

Understanding Gen Z's Visit Intention to Sapa, Vietnam: An Integrated Motivation-TPB-Destination Image Approach

Maria Gracetania Felly Setiyawan¹ and Vonezyo Yupanzara Dharomesz^{2*}

^{1,2}Universitas Atma Jaya Yogyakarta, Indonesia

Corresponding Author: vonezyo.yupanzara@uajy.ac.id

Abstract

This study examines Gen Z's intention to visit Sapa, Vietnam, focusing on the M-TPB-D framework and push and pull theory of motivation. Gen Z was chosen as the focus due to their growing impact on tourism behavior. A quantitative survey of 101 respondents using a purposive sampling technique was analysed using PLS-SEM. The finding reveals that Gen Z is attracted to destinations that offer uniqueness, are visually appealing, and support their value for personal experience. This study indicates the importance of integrating the value of Gen Z regarding destination image and their destination choice, which leads to visit intention to Sapa, Vietnam. It is concluded that Gen Z can be easily engaged through attractive destinations, personal-experience fulfillment, and digital influence, which shape their tourism behavior. However, this study may not be generalizable. Indeed, to attract tourists' visit intention, some aspects should be incorporated into future studies to optimize outcomes.

Keywords: theory of planned behavior, pull motivation, push motivation, destination image, visit intention, destination choice, gen z.

JEL : Z32, M31, D91

DOI : 10.24002/kinerja.v30i1.13349

Submitted: 01-Dec-2025

Revised: 24-Jan-2026

Accepted: 10-Mar-2026

1. INTRODUCTION

In these present days, the pattern of consumer behavior has shifted significantly. Many consumers show how they choose their destination. Gen Z specifically demonstrates a new approach to delivering their travel preferences, based on highly technological adaptation and certain drivers that lead them to experiences (Ivasciuc et al., 2025). As Gen Z quickly absorbed technological innovation, it shaped their values, social skills, and decision-making. This type of generation, attached to digital devices and online platforms, makes it easier for them to perceive, evaluate, and choose suitable travel destinations in the future. Gen Z reflects their needs and contributes to the tourism sector as it builds rapid evolution in tourism behavior. Continues to adapt to the changing tourism environment,

followed by their expectations, technological adaptation, and related challenges (Konieczna & Trybuś-Borowiecka, 2025; Seyfi et al., 2024). These developments shaped travel motives that emphasize personalization in tourism behavior, such as seeking authentic experiences and engaging with them. Tourism is no longer about leisure, but about creating memorable experiences, expressing personal identity, and engaging in tourism values.

The new behavior in tourism has become a significant factor shaping values towards tourism destinations. Sapa, Vietnam, has gained huge popularity among Gen Z and emerged as the fastest-growing destination in Asia, attracting international tourists. Famous for its stunning natural beauty, cultural diversity at a rich level, and its immersive tourism potential. It offers authentic, memorable experiences that attract Gen Z to visit (Phuong et al., 2024). The rise of attractive Sapa, Vietnam, as a tourism destination is closely related to the impact of social and digital media platforms, which serve as the main channels for information exchange, storytelling, and image development among tourists (Băltescu & Untaru, 2025). The beautiful Vietnamese mountain destination is followed by Okayama, Japan; Bandung, Indonesia; Matsuyama, Japan; and Takamatsu, Japan as the five rising stars in Asia showing the highest growth in international travel interest (tirto.id, 2026). Another aspect to support this study is that international arrivals to Vietnam rose by 15.7% year-on-year to a nine-month high of 2.02 million in December 2025, following a 15.6% increase in November. Arrivals from Asia increased by 11%, led by strong growth from China (25.7%), Japan (8.2%), Malaysia (16.9%), Singapore (32.6%), and the Philippines (61.4%) (tradingeconomics.com, 2026). Vietnam becomes a matter of interest to Gen Z because of their travel preferences and offers a fascinating glimpse into the future of the tourism industry (Figure 1).

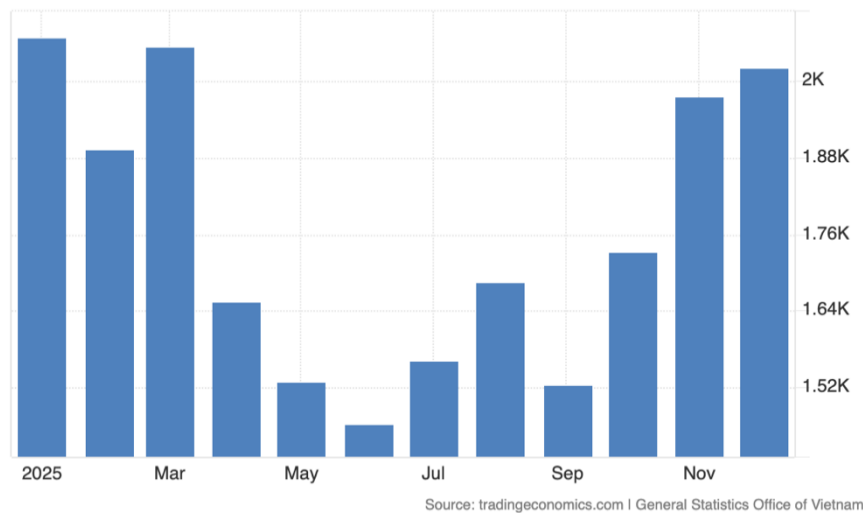


Figure 1. Arrival of International Tourists to Vietnam 2025
Source: tradingeconomics.com (2026).

Engaging visualizations of the destination, authentic narratives, and appealing information about places in Sapa, Vietnam, have proven to be drivers of Gen Z's travel preferences and destination choice (Joseph et al., 2024; Moni et al., 2025; Rajput & Gandhi, 2025). Another motivation, a main component of Gen Z's decision armour, is intrinsic factors. Personally, tourists tend to choose a tourism destination because of the alignment between their commitment and the destination's features

that serve their needs well (Schönherr & Pikkemaat, 2023). The behavior of tourists became visible, strengthening their consumption patterns related to tourism destinations. It's more relevant to Gen Z, particularly regarding technology, values, and connections that are inextricably linked to them (Vietnam.vn, 2024). For this generation, travel is not just about exploring new places, but also about expressing their individuality.

This study aims to develop a conceptual understanding of Gen Z tourism behavior by integrating the Theory of Planned Behavior (TPB) with push and pull motivation theory. Specifically, it seeks to explain visit intentions towards Sapa, Vietnam, as a rapidly emerging tourism destination. While prior studies mentioned the internal motivations (push factors such as desire to explore and improve personal fulfilment), and external motivations (pull factors such as the destination image, facilitations, and other aspects) influence tourists' destination choice and their visit intentions (Sukrana et al., 2025; Zhao et al., 2025). Most studies have focused on a broad national or regional setting rather than on a specific, high-growth destination favored by experience-seeking youth. Sukma et al. (2025) underscored the growing importance of digital ecosystems in promoting environmental responsibility and highlighted the role of government and community institutions in enhancing sustainable communication. Meanwhile, Andriyansah et al. (2025) explained the way the study evaluates Ergo Green Tourism by integrating green and ergonomic practices into tourism. Supported by Noerkaisar & Dhani (2025) study, which explains the effective destination management in the Indonesian context.

This study presents Sapa, Vietnam, as its chosen focus due to its distinct competitive advantage as a destination that aligns with characteristics known to attract Gen Z today, which are captured and explained within the TPB framework. Theoretical approaches to tourism behavior offer a vital framework for understanding tourists' intentions and their visits to destinations. Prior research shows that internal (push) and external (pull) motivations impact decision-making. Push factors, such as the desire to enjoy the destination, explore new places, or fulfill personal needs, play a significant role as main motives. Besides that, pull factors also serve to enhance destinations' image, cultural attractions, and supporting amenities, which play a comprehensive role in tourism behavior (Sukrana et al., 2025; Zhao et al., 2025). Understanding the destination choice behavior in the right place, these motivational factors must be integrated with the overall tourist's perception regarding the destination image (Gorji et al., 2023; Jebbouri et al., 2022). From this perspective, Bui (2024) validates the relationships among the Theory of Planned Behavior (TPB), the push-pull theory of motivation, and destination image to explain tourist visit intention. This study shows that tourists' attitudes, perceived behavioral control, and motivation interact with external destination aspects to influence their decisions. The integration in a theoretical way is particularly well-suited to examining Gen Z's tourism behavior.

Despite growing interest in the role of Gen Z in shaping current tourism behavior, empirical studies have not specifically examined the integration of motivations (push and pull factors), destination image, and consumer behavior regarding visit intention within the context of an emerging destination, such as Sapa, Vietnam. While existing studies have primarily focused on general tourism behavior, few delve into the unique ways Gen Z's behavior and value creation intersect with destination image formation and their intention to visit. Furthermore, while prior

research has identified the significance of digital influence in shaping perceptions, some studies have empirically examined factors correlated with motivations and perceived destination attractiveness to determine visit intention among Gen Z.

2. LITERATURE REVIEW

2.1. Theory of Planned Behavior (TPB)

Tourist destination choice is a multidimensional behavioral process influenced by motivational, psychological, and environmental factors. This study explains this phenomenon through the Motivation–Theory of Planned Behavior–Destination Image (M-TPB-D) model, as highlighted by Bui (2024). This model is an integrated framework of three major theories: the Theory of Planned Behavior (TPB) (Ajzen, 1991), the Push-Pull Theory of Motivation (Crompton, 1979; Dann, 1977), and the concept of Destination Image (Baloglu & McCleary, 1999; Hunt, 1975). These models collectively explain how psychological intentions and environmental stimuli influence tourists' destination choice behavior.

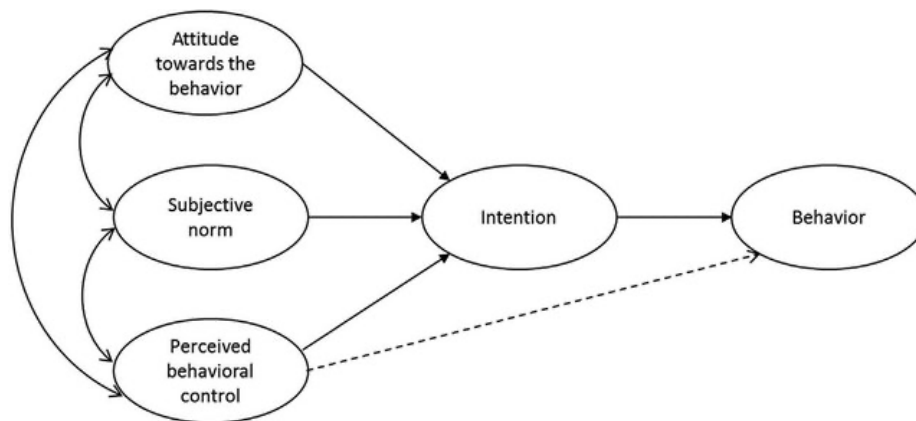


Figure 2. Theory of Planned Behavior

Source: Ajzen (1991).

Based on the Theory of Planned Behavior (shown in Figure 1), every individual generates a behavioral intention that is determined by three main aspects: attitude toward the behavior, subjective norms, and perceived behavioral control (PBC) (Ajzen, 1991). This theory has been adopted in the tourism sector and consumer behavior studies due to its value in predicting and explaining tourism behavior intentions. Meanwhile, the push and pull theory of motivation explains internal factors as the drivers of tourism behavior and the attributes that attract tourists to a particular destination. Through this explanation, the destination image adds to these elements by reflecting tourists' cognitive and affective perceptions of a destination, which, together, shape expectations and intentions to visit (Afshardoost & Eshaghi, 2020).

Bui (2024) empirically validates the M-TPB-D framework. Combines these dimensions and describes the relationships among push and pull theories of motivation, attitudes, subjective norm, perceived behavioral control (PBC), destination image, visit intentions, and destination choice. This synthesis proposes a holistic approach to the complex determinants of travel behavior.

2.2. Attitude

Somebody's attitude toward a destination is described as a personal evaluative response, which can be a significant outcome (positive or negative) of their decision to visit. Attitude within the TPB framework is explained as one of the main predictors of behavioral intention (Ajzen, 1991). When there is a positive attitude, travel behavior is more likely to occur, supporting the idea that positive attitudes drive intention to visit (Abror et al., 2025; Melo et al., 2025). Jimenez-García et al. (2025) and Mihai et al. (2023) also noted that positive perceptions of destination quality and visitor experience play a significant role in the travel decision-making process. Therefore, it is crucial to foster positive attitudes through improved service delivery, destination storytelling, and emotional engagement to attract and retain visitors.

H1: Attitude significantly influences visit intention.

2.3. Subjective Norm

Subjective norms are an individual's perception of social pressure or the influence of important people in their lives (family, friends, community) on the decision to visit (Abbasi et al., 2021; Maleknia et al., 2025). Previous studies show that subjective norms have a positive and significant influence on tourist visit intentions (Bui, 2024; Hasan et al., 2024). This social normative can take the form of support or rejection from the social environment, influencing tourists' attitudes and decisions. A study in Pakistan found that injunctive norms (norms that are adhered to) and descriptive norms (norms that describe general behavior) shape visitor intent and loyalty (Wasaya et al., 2022). However, several studies in the Malaysian context and across fifty-five countries have also found that the influence of subjective norms can vary depending on cultural context and situation (Baba et al., 2025; Fischer & Karl, 2025).

H2: Subjective norm significantly influences visit intention.

2.4. Perceived Behavioral Control (PBC)

Perceived behavioral control (PBC) refers to a person's perception of how easy or difficult it is to perform the behavior, in this case, visiting a destination (Ajzen, 1991). PBC considers factors related to affordability, accessibility, time availability, and personal capacity. Greater perceived control over these resources increases a tourist's intention to visit the destination (Armutcu et al., 2023; Jiang et al., 2022). However, contextual variation has revealed that the level of PBC itself can change with changing situational constraints (Hu et al., 2026; Jiang et al., 2022).

H3: Perceived behavioral control significantly influences visit intention.

H4: Perceived behavioral control significantly influences destination image.

2.5. Travel Motivation

Travel motivation plays an important role in identifying tourists' expectations and needs, facilitating the provision of appropriate attributes and activities to help them determine their choices (Subedi et al., 2025). Travel motivation was developed earlier by Wang et al. (2020). The concept stated that the analysis of tourist motivation

based on the pull-and-push theory of motivation has been accepted. The conceptual model visually depicts the correlation between the push and pull theories of motivation and tourists' demographic aspects, with these aspects serving as the touchpoint to influence their motivation. While push factors trigger the desire to visit, pull factors determine the final destination (Seyitoğlu & Davras, 2021).

2.6. Pull Motivation

Pull motivation refers to external factors that attract tourists to a destination, such as natural landscapes, cultural uniqueness, accessibility, facilities, and perceived safety (Duong et al., 2023; Tang et al., 2022). Contrary to push factors, pull factors highlight the actual and situational factors that drive tourists' destination choice. Destinations with attractive landmarks, unique cultural offerings, distinctive cuisine, and engaging activities would enhance tourists' attitudes and intentions to visit (Li et al., 2025; Yang et al., 2024). Supporting the previous idea, the overall destination evaluation is well described by ease of access, adequate facilities, and destinations' conformity (Munir et al., 2025; Nguyen Viet et al., 2020). Therefore, the hypotheses proposed:

H5: Pull motivation significantly influences attitude.

H6: Pull motivation significantly influences visit intention.

2.7. Push Motivation

Another internal factor that drives people to travel is defined as pull motivation (Goet, 2021; Pereira et al., 2024). The actual drive can include a desire for a new destination, a personal expression related to the destination, or a reason to get lost several minutes from daily routines. Previous studies found that this motivation influences tourists' attitudes towards tourism behavior (De Vos et al., 2025; Zhao et al., 2025). Coherent with Ganbold et al. (2024) and Vašaničová & Melnyk (2025), internal motivation, such as seeking new experiences, emotional processing, and personal enrichment through destinations, remains the main determinant of tourism behavior. This is a casual initiation of the tourists' destination-making process, leading to their final visit. Therefore, the hypotheses proposed:

H7: Push motivation significantly influences attitude.

H8: Push motivation significantly influences visit intention.

2.8. Visit Intention

Tourists absorb any information regarding destinations. They intend to visit later, based on some evaluations. This tendency refers to tourists' visit intentions, which are to visit any destination. The influence derives from various factors, including personal motivations, attitudes, and the destination image (Bui, 2024; Gorji et al., 2023). Visit intention is mainly the result of an interaction between motivation and attitude, as well as a destination image formed through experience, information, and digital media (Aboalghanam et al., 2025; Sabiote-Ortiz et al., 2024). It can be concluded that the more positive the motivation and attitude of tourism behavior, the stronger the destination image (Ervina & Octaviany, 2022; Tarsisty & Pardede, 2025).

Therefore, understanding and managing these factors is very important for destination managers seeking to increase tourist interest in visits.

H9: Visit intention significantly influences destination choice.

2.9. Destination Image

The visualization of a destination image influences the eagerness to visit it. Destination image is defined as the collection of tourists' perceptions of a destination, based on its physical features, the values associated with it, and its emotional appeal (Jebbouri et al., 2022; Wang et al., 2024). A common opinion about destination image is that it is generated from a strong and positive image that enhances its competitiveness by influencing the tourists' intention and loyalty. Destination image is considered an image-based mental filter that helps tourists evaluate and choose destinations (Li et al. 2025). Nazir et al. (2021) mentioned that destination image not only impacts the intention to visit the destinations but also mediates the impact of motivation and attitude in tourism behavior. However, developing and maintaining a positive image of destinations can increase tourists' engagement and interest in visiting them.

H10: Destination image significantly influences visit intention.

2.10. Destination Choice

Destination choice is the process by which tourists decide where to visit (Bronner & de Hoog, 2020), influenced by factors such as safety, price, infrastructure quality, destination image, and the experience offered (Munir et al., 2025). Safety factors are a top priority for international travelers in choosing destinations, followed by affordable prices and quality of service (Leiras et al., 2025; Orden-Mejía et al., 2025). In addition, Li et al. (2025) and Zhu et al. (2025) noted that the preservation of natural and cultural heritage is also an important consideration for tourists when deciding on a destination. This preference is further reinforced by authentic experiences and positive images of destinations, which shape attachment to and intentions for the visit (Shaykh-Baygloo & Soltani, 2026; X. Wang, 2025).

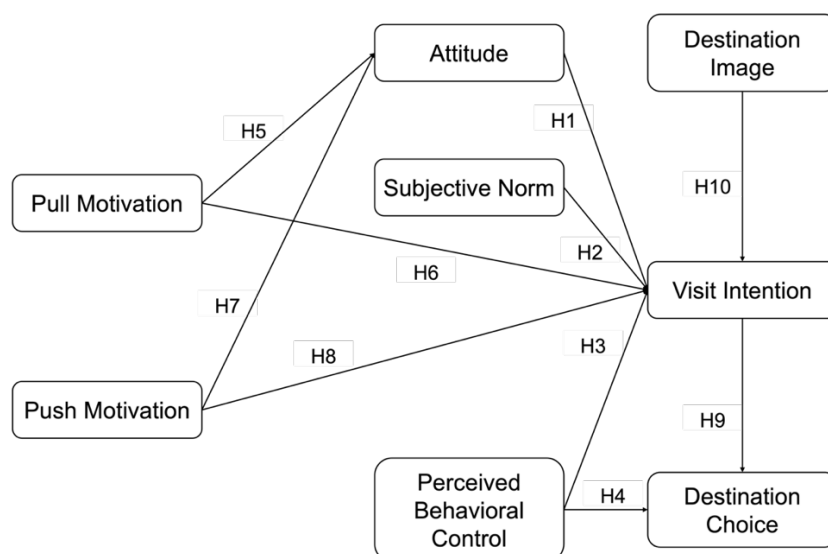


Figure 3. Research Model

3. METHODOLOGY

This study employed a quantitative explanatory design within the Motivation–Theory of Planned Behavior–Destination Image (M-TPB-D) framework to examine the factors that significantly influence Gen Z’s tourism behavior. This design focused on identifying the relationships among the push and pull theories of motivation, attitudes, subjective norms, perceived behavioral control (PBC), destination image, and visit intention in relation to the choice of Sapa, Vietnam, as a destination. A structured online survey was conducted to collect information from respondents who fit the Gen Z profile.

3.1. Sampling and Respondents

The target respondents were Indonesian Gen Z (born between 1997 and 2012) with an interest in or experience with travel, particularly in Southeast Asia. A total of 101 valid responses were collected between April and May 2025 using a non-probability purposive sampling technique. Respondents were screened based on two criteria:

1. They were Indonesian Gen Z (born between 1997 and 2012).
2. They had never traveled or expressed interest in visiting tourism destinations such as Sapa, Vietnam.

3.2. Measurement Instruments

Data were collected using a self-administered online questionnaire distributed via social media (Instagram and WhatsApp) and directly delivered to the targeted respondents. The questionnaire was developed based on validated constructs adapted from previous studies.

Table 1. Research Instruments

Items	Constructs
Pull Motivations. Adapted from Ganbold et al. (2024) and Salsabila & Alversia (2020).	
PULL1	I think the prices of goods and services in Sapa, Vietnam, are affordable.
PULL2	I visited Sapa, Vietnam, because the people are friendly.
PULL3	I was attracted to Sapa, Vietnam, because of its natural beauty.
PULL4	I visited Sapa, Vietnam, because of its interesting local tourist activities (such as visiting Fansipan Mountain Peak, Bac Ha Market Sapa, trekking to Cat Cat Village, and Love Waterfall).
Push Motivations. Adapted from Ganbold et al. (2024) and Rahmadina et al. (2025).	
PUSH1	I visited Sapa, Vietnam, because I wanted to experience something new and experience a different lifestyle.
PUSH2	I visited Sapa, Vietnam, to unwind myself.
PUSH3	I'm ready to share my trip to Sapa, Vietnam with friends and family after returning home.
PUSH4	I'm confident that visiting Sapa, Vietnam will create an unforgettable experience for me.
Attitude. Adapted from Salsabila & Alversia (2020).	
ATT1	I'm confident that visiting Sapa, Vietnam right now is the right decision.
ATT2	I think visiting Sapa, Vietnam right now is very enjoyable.
ATT3	I consider visiting Sapa, Vietnam right now to be a worthwhile experience.
ATT4	I'm excited to visit Sapa, Vietnam.

Items	Constructs
Subjective Norm. Adapted from Salsabila & Alversia (2020).	
SNO1	I received support from those closest to me (family and friends) to visit Sapa, Vietnam.
SNO2	I considered the opinions of family, friends, and others before choosing Sapa, Vietnam.
SNO3	I believe positive reviews from those closest to me were important in influencing my desire to visit Sapa, Vietnam.
SNO4	I believe that others who influenced my desire to visit Sapa, Vietnam have the intention to visit Sapa, Vietnam at least once in the future.
Perceived Behavioral Control. Adapted from Salsabila & Alversia (2020).	
PBC1	I have enough time and money to visit Sapa, Vietnam.
PBC2	I think it's easy to visit Sapa, Vietnam in the near future.
PBC3	I'm confident I'll have the opportunity to visit Sapa, Vietnam.
PBC4	I don't think there are any obstacles to visiting Sapa, Vietnam.
Visit Intention. Adapted from Salsabila & Alversia (2020).	
VIN1	I have a strong desire to visit Sapa, Vietnam as soon as possible.
VIN2	I recommend others to visit Sapa, Vietnam.
VIN3	I will visit Sapa, Vietnam more often in the future.
VIN4	I plan to visit Sapa, Vietnam again.
Destination Image. Adapted from Alrawadieh et al. (2018) Bui (2024), Qu et al. (2011), Stylos et al. (2016) and Sultan et al. (2021).	
DIM1	In my opinion, Sapa, Vietnam is known for its comfortable environment.
DIM2	I find the people in Sapa, Vietnam very friendly and easy to get along with tourists.
DIM2	I find the local people of Sapa, Vietnam to be open-minded and welcoming to tourists.
DIM3	I think Sapa, Vietnam would be a great choice for a vacation destination.
Destination Choice. Adapted from Bronner & de Hoog (2020) and Bui (2024).	
DCH1	I think choosing Sapa, Vietnam as my holiday destination was the right decision.
DCH2	I'm very happy with my decision to visit Sapa, Vietnam.
DCH3	I'm confident that Sapa, Vietnam was the best choice for me.
DCH4	I'm working hard to visit Sapa, Vietnam as soon as possible.

Source: Author (2025).

3.3. Data Analysis Methods

Partial Least Squares Structural Equation Modeling (PLS-SEM) was used in this study to test the measurement and structural models; this is because PLS-SEM is suitable for complex models involving multiple constructs and has predictive capabilities. Testing was conducted using SmartPLS 3.0. Reliability, convergent validity, and discriminant validity tests were conducted before hypothesis testing.

4. RESULT AND DISCUSSION

4.1. Respondents' Demographic

A total of 112 respondents were initially gathered. Of which, 10 responses did not meet the first screening criterion, and 1 response failed to meet the second criterion. After excluding these 11 cases, 101 respondents provided a general overview of the participants in this study (Table 2). In gender distribution, the majority of respondents were female (65%), while male respondents accounted for 35%. This

suggests a greater proportion of females participated in the study. This finding is consistent with previous studies showing that females often demonstrate greater involvement and awareness in behavioral and attitudinal research related to lifestyle and tourism (Balińska et al., 2024; Saidon et al., 2024). The dominant group was respondents aged 18–21 (74%), followed by those aged 22–25 (20%), with smaller numbers under 18 (4%) and over 25 (2%). This fact confirms that the majority of participants fall within the young adult segment of Gen Z, characterized by digital connectivity, curiosity, and active lifestyle preferences (İlhan et al., 2022; Robaina-Calderín et al., 2023). These traits are crucial in tourism-related studies (Konieczna & Trybuś-Borowiecka, 2025).

Regarding occupation, it can be observed that students (85%) dominate the graph, followed by freelancers (4%), private employees (6%), entrepreneurs (4%), and others (1%). This reflects that the majority of respondents are still in education, which aligns with the age group and target population of young travelers. The next category is education level. Respondents have completed high school (60%), followed by those with a bachelor's degree or are currently studying (31%), a master's degree (8%), and a diploma (1%). This composition highlights that most participants are in the transition stage from secondary to higher education and supports the study's focus on youth perceptions and motivations (Hodgkin et al., 2025).

Table 2. Respondents' Demographics

Category	Description	Frequency	Percentage
Gender	Male	35	35%
	Female	66	65%
Age Group	< 18 years	4	4%
	18–21 years	75	74%
	22–25 years	20	20%
	> 25 years	2	2%
Occupation	Students	86	85%
	Freelancer	4	4%
	Private Employee	6	6%
	Entrepreneur	4	4%
	Other	1	1%
Education Level	High School	61	60%
	Diploma	1	1%
	Bachelor's Degree	31	31%
	Master Degree	8	8%
Average Monthly Income	< IDR 1,000,000	17	17%
	IDR 1,000,000 – IDR 3,000,000	39	39%
	IDR 3,000,001 – IDR 5,000,000	25	25%
	IDR 5,000,001 – IDR 8,000,000	13	13%
	> IDR 8,000,000	7	7%
Average Monthly Expenditure	< IDR 1,000,000	15	15%
	IDR 1,000,000 – IDR 3,000,000	41	41%
	IDR 3,000,001 – IDR 5,000,000	32	32%
	IDR 5,000,001 – IDR 8,000,000	10	10%
	> IDR 8,000,000	3	3%

Source: Data processed (2025).

By the economic factors, it shows that the average monthly income of respondents is in the range of IDR 1,000,000–IDR 3,000,000 (39%), followed by IDR

3,000,001–IDR 5,000,000 (25%), with smaller portions below IDR 1,000,000 (17%) and above IDR 5,000,000 (20%). This generally indicates low to moderate income, as expected for students and young peers. Supporting the result of economic factors, the expenditure category between IDR 1,000,000 and IDR 3,000,000 was concentrated at 41%, followed by IDR 3,000,001 and IDR 5,000,000 at 32%, despite stating that these expenditures were commensurate with their income level. Only 13% had higher expenditures, exceeding IDR 5,000,000.

To summarize the demographic information, the sample is dominated by young, educated, and financially well-off members of Gen Z, with a strong representation of students and young professionals. This is relevant and consistent with the objective of studying the behavioral, motivational, and attitudinal factors that drive tourism-related intentions and decisions among this demographic group.

4.2. Data Analysis

4.2.1. Measurement Model Assessment

Testing the measurement model began by examining item loadings for each construct to assess indicator reliability. Next, composite reliability and Cronbach's alpha for each construct were evaluated to test internal consistency. Third, convergent validity was assessed by calculating each construct's AVE. To assess discriminant validity, the HTMT ratio was used.

Table 3. Result of Measurement Model Assessment

Constructs	Items	Indicator-Loadings	VIF	CA	rho_A	CR	AVE
Pull Motivations	PULL1	0.788	1.748	0.821	0.829	0.881	0.650
	PULL2	0.789	1.512				
	PULL3	0.796	1.804				
	PULL4	0.849	2.079				
Push Motivations	PUSH1	0.817	2.000	0.843	0.864	0.895	0.680
	PUSH2	0.745	1.492				
	PUSH3	0.844	2.072				
	PUSH4	0.887	2.285				
Attitude	ATT1	0.847	2.055	0.893	0.895	0.926	0.757
	ATT2	0.880	2.750				
	ATT3	0.857	2.302				
	ATT4	0.896	2.949				
Subjective Norm	SNO1	0.786	1.388	0.738	0.775	0.831	0.554
	SNO2	0.653	1.261				
	SNO3	0.671	1.566				
	SNO4	0.849	1.850				
Perceived Behavioral Control	PBC1	0.886	2.920	0.872	0.878	0.914	0.727
	PBC2	0.895	2.928				
	PBC3	0.745	1.533				
	PBC4	0.875	2.458				
Visit Intention	VIN1	0.891	2.824	0.921	0.922	0.944	0.809
	VIN2	0.912	3.442				
	VIN3	0.887	2.734				
	VIN1	0.908	3.356				
Destination Image	DIM1	0.884	2.706	0.883	0.884	0.920	0.742
	DIM2	0.863	2.646				
	DIM2	0.803	1.864				
	DIM3	0.892	3.083				

Constructs	Items	Indicator-Loadings	VIF	CA	rho_A	CR	AVE
Destination Choice	DCH1	0.827	2.482	0.876	0.878	0.915	0.728
	DCH2	0.859	2.630				
	DCH3	0.879	2.729				
	DCH4	0.847	2.471				

Source: Data processed (2025).

Confirmatory factor analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The rationale for this methodology is that this study aims to assess the validity of the research model and test a complex model that includes both formative and reflective elements related to the construct (Hsu et al., 2023). Furthermore, construct validity and reliability were assessed using three subsequent measures (Marar et al., 2023). The loading value for each indicator factor must be higher than 0.7 (Bai et al., 2023). Therefore, the threshold for CA, rho A, and CR values must also be higher than 0.7. The AVE must be checked against a minimum reference standard of 0.5 (Khuzainey et al., 2020). Indrayanti et al. (2025) reported that the loading value for each indicator exceeds the minimum threshold of 0.7. Each construct meets the reliability criterion because its CR and CA values are above 0.7. The AVE for each construct exceeds the threshold of 0.5.

Table 4. HTMT Assessment for Testing Discriminant Validity

	ATT	DCH	DIM	PBC	PULL	PUSH	SNO	VIN
ATT								
DCH	0.795							
DIM	0.741	0.886						
PBC	0.549	0.761	0.621					
PULL	0.706	0.630	0.738	0.500				
PUSH	0.649	0.388	0.523	0.360	0.831			
SNO	0.542	0.644	0.618	0.625	0.708	0.617		
VIN	0.667	0.819	0.776	0.796	0.517	0.417	0.646	

Source: Data processed (2025).

Discriminant validity can be assessed based on the Heterotrait-Monotrait correlation ratio, the Fornell & Larcker criteria, and indicator cross-loadings. The threshold value for the HTMT ratio is below the 0.85 limit. All values are below the 0.85 limit, thus meeting the requirements for discriminant validity (Benitez et al., 2020). Further details are presented in Table 4.

4.2.2. Structural Model Assessment and Hypothesis Testing

The R^2 value describes the percentage of variance explained by the model's independent constructs. This means that the variance explained can be measured for each endogenous factor. According to Chicco et al. (2021), the critical R^2 score is well above 0.20. In SmartPLS, the magnitude of the path coefficients was estimated using 5000 subsamples to assess the structural validity of the model via a bootstrapping approach. After testing the hypothesis, the values of p and t will be provided. Table 6 below describes how the data are collated and explains the causal relationship between constructs and the hypothesis test. The path coefficient is

significant at the 5% level when the empirical t-value for the two indicators exceeds the threshold of 1.96.

Table 5. R2 and R2 Adjusted

	R Square	R Square Adjusted
Attitude	0.416	0.404
Destination Choice	0.585	0.576
Visit Intention	0.678	0.658

Source: Data processed (2025).

Table 6. Structural Relationships and Hypothesis Testing

Hypothesis	Relationship	Path Coefficients	t-Values	P-Values	Decision
H1	ATT -> VI	0.190	1.765	*0.078	Accepted
H2	SNO -> VI	0.146	1.437	0.151	Rejected
H3	PBC -> VI	0.392	3.717	0.000	Accepted
H4	PBC -> DCH	0.279	2.346	0.019	Accepted
H5	PULL -> ATT	0.423	2.715	0.007	Accepted
H6	PULL -> VI	-0.140	1.400	0.162	Rejected
H7	PUSH -> ATT	0.274	1.512	0.131	Rejected
H8	PUSH -> VI	-0.001	0.011	0.991	Rejected
H9	VI -> DCH	0.541	4.362	0.000	Accepted
H10	DIM -> VI	0.378	3.369	0.001	Accepted

Notes: "*" is accepted by using alpha 10%. Source: Data processed (2025).

The results of this research extend the understanding of the factors influencing destination choices by Indonesian Gen Z tourists, with a particular focus on the Motivation–Theory of Planned Behavior–Destination Image (M-TPB-D) model. This article extends the current state of knowledge on how Gen Z develops behavioral intentions toward emerging destinations, such as Sapa, Vietnam, by examining push-pull motivations, TPB components, destination image, and visit intention.

As presented in Table 6, six out of ten hypotheses were supported in this study. Hypothesis 1, which examines the relationship between attitude (ATT) and visit intention (VI), was accepted at the 10% significance level ($p = 0.078$). This result indicates that a favorable attitude toward Sapa, Vietnam, positively influences Gen Z's visit intention, although the influence is relatively modest. The adoption of a 10% alpha level is acceptable in an exploratory tourism study, particularly when investigating the emerging tourist segment such as Gen Z. In contrast, subjective norms (SNO) did not significantly influence visit intention (VI) with $p = 0.151$, suggesting that social surroundings do not strongly shape Gen Z's tourism behavior.

Perceived behavioral control (PBC) showed a strong and significant effect on visit intention (VI) and destination choice (DCH), confirming its critical role in Gen Z's tourism decision-making. These findings suggest that Gen Z is more likely to intend to visit and select Sapa, Vietnam, when they perceive sufficient control over resources, time, and travel plans. Regarding the motivational factors, pull motivation (PULL) significantly influenced attitude (ATT), indicating that destination attributes enhance positive evaluations of Sapa, Vietnam. However, pull motivation (PULL) did not directly affect visit intention (VI). Push motivation (PUSH) did not significantly

influence either attitude (ATT) or visit intention (VI), suggesting that internal motives alone are insufficient to drive Gen Z's visit intention toward a specific destination.

At last, visit intention (VI) had a strong and significant effect on destination choice (DCH), supporting the Theory of Planned Behavior (TPB) assumption that intention predicts behavioral outcomes. Destination image (DIM) also significantly influenced visit intention (VI), highlighting the importance of visual and perceptual attributes in shaping Gen Z's visit intention to travel to any destination. These findings indicate that Gen Z's tourism behavior is driven more by perceived feasibility and destination image than by social influence or internal motivational factors.

4.3. Discussion

4.3.1. Motivations on Attitude and Visit Intention

Both push and pull motivations showed strong loading on the indicators and high reliability, further establishing their significance in driving Gen Z's travel-related evaluations. Consistent with prior literature (Subawa et al., 2023; Sukrana et al., 2025), pull motivations, such as natural beauty, activities, and friendliness, are very important in shaping positive attitudes toward tourism objects. These findings reinforce the view that destination attributes remain central to early perception-building.

The push motives of novelty, emotional refreshment, and memories also demonstrate a strong relationship with attitude and intention, supporting the idea that internal motivations precede travel desire, with external attributes shaping the final preference (Joseph & Gillariose, 2025; Peng et al., 2025). Among Gen Z, the intent to share travel experiences digitally is particularly strong, given their identity-expression behaviors and the importance of social validation.

Both motivation motives unexpectedly failed to predict Gen Z's visit intention to Sapa, Vietnam. This highlights that Gen Z's behavior cannot be fully explained by traditional motivational efforts, as prior research has reported a similar result (Salsabila & Alversia, 2020). These findings emphasize the importance of integrating behavioral control, destination image, and deeper cognitive evaluation when examining destination choice among Gen Z.

4.3.2. TPB on Visit Intention

These findings show that attitudes and subjective norms are the least determinants, suggesting that evaluations of Sapa hardly translate into actual visit intentions among this consumer base. Prior research also noted that attitude is not the primary factor driving intention in online shopping (Noor et al., 2020). Zhuang et al. (2021) also noted that subjective norms have a weaker influence on AR technology use in tourism experience intention. This is striking, as Gen Z stands for all its digital independence, rather than being socially guided by peers and digital communities. Peer recommendations, digital reviews, and shared travel narratives substantially shaped their interest in Sapa, reflecting social trends of conformity found in global studies.

PBC has a dual role, not only affecting visit intention but also shaping destination choice. This confirms previous evidence that Gen Z's travel decisions are influenced by perceived affordability, accessibility, and the feasibility of trip planning

(Ivasciuc et al., 2025; Konieczna & Trybuś-Borowiecka, 2025). It may have created greater intention to visit Sapa as a choice, suggesting that personal perceived capability amplifies emotional and cognitive evaluations.

4.3.3. Visit Intention on Destination Choice

Destination choice demonstrated strong validity and was significantly influenced by visit intention, thereby confirming it as an important variable in the M-TPB-D model. The perceptions of Gen Z about Sapa, especially those related to friendliness, comfort, and cultural authenticity (Wang & Iahad, 2025), are important in transforming motivations and attitudes into intentions and, ultimately, into destination choice. This finding corroborates the study by Irfan et al. (2022), which identified visit intention as a filter that shapes destination choice at the final stage.

4.3.4. Destination Image on Visit Intention

Visit intentions are significantly influenced by destination image. Supported by prior research, Afshardoost & Eshaghi (2020) mentioned that destination image has the greatest influence on the intention to recommend a tourism object. In line with these findings, Sapa presents itself as an attractive destination for Gen Z. Prior research has shown that intentions to visit a tourism object and to recommend a destination are forms of tourist behavior after an experience (Jimenez-García et al., 2025). A prior study reported that destination image has a significant influence on tourists' intention to visit South Korea (Nurhayat & Shiratina, 2021). Therefore, it's valid for visitors to find the image of a tourist destination appealing and to generate an intention to visit the destination.

5. CONCLUSION

These findings suggest that destination enhancement strategies should move beyond conventional motivational appeals and away from reliance on social effects. Instead, it should prioritize strengthening destination image, enhancing perceived visit intention, and designing experiential offerings to Gen Z. This study provides a more nuanced theoretical and practical understanding of Gen Z's tourism behavior that engages with destinations, especially within emerging destination contexts.

From the perspective of the Motivation-Theory of Planned Behavior-Destination Image (M-TPB-D) framework, the rejection of several hypotheses provides critical theoretical insight into the distinctive nature of Gen Z tourism behavior. The rejection of subjective norms, alongside the significant effects of perceived behavioral control and destination image, indicates that Gen Z does not form visit intentions based on direct social effects or expectations from others. Instead, Gen Z engages more with destinations through their options. This explains why subjective norms did not directly affect visit intention, while destination image and perceived behavioral control emerged as key determinants.

Similarly, the rejection of push motivation suggests that conventional motivation-based explanations are limited when applied to Gen Z. This is further supported by the finding that pull motivation significantly influenced attitude but not visit intention, indicating that destination image shapes evaluation rather than directly

triggering visit intention. In this process, motivation initiates cognitive assessment, but intention is formed only when a strong destination image and perceived behavioral control reinforce positive evaluations.

The strong effects of perceived behavioral control on both visit intention and destination choice, along with the significant relationship between them, confirm the sequential logic of the M-TPB-D framework. Attitude and motivation alone are insufficient to drive tourism behavior unless tourists can get out of the destinations.

Overall, Gen Z's tourism behavior follows a progression from evaluation (attitude and destination image) to feasibility assessment (perceived behavioral control), which ultimately leads to visit intention and destination choice.

5.1. Managerial Implications

Emphasizing the M-TPB-D framework, it suggests that destination enhancement strategies should be developed to better align with Gen Z's motivations and tourism behavior. Destination stakeholders should boost tourists' motivation by enhancing meaningful, authentic, and personally oriented experiences that resonate with Gen Z's preferences. Importantly, the rejection of push motivation indicates that abstract appeals are insufficient to generate visit intention. Experience-based tourism campaigns, engagement programs on digital platforms, and memorable narratives work particularly well among Gen Z, who highly value personal experience and intensive consumption in tourism.

The non-significant effect of subjective norms further suggests that Gen Z does not rely on explicit social effects when forming visit intention. Strategic marketing communications at destinations must also reinforce positive attitudes and supportive subjective norms. Given that Gen Z relies heavily on social influence, easily shareable visual stories can significantly improve attitudes and perceived social support for travel. Supporting perceived behavioral control is equally important, as is sharpening the purpose of clear travel planning information, affordable travel packages, and other driver-related information, so Gen Z feels empowered and confident in their travel decisions.

At the heart of the M-TPB-D model is the empowerment of the destination's image and tourists' visit intention. The stakeholders should focus on storytelling techniques, using a digital publication approach to build a visible, attractive destination image; honest, clear reviews of the destinations; and strong thematic branding of the destination. Some practices that are related to Gen Z, such as transparency about sustainability and local culture, will also enhance a destination's image and create emotional resonance.

5.2. Research Limitations and Future Research

This study is subject to a methodological limitation related to respondent screening and measurement consistency. One of the sampling criteria required respondents to have never visited Sapa, Vietnam, yet to express an intention to visit the destination. However, several measurement items within the pull motivation construct implied any prior visit experience (e.g., PULL2 indicator "*I visited Sapa, Vietnam because the people are friendly*" and DIM2 indicator "*I find the local people of Sapa, Vietnam to be open-minded and welcoming to tourists*").

This inconsistency may have led to response bias, as some respondents could have answered based on prior experiences rather than anticipated perceptions, potentially affecting the validity and reliability of the visit intention construct. Future studies should ensure clearer alignment between screening criteria and questionnaire items by explicitly distinguishing between actual prior experiences and perceived or expected destination attributes. Beyond measurement refinement, future studies may extend the M-TPB-D framework by examining the mediating mechanisms or by incorporating other factors to better predict visit intention (such as content marketing and user-generated content).

REFERENCES

- Abbasi, G. A., Kumaravelu, J., Goh, Y.-N., & Singh, K. S. D. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME-12-2019-0109>
- Aboalghanam, K. M., AlFraihat, S. F., & Tarabieh, S. (2025). The impact of user-generated content on tourist visit intentions: The mediating role of destination imagery. *Administrative Sciences*, 15(4), Article 117. <https://doi.org/10.3390/admsci15040117>
- Abror, A., Patrisia, D., Engriani, Y., Firman, F., Linda, M. R., Gaffar, V., Suhud, U., Boonkaew, S., & Aujirapongpan, S. (2025). How do behavioral factors, past experience, and emotional events influence tourist continuance intention in halal tourism? *Tourism and Hospitality*, 6(4), Article 217. <https://doi.org/10.3390/tourhosp6040217>
- Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, 81, Article 104154. <https://doi.org/10.1016/j.tourman.2020.104154>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alrawadieh, Z., Dincer, M. Z., Dincer, F. I., & Mammadova, P. (2018). Understanding destination image from the perspective of Western travel bloggers: The case of Istanbul. *International Journal of Culture, Tourism and Hospitality Research*, 12(2), 198–212. <https://doi.org/10.1108/IJCTHR-12-2017-0124>
- Andriyansah, A., Subchan, S., Pamungkas, K., Geraldina, I., Arifin, A. H., & Manggarani, C. A. (2025). Exploring sustainable tourism resources to realise ergo green tourism in Indonesia. *Aptisi Transactions on Technopreneurship*, 7(2), 334–342. <https://doi.org/10.34306/att.v7i2.499>
- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240, Article 104025. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Baba, R., Keling, W., & Yap, C. S. (2025). The effect of subjective norms, attitude and start-up capital on the entrepreneurial intention of the Indigenous people in

- Malaysia. *Journal of Enterprising Communities: People and Places in the Global Economy*. Advance online publication. <https://doi.org/10.1108/JEC-05-2024-0100>
- Bai, X., Gu, X., & Guo, R. (2023). More factors, better understanding: Model verification and construct validity study on the community of inquiry in MOOC. *Education and Information Technologies*, 28(8), 10483–10506. <https://doi.org/10.1007/s10639-023-11604-z>
- Balińska, A., Jaska, E., & Werenowska, A. (2024). Environmentally and socially responsible behavior of women from Generation Z in the context of tourist activity. *Sustainability*, 16(13), Article 5603. <https://doi.org/10.3390/su16135603>
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Băltescu, C. A., & Untaru, E.-N. (2025). Exploring the characteristics and extent of travel influencers' impact on Generation Z tourist decisions. *Sustainability*, 17(1), Article 66. <https://doi.org/10.3390/su17010066>
- Benitez, J., Henseler, J., Castillo, A., & Schuberth, F. (2020). How to perform and report an impactful analysis using partial least squares: Guidelines for confirmatory and explanatory IS research. *Information & Management*, 57(2), Article 103168. <https://doi.org/10.1016/j.im.2019.05.003>
- Bronner, F., & de Hoog, R. (2020). The floating vacationer: Destination choices and the gap between plans and behavior. *Journal of Destination Marketing & Management*, 16, Article 100438. <https://doi.org/10.1016/j.jdmm.2020.100438>
- Bui, T. T. B. (2024). Examining a new model of destination choice behavior: An empirical study from Vietnam. *Tourism and Hospitality Management*, 30(4), 501–514. <https://doi.org/10.20867/thm.30.4.4>
- Chicco, D., Warrens, M. J., & Jurman, G. (2021). The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation. *PeerJ Computer Science*, 7, Article e623. <https://doi.org/10.7717/peerj-cs.623>
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Dann, G. M. S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, 4(4), 184–194. [https://doi.org/10.1016/0160-7383\(77\)90037-8](https://doi.org/10.1016/0160-7383(77)90037-8)
- De Vos, J., Cheng, L., Zhang, Y., Wang, K., Mehdizadeh, M., & Cao, M. (2025). The effect of ease of travel on travel behaviour and perceived accessibility: A focus on travel to university campus. *Transportation Research Part F: Traffic Psychology and Behaviour*, 109, 1170–1181. <https://doi.org/10.1016/j.trf.2025.01.035>
- Duong, L. N., Pham, L. H., & Hoang, T. T. P. (2023). Applying push and pull theory to determine domestic visitors' tourism motivations. *Journal of Tourism and Services*, 14(27), 136–160. <https://doi.org/10.29036/jots.v14i27.554>

- Ervina, E., & Octaviany, V. (2022). The role of tourist attitude toward destination awareness, destination personality and future visit intention. *Asia Pacific Management and Business Application*, 11(1), 1–18. <https://doi.org/10.21776/ub.apmba.2022.011.01.1>
- Fischer, R., & Karl, J. A. (2025). What predicts intentions and behavior? A cultural exploration of attitude, belief, and norm effects across 55 countries. *Cross-Cultural Research*. Advance online publication. <https://doi.org/10.1177/10693971251338204>
- Ganbold, M., Sukhragchaa, A., Munkhuu, B., & Turbat, D. (2024). Study of travel motivation and visit intention: The mediating role of perceived risks and travel constraints. *Journal of Eastern European and Central Asian Research*, 11(5), 914–930. <https://doi.org/10.15549/jeecar.v11i5.1731>
- Goet, J. (2021). Impact of push and pull factors on domestic tourism motivation in Nepal. *Management Dynamics*, 24(2), 19–25. <https://doi.org/10.3126/md.v24i2.50034>
- Gorji, A. S., Garcia, F. A., & Mercadé-Melé, P. (2023). Tourists' perceived destination image and behavioral intentions towards a sanctioned destination: Comparing visitors and non-visitors. *Tourism Management Perspectives*, 45, Article 101062. <https://doi.org/10.1016/j.tmp.2022.101062>
- Hasan, A. A.-T., Rahman, M. M., & Gani, M. O. (2024). Exploring factors influencing smart tourism destination visiting behaviors in a historic country: A theory of e-consumption behavior. *European Journal of Management and Business Economics*. Advance online publication. <https://doi.org/10.1108/EJMBE-03-2024-0081>
- Hodgkin, K., Young, N., Smith, E. R., Woolridge, B., & Morris, T. (2025). The often-forgotten middle child: Student transitions and engagement through higher education. *Cogent Education*, 12(1), Article 2579717. <https://doi.org/10.1080/2331186X.2025.2579717>
- Hsu, T.-C., Chang, Y.-S., Chen, M.-S., Tsai, I.-F., & Yu, C.-Y. (2023). A validity and reliability study of the formative model for the indicators of STEAM education creations. *Education and Information Technologies*, 28(7), 8855–8878. <https://doi.org/10.1007/s10639-022-11412-x>
- Hu, J., Longfor, N. R., Dong, L., & Qian, X. (2026). Beyond theory of planned behavior: A meta-analysis of psychological and contextual determinants of household waste separation. *Environmental Impact Assessment Review*, 116, Article 108087. <https://doi.org/10.1016/j.eiar.2025.108087>
- Hunt, J. D. (1975). Image as a factor in tourism development. *Journal of Travel Research*, 13(3), 1–7. <https://doi.org/10.1177/004728757501300301>
- İlhan, Ö. A., Balyalı, T., & Gunay, S. (2023). A holistic view of the tourist experience of Generation Z. *Advances in Hospitality and Tourism Research*, 11. <https://doi.org/10.30519/ahtr.1125474>
- Indrayanti, I., Faturochman, F., Rahmayanti, R., Salsabila, A. K., & Amrita, V. (2025). Refining well-being at work: Integrating the WHO-5 with workplace well-being

- constructs for Indonesian organizational settings. *Acta Psychologica*, 260, Article 105681. <https://doi.org/10.1016/j.actpsy.2025.105681>
- Irfan, M., Malik, M. S., & Zubair, S. K. (2022). Impact of vlog marketing on consumer travel intent and consumer purchase intent with the moderating role of destination image and ease of travel. *SAGE Open*, 12(2), Article 21582440221099522. <https://doi.org/10.1177/21582440221099522>
- Ivasciuc, I., Sequeira, A. S., Brown, L., Ispas, A., & Peyré, O. (2025). Digital natives on the move: Cross-cultural insights into Generation Z's travel preferences. *Sustainability*, 17, Article 6601. <https://doi.org/10.3390/su17146601>
- Jebbouri, A., Zhang, H., Imran, Z., Iqbal, J., & Bouchiba, N. (2022). Impact of destination image formation on tourist trust: Mediating role of tourist satisfaction. *Frontiers in Psychology*, 13, Article 845538. <https://doi.org/10.3389/fpsyg.2022.845538>
- Jiang, X., Qin, J., Gao, J., & Gossage, M. G. (2022). How tourists' perception affects travel intention: Mechanism pathways and boundary conditions. *Frontiers in Psychology*, 13, Article 821364. <https://doi.org/10.3389/fpsyg.2022.821364>
- Jimenez-García, D., Espinoza Heredia, O., Cruz Lizana, E., Cruz-Tarrillo, J. J., & Millones-Liza, D. Y. (2025). Destination image and brand value as predictors of tourist behavior: Happiness as a mediating link. *Administrative Sciences*, 15(5), Article 176. <https://doi.org/10.3390/admsci15050176>
- Joseph, A., P, V., & Thomas, T. (2024). How social media influences travel decisions: The effect of user-generated content, visual appeal, and storytelling on destination intentions. *South India Journal of Social Sciences*, 22, 349–359. <https://doi.org/10.62656/SIJSS.v22i4.1413>
- Joseph, J., & Gillariose, J. (2025). Revisiting the push-pull tourist motivation model: A theoretical and empirical justification for a reflective-formative structure. *Tourism and Hospitality*, 6(3), Article 139. <https://doi.org/10.3390/tourhosp6030139>
- Khuzainey, I., Zulkifli, M. N., Rasul, S., & Leong, C. (2020). Technical competency among vocational teachers in Malaysian public skills training institutions: Measurement model validation using PLS-SEM. *Journal of Technical Education and Training*, 12(1).
- Konieczna, P., & Trybuś-Borowiecka, K. (2025). Touristic behaviors of Generation Z: Reasons behind the reduction in travel among young people. *Sustainability*, 17(17), Article 7919. <https://doi.org/10.3390/su17177919>
- Leiras, A., Domínguez-Vila, T., & Magano, J. (2025). Accessible tourist destinations: A bifactorial image model of perceived image. *Tourism Management Perspectives*, 58, Article 101400. <https://doi.org/10.1016/j.tmp.2025.101400>
- Li, C.-L., Phuong, T. H. N., Yeh, S.-S., Leong, A. M. W., & Huan, T.-C. (2025). The impact of destination image, perceived value, and psychological well-being on domestic tourists' behavioural intentions. *Current Issues in Tourism*, 1–20. <https://doi.org/10.1080/13683500.2025.2582064>

- Li, J., Peng, X., Liu, X., Tang, H., & Li, W. (2025). A study on shaping tourists' conservational intentions towards cultural heritage in the digital era: Exploring the effects of authenticity, cultural experience, and place attachment. *Journal of Asian Architecture and Building Engineering*, 24(3), 1965–1984. <https://doi.org/10.1080/13467581.2024.2321999>
- Li, X., Huang, Y., & Cho, K. (2025). A study on the role of tourists' multidimensional perceptions in regenerative composite cultural spaces and their influence on travel intentions. *Sustainability*, 17(18), Article 8332. <https://doi.org/10.3390/su17188332>
- Maleknia, R., Hălălișan, A.-F., & Maleknia, K. (2025). Who shapes what we should do in urban green spaces? An investigation of subjective norms in pro-environmental behavior in Tehran. *Forests*, 16(8), Article 1273. <https://doi.org/10.3390/f16081273>
- Marar, S., Hamza, M. A., Ayyash, M., & Abu-Shaheen, A. (2023). Development and validation of an instrument to assess the knowledge and perceptions of predatory journals. *Heliyon*, 9(11), Article e22270. <https://doi.org/10.1016/j.heliyon.2023.e22270>
- Melo, L. E. A. de, Sinval, J., & Isler, C. A. (2025). Prospective avenues in travel behavior research supported by the cognitive dissonance theory: A scoping review. *Transportation Research Part F: Traffic Psychology and Behaviour*, 109, 501–519. <https://doi.org/10.1016/j.trf.2024.12.022>
- Mihai, V. C., Dumitras, D. E., Oroian, C., Chiciudean, G. O., Arion, F. H., & Mureșan, I. C. (2023). Exploring the factors involved in tourists' decision-making and determinants of length of stay. *Administrative Sciences*, 13(10), Article 215. <https://doi.org/10.3390/admsci13100215>
- Moni, A., Tuhin, M., Rahat, M. A. R., Tharin, T., & Hossen, M. (2025). *Marketing destinations to Gen Z: A study of social media influence on tourism behavior*. Zenodo. <https://doi.org/10.5281/zenodo.15389481>
- Munir, S., Haq, I. ul, Cheema, A. N., Almanjahie, I. M., & Khan, D. (2025). The role of tourists, infrastructure and institutions in sustainable tourism: A structural equation modeling approach. *Sustainability*, 17(7), Article 2841. <https://doi.org/10.3390/su17072841>
- Nazir, M. U., Yasin, I., & Tat, H. H. (2021). Destination image's mediating role between perceived risks, perceived constraints, and behavioral intention. *Heliyon*, 7(7), Article e07613. <https://doi.org/10.1016/j.heliyon.2021.e07613>
- Nguyen Viet, B., Dang, H. P., & Nguyen, H. H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), Article 1796249. <https://doi.org/10.1080/23311975.2020.1796249>
- Noerkaisar, N., & Dhania, A. R. (2025). Sustainable tourism destination management in Indonesia: Navigating cultural heritage, environmental conservation, and economic development. *TOURBIS: Journal of Tourism and Business*, 1(2), 67–75.

- Noor, N. M., Noranee, S., Zakaria, M., Unin, N., & Suaee, M. (2020). Online shopping: The influence of attitude, subjective norm and perceived behavioral control on purchase intention. In *Proceedings of the 2020 8th International Conference on Information Technology and Multimedia* (p. 36). ACM. <https://doi.org/10.1145/3387263.3387266>
- Nurhayat, K., & Shiratina, A. (2021). The influence of country image and destination image on intention to visit South Korea. *International Journal of Environmental, Sustainability, and Social Science*, 2(3), 144–154. <https://doi.org/10.38142/ijess.v2i3.86>
- Orden-Mejía, M., Carvache-Franco, M., Palomino, O., Carvache-Franco, O., Minchenkova, L., Núñez-Naranjo, A., Minchenkova, A., & Carvache-Franco, W. (2025). Motivations, quality, and loyalty: Keys to sustainable adventure tourism in natural destinations. *Sustainability*, 17(13), Article 5789. <https://doi.org/10.3390/su17135789>
- Peng, C., Zhang, M., Zhang, X., & Ma, X. (2025). Aesthetic motivation shapes tourist revisit intention via push pull theory. *Scientific Reports*, 15, Article 40295. <https://doi.org/10.1038/s41598-025-24070-z>
- Pereira, L. M., Sanchez Rodrigues, V., & Freires, F. G. M. (2024). Use of partial least squares structural equation modeling (PLS-SEM) to improve plastic waste management. *Applied Sciences*, 14(2), Article 628. <https://doi.org/10.3390/app14020628>
- Phuong, N. N. T., Thi, P. T., & Thu, H. N. T. (2024). Conditions affecting the tourism development of a destination through visitors' evaluation: The case of Sapa Town, Lao Cai Province, Vietnam. *International Journal of Innovative Research and Scientific Studies*, 7(4), 1592–1599. <https://doi.org/10.53894/ijirss.v7i4.3458>
- Qiu, H., & Lam, T. (1999). An analysis of Mainland Chinese visitors' motivations to visit Hong Kong. *Tourism Management*, 20(5), 587–594. [https://doi.org/10.1016/S0261-5177\(99\)00028-X](https://doi.org/10.1016/S0261-5177(99)00028-X)
- Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Rahmadina, R., Besra, E., & Sari, D. K. (2025). Pengaruh pull dan push motivation terhadap revisit intention dimediasi oleh satisfaction pada wisatawan Pantai Sikabau Kabupaten Pasaman Barat. *Journal Publicuho*, 8(1), 164–186. <https://doi.org/10.35817/publicuho.v8i1.640>
- Rajput, A., & Gandhi, A. (2025). Impact of social media influencer content on Generation Z sustainable tourism choices. *Discover Sustainability*, 6(1), Article 1121. <https://doi.org/10.1007/s43621-025-02004-z>
- Robaina-Calderín, L., Martín-Santana, J. D., & Muñoz-Leiva, F. (2023). Immersive experiences as a resource for promoting museum tourism in the Z and millennials generations. *Journal of Destination Marketing & Management*, 29, Article 100795. <https://doi.org/10.1016/j.idmm.2023.100795>

- Sabiote-Ortiz, C. M., Castañeda-García, J. A., & Frías-Jamilena, D. M. (2024). What shapes tourists' visit intention in different stages of public health crises? The influence of destination image, information-literacy self-efficacy, and motivations. *Journal of Destination Marketing & Management*, 31, Article 100864. <https://doi.org/10.1016/j.jdmm.2024.100864>
- Saidon, J., Atory, N., Hashim, H., Musa, R., Abas, M. K., Husin, L., Yusof, A., & Murad, F. (2024). Exploring gender differences in shaping total tourism experience quality among eco-tourists. *Information Management and Business Review*, 16, 475–489. [https://doi.org/10.22610/imbr.v16i3S\(I\)a.4170](https://doi.org/10.22610/imbr.v16i3S(I)a.4170)
- Salsabila, N., & Alversia, Y. (2020). Examining push-pull motivation and travel intention for potential travelers in Indonesia using theory of planned behaviour. In *Proceedings of Tourism Development Centre International Conference* (pp. 38–48). <https://doi.org/10.2478/9788395720406-004>
- Schönherr, S., & Pikkemaat, B. (2024). Young peoples' environmentally sustainable tourism attitude and responsible behavioral intention. *Tourism Review*, 79(4), 939–952. <https://doi.org/10.1108/TR-01-2023-0022>
- Seyfi, S., Vo-Thanh, T., & Zaman, M. (2024). Hospitality in the age of Gen Z: A critical reflection on evolving customer and workforce expectations. *International Journal of Contemporary Hospitality Management*, 36(13), 118–134. <https://doi.org/10.1108/IJCHM-01-2024-0035>
- Seyitoğlu, F., & Davras, Ö. (2022). Determinants and implications of travel motivations: International travellers visiting Cappadocia. *International Journal of Tourism Cities*, 8(2), 311–326. <https://doi.org/10.1108/IJTC-01-2021-0006>
- Shaykh-Baygloo, R., & Soltani, Z. (2026). From authenticity to loyalty via subjective well-being and place attachment: Evidence from a World Heritage Site across local, national, and international visitors. *Journal of Destination Marketing & Management*, 39, Article 101059. <https://doi.org/10.1016/j.jdmm.2025.101059>
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53, 40–60. <https://doi.org/10.1016/j.tourman.2015.09.006>
- Subawa, N. S., Mimaki, E. A., Mimaki, C. A., Baykal, E., & Utami, M. S. M. (2023). Exploring the hidden potential of Bali's wellness tourism: Which factors encourage tourists to visit? *Cogent Social Sciences*, 9(2), Article 2269722. <https://doi.org/10.1080/23311886.2023.2269722>
- Subedi, S., Odosashvili, L., & Kubickova, M. (2025). A look into travel motivation post-crisis: Insights from means-end chain theory. *Journal of Hospitality and Tourism Management*, 63, 421–433. <https://doi.org/10.1016/j.jhtm.2025.05.013>
- Sukma, A., Rochman, D. D., Murnawan, Nugraha, U., & Anggakarti, D. M. (2025). How digital technology shapes traveller awareness and engagement in sustainable tourism in Indonesia. *Social Sciences & Humanities Open*, 12, Article 102072. <https://doi.org/10.1016/j.ssaho.2025.102072>

- Sukrana, B., Hassan, S., Jui, F. I., Shakur, M. S., Debnath, B., & Bari, A. B. M. M. (2025). Investigating the influence of the push and pull factors in eco-resort selection to promote sustainable tourism in Bangladesh. *Sustainable Futures*, 9, Article 100619. <https://doi.org/10.1016/j.sfr.2025.100619>
- Sultan, M. T., Sharmin, F., Badulescu, A., Gavrilut, D., & Xue, K. (2021). Social media-based content towards image formation: A new approach to the selection of sustainable destinations. *Sustainability*, 13(8), Article 4241. <https://doi.org/10.3390/su13084241>
- Tang, H., Wang, R., Jin, X., & Zhang, Z. (2022). The effects of motivation, destination image and satisfaction on rural tourism tourists' willingness to revisit. *Sustainability*, 14(19), Article 11938. <https://doi.org/10.3390/su141911938>
- Tarsisty, R. C. C., & Pardede, R. (2025). The influence of tourist motivation on revisit intention through the mediating role of destination image: An empirical study of Inner Baduy Tribe tourism. *Return: Study of Management, Economic and Bussines*, 4(8), 645–654. <https://doi.org/10.57096/return.v4i8.395>
- Tirto.id. (2026, January 19). *Agoda reveals: Sapa, Vietnam is Asia's top emerging destination*. <https://tirto.id/agoda-reveals-sapa-vietnam-is-asias-top-emerging-destination-hprV>
- Trading Economics. (2026). *Kedatangan wisatawan Vietnam | 2015–2025 data | 2026–2028 perkiraan*. <https://id.tradingeconomics.com/vietnam/tourist-arrivals>
- Vašaničová, P., & Melnyk, K. (2025). Generational differences in motivational drivers and travel preferences: An exploration of international travel behavior of Slovak women. *Tourism and Hospitality*, 6(2), Article 117. <https://doi.org/10.3390/tourhosp6020117>
- Vietnam.vn. (2024, November 6). *Generasi Z membentuk lanskap perjalanan yang personal dan dinamis*. <https://www.vietnam.vn/id/gen-z-dang-dinh-hinh-mot-buc-tranh-du-lich-mang-tinh-ca-nhan-hoa-va-song-dong>
- Wang, W., & Iahad, N. (2025). Gen Z and social media: Shaping tourism and hospitality behavior: A thematic and bibliometric review. *International Journal of Academic Research in Business and Social Sciences*, 15. <https://doi.org/10.6007/IJARBS/v15-i6/25602>
- Wang, X. (2025). Exploring the relationship between destination image, tourist satisfaction, and loyalty among overseas visitors to Taishan using structural equation modelling. *Acta Psychologica*, 260, Article 105533. <https://doi.org/10.1016/j.actpsy.2025.105533>
- Wang, X., Zhang, J. J., Song, G., & Wan, X. (2020). Push and pull factors influencing the winter sport tourists in China: The case of leisure skiers. *SAGE Open*, 10(2), Article 2158244020938739. <https://doi.org/10.1177/2158244020938739>
- Wang, Z., Udomwong, P., Fu, J., & Onpium, P. (2024). Destination image analysis and marketing strategies in emerging panda tourism: A cross-cultural perspective. *Cogent Business & Management*, 11(1), Article 2364837. <https://doi.org/10.1080/23311975.2024.2364837>

- Wasaya, A., Prentice, C., & Hsiao, A. (2022). The influence of norms on tourist behavioural intentions. *Journal of Hospitality and Tourism Management*, 50, 277–287. <https://doi.org/10.1016/j.jhtm.2022.02.023>
- Yang, S., Liu, Y., & Xu, L. (2024). The effect of food tourism experiences on tourists' subjective well-being. *Heliyon*, 10(3), Article e25482. <https://doi.org/10.1016/j.heliyon.2024.e25482>
- Zhao, Y., Yang, J., Song, J., & Lu, Y. (2025). The effects of tourism motivation and perceived value on tourists' behavioral intention toward forest health tourism: The moderating role of attitude. *Sustainability*, 17(2), Article 713. <https://doi.org/10.3390/su17020713>
- Zhu, P., Chi, X., Ryu, H. B., & Han, H. (2025). Experience economy and authenticity in the heritage tourism sector: A multiple-dimensional approach. *Acta Psychologica*, 257, Article 105118. <https://doi.org/10.1016/j.actpsy.2025.105118>
- Zhuang, X., Hou, X., Feng, Z., Lin, Z., & Li, J. (2021). Subjective norms, attitudes, and intentions of AR technology use in tourism experience: The moderating effect of millennials. *Leisure Studies*, 40(3), 392–406. <https://doi.org/10.1080/02614367.2020.1843692>