules that automatically combine booking confirmation emails into a single daily plan are included in itinerary and travel apps. Real-time updates include the ability to receive instant alerts for gate changes, flight delays, or weather shifts. Collaboration of this involves sharing live itineraries with travel companions so that plans can be co-authored.

**4. The research aims to understand the extent to which online reviews, ratings, and user-generated content influence destination selection.**

Destination decisions are significantly influenced by user-generated content (UGC), online reviews, and ratings. More than 70% of passengers, according to studies, rely more on social media posts and peer reviews than on official advertisements. Real visitor stories are more trustworthy because they seem sincere and beneficial. The Importance of Peer Content. Travelers who have a high level of trust believe that peer reviews are more truthful than advertisements. Photos and brief videos serve as visual proof, giving locations a sense of authenticity and excitement. Emotional Push is Fear of losing out and enthusiasm are sparked by personal stories. Peer content is important. High-trust travelers think that peer reviews are more accurate than marketing. Locations are given a sense of authenticity and excitement through the use of photos and short movies as visual confirmation. Emotional Push is Personal tales arouse enthusiasm and a fear of losing out. How Reviews Influence Decisions Reduced Risk: People feel more comfortable spending money on travel when ratings are high. Set Expectations: Information from previous visitors reveals the true nature of a location. Filter Bad Spots: Negative notes assist tourists in avoiding subpar hotels or dangerous places.

**5. The study evaluates whether Tourists rely more on travel influencers, friends, family members, or social media communities for travel information.**

Travelers today rely more on social media platforms (35% to 75%, depending on the degree of study) than on conventional word-of-mouth from friends and family (33% to 47%), according to global tourism data. Early inspiration is fueled by communities and general social media content, but individual reliance varies significantly according to age, trust, and the stage of journey planning. General Feeds and Social Media Communities When it comes to inspiration, broad social media platforms like YouTube, Instagram, and TikTok are the main places to find new places, surpassing personal networks. Visual proof: User-generated content (UGC) and short-form movies create instantaneous, realistic destination awareness.

Among the spontaneous decisions are Peer material in public spaces encourages impulsive or last-minute reservations, particularly among younger audiences. Family members and friends Recommendations from close personal contacts continue to be the gold standard for safety, dependability, and useful guidance when it comes to logistics. Although highly trusted, personal networks are limited by their own short trip histories, which makes them inferior to the limitless discovery that can be found online. Word-of-mouth still predominates when visiting friends and family or selecting secure, well-known vacation options, and it is strongest in close-to-home or VFR travel. Travel Influencers: Influencers that provide aspirational recommendations successfully arouse initial wanderlust and mold preferences for unusual or popular destinations. The disparity in trust is When compared to unscripted peer evaluations or actual friends, consumers' explicit trust in professional creators is lower (around 45% for Gen Z), despite the fact that consumers frequently appreciate influencer content for amusement or visual eye candy. Pure dependence on independent influencers has slightly decreased as a result of growing skepticism about overt marketing, covert sponsorships, and idealized curating.

**6. This objective explores reasons for travel such as leisure, adventure, cultural exploration, education, relaxation, and social interaction**

There are numerous reasons why people travel. These reasons motivate us to travel the world. Reasons for Traveling: Recreation and Leisure Getting away from stress entails putting off everyday tasks in order to relax. Enjoying peaceful locations like a beach and getting a good night's sleep are two ways to replenish energy. To have fun is to do things just to be joyful. Excitement and Adventure Seeking excitement leads to attempting novel and daring endeavors. Climbing tall mountains or diving far into the ocean are examples of pushing boundaries. Going to isolated areas, deserts, and forests is part of discovering wild nature. Cultural Exploration Seeing historic structures, ruins, and museums is part of learning about the past. Tasting regional cuisine involves experimenting with new recipes and culinary trends. Observing local traditions and everyday routines is one approach to learn about new lifestyles. Learning and Development Learning in foreign colleges or universities is known as studying abroad. Acquiring language skills is learning a new language with locals. learning about the

world by observing how different societies function and live. Social Contact: Spending time with loved ones is visiting distant relatives and acquaintances. Making friends from all over the world is a result of meeting new people. Participating in group travel allows a team to share enjoyable travel experiences.

**7. Investigates preferred booking channels, payment methods, and the role of digital payment systems in travel transactions:**

Online and mobile-first booking channels combined with immediate digital payment solutions are the most popular among travelers. A significant transition away from cash and traditional payment methods toward unified mobile wallets, rapid account-to-account transfers (like UPI), and contactless smartphone transactions is being driven by over 90% of consumers who view simplicity of payment as crucial. Preferred Channels for Reservations Due to pooled comparison tools, online travel agencies (such as Expedia or Booking.com) and airline/hotel applications dominate initial discovery and reservations through direct OTA platforms. Mobile-First Interfaces: As more and more reservations are made directly through smartphones, travel agencies are optimizing their mobile conversion funnels. Omnichannel Ecosystems is Consumers anticipate connected touchpoints where a search on a PC transfers effortlessly to mobile booking, in-destination room upgrades, and local activity checkouts. Preferred Payment Methods Digital & Mobile Wallets include Platforms like Apple Pay, Google Pay, and regional equivalents allow speedy one-click checkouts. Account Transfers comprises Localized instant payment rails such as UPI in India, Pix in Brazil, or Bizum in Spain have high regional preference since they eliminate transaction friction. Credit and Debit Cards are Maintained as key funding options, however prone to cart abandonment if online verification or local card-declines occur. Role of Digital Payment Systems Friction Reduction in instant processing eliminates traditional currency conversion delays and reduces dependency on real cash. Security & Transparency are Advanced tokenization, encryption, and fraud detection limit theft risks while establishing transparent transaction traces. Customer Retention are Omni channel payment integration directly enhances user happiness and elevates the possibility of return visits to tourism places.

**8. Awareness of sustainable tourism and their willingness to choose environmentally responsible travel options.**

Global awareness of sustainable tourism is rising, but a considerable gap remains between people's expressed propensity to choose eco-friendly options and their actual travel behaviour due to cost, convenience, and a lack of unambiguous certification. Key Drivers of Awareness Information availability comprises Digital platforms, social media, and educational efforts promote broad knowledge about carbon footprints and environmental protection. Travelers are becoming more conscious of their social responsibilities to respect host communities and preserve local wildlife. The Global Sustainable Tourism Council and other organizations offer global norms that influence industry transparency and education. Obstacles to Choice Price sensitivity: Low-emission transportation or eco-certified hotels are frequently more expensive. Convenience: Compared to intricate green plans, direct flights or typical, high-waste amenities are sometimes simpler to book. Greenwashing comprises deceptive advertising that makes it difficult for tourists to confirm true environmental promises. Closing the Distance Clear credentials: lodging facilities and tour companies that prominently display authenticated eco-labels foster customer confidence. Behavioral nudges are straightforward strategies that promote deliberate decision-making, such as pre-trip travel commitments. By focusing on community-based tourism, local integration guarantees that host populations immediately benefit financially.

**9. To determine how digital innovations influence travel planning, destination choice, and travel experiences.**

Through real-time data, artificial intelligence, and immersive technologies, digital advancements significantly simplify trip planning, move destination selections toward visually driven and algorithmic recommendations, and greatly personalize on-the-ground travel experiences. Travel Planning AI technologies and multi-step search engines create personalized daily schedules, flights, and accommodations in a matter of seconds. Aggregated booking

includes centralized apps that manage instantaneous cross-comparison of rates, lodging, and transportation. Digital visas, mobile boarding cards, and contactless check-ins are examples of frictionless logistics that reduce wait times. Social media platforms such as Instagram, YouTube, and TikTok are a major source of inspiration for destination choosing through peer evaluations and short-form films. Before committing, guests may see hotels and locations through virtual reality previews, which include VR and 360-degree tours. Algorithmic FOMO creates a craving for distinctive or beautiful places by amplifying trending hotspots through personalized suggestions. Travel Experiences Instantaneous weather updates, real-time traffic alerts, and GPS navigation all help to avoid confusion on-site. Augmented reality (AR) overlays are used in museums and historic sites to offer virtual tours and interactive storytelling. Instantaneous communication is one example. Language and service gaps are filled by automated digital concierges and real-time translation systems.

#### **10. Effective tourism management requires balanced collaboration between governments, local communities, businesses, and visitors.**

In order to safeguard local habitats, maintain economic viability, and improve community well-being, stakeholders must refocus their attention from boosting sheer tourist volume to promoting regenerative practices. Policymakers and the Government Enforce laws to prevent overdevelopment of vulnerable natural, cultural, and historical heritage sites. Maintaining public utilities, digital connection, and transportation links are examples of improving infrastructure. Fund worker capacity-building and skill certification initiatives should be sponsored. Operators and the Private Sector Adopt sustainability and put eco-friendly standards, waste minimization, and resource efficiency into practice. Involve locals and procure products and labor from the host community. To predict peak crowds and modify operations, share data with real-time booking and foot traffic analytics. NGOs and Local Communities Take an active part in local decision-making forums and destination planning. Fund worker capacity-building and skill certification initiatives should be sponsored. Operators and the Private Sector Adopt sustainability and put eco-friendly standards, waste minimization, and resource efficiency into practice. Involve locals and procure products and labor from the host community. To predict peak crowds and modify operations, share data with real-time booking and foot traffic analytics. NGOs and Local Communities Take an active part in local decision-making forums and destination planning.

## **CONCLUSION**

The study's conclusions unequivocally show that Generation Z has grown to be a significant and active group in the travel and tourism sector. When making travel-related decisions, Gen Z students mainly rely on technology, social media platforms, and online information because they grew up in a digital world.

According to the report, travel plays a significant role in the lives of Telangana's Generation Z students. Travel is greatly influenced by internet reviews, ratings, influencer material, and peer recommendations, as well as social media sites like YouTube and Instagram.

The study also shows that leisure, adventure, cultural discovery, and unique experiences are the main reasons why Gen Z travelers travel. They place a higher emphasis on significant and unforgettable experiences than on opulent trips. Additionally, students exhibit growing knowledge of sustainability and a readiness to support eco-friendly travel activities when they are accessible and reasonably priced.

This generation's strong technology orientation is seen in the increasing usage of digital payment methods, online booking platforms, and mobile applications. Travel behavior has been found to be significantly influenced by convenience, price, flexibility, and digital accessibility.

Overall, the study finds that a mix of digital technology, social media use, peer pressure, and experience-driven incentives influence the travel habits of Generation Z students in Telangana. Tourism stakeholders must implement creative, tech-enabled, and youth-focused tactics to successfully meet this generation's expectations as it continues to expand as a significant consumer segment.

The study offers a specific perspective of Gen Z travel behavior in Telangana, which adds significant insights to the tourism literature. Additionally, it provides useful advice for travel firms, destination managers, tourist marketers, academic institutions, and legislators. Larger sample numbers, regional comparisons, and the impact of cutting-edge technology like virtual reality, artificial intelligence, and customized travel platforms might all be included in future research to broaden this work.

In conclusion, Generation Z travelers are one of the key forces behind the tourism sector of the future since they are technologically connected, socially impacted, experience-oriented, and increasingly concerned with sustainability.

## REFERENCES

1. Yoo, K. H., & Gretzel, U. (2018). Influence of Social Media on Travel Planning and Destination Selection. *Tourism Management*, 66, 20–31.
2. Cavagnaro, E., Staffieri, S., & Postma, A. (2018). Understanding Millennials and Generation Z Travel Behaviour. *Tourism Review*, 73(4), 540–552.
3. Robinson, V. M., & Schänzel, H. A. (2019). A Tourism Infographic: Generation Z Travel Behaviour. *Tourism Review*, 74(3), 567–580.
4. June T. Dela Cerna, Julie Marie C. Sonido, Dawn Krizia Mae Rubio, Lovely Faith V. Sisles-Analyzing Gen Z's Travel Influence in the Digital Age: The Correlational Effect of Social Media, *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND ANALYSIS* ISSN(print): 2643-9840, ISSN(online): 2643-9875 Volume 07 Issue 10 October 2024 DOI: 10.47191/ijmra/v7-i10-01, Impact Factor: 8.22 Page No. 4580-4586
5. Gen Z's Travel Preferences: Reflective and Nature-Rooted Tourism with the Concept of Eco-Experiential Tourism, Endy Marlina 1,\*ORCID,Annisa Mu'awanah Sukmawati 2ORCID,Ratika Tulus Wahyuhana 2ORCID,Desrina Ratriningsih 1ORCID andAdam Amrullah 1- our. Hosp. 2026, 7(1), 15; <https://doi.org/10.3390/tourhosp7010015>.
4. Alina Petronela Pricope Vancia & Codruța Adina Băltescu & Gabriel Brătucu & Alina Simona Tecău & Ioana Bianca Chițu & Liliana Duguleană, 2023. Examining the Disruptive Potential of Generation Z Tourists on the Travel Industry in the Digital Age- "Examining the Disruptive Potential of Generation Z Tourists on the Travel Industry in the Digital Age," *Sustainability*, MDPI, vol. 15(11), pages 1-19, May.
5. Márk Miskolczi Gábor István Michalkó; Jácint Farkas -Journal of Tourism Futures 1–22. <https://doi.org/10.1108/JTF-07-2024-0141> Travel into my future: perceptions of Generation Z along a fictive journey Open Access.
6. STUDY ON GENERATION Z TRAVELLERS, A handbook produced for the European Travel Commission (ETC) by TOPOSOPHY Ltd. European Travel Commission. Brussels, July 2020 ETC Market Intelligence.