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Dr. Yasynska A. O.

ABSTRACT

The article examines the peculiarities of consumer behavior of Generation Z tourists, who predominantly use smartphones, prefer Instagram over other social networks such as Facebook, YouTube and Twitter, and spend a significant part of their time in the online space, using social networks as a source of information before traveling and for planning their trips. The article is aimed at studying the features of consumer behavior of Generation Z in tourism and developing digital marketing offers to attract Generation Z. The study revealed the importance of influencer marketing, since consumers are more likely to trust the recommendations of independent experts rather than directly brands. It is determined that the dynamic nature of the tourism industry requires flexibility in response to market changes and the development of original marketing approaches, and therefore causes the need to implement an influencer marketing strategy in social networks, which will contribute to influencing the purchasing decisions of consumers, in particular, Generation Z, which makes it an important tool in the tourism sector. As a result of the study, a number of specific characteristics of Generation Z as a promising group of active tourists were identified, namely: digitalization of travel, orientation to experience, activity in social networks, high expectations for personalization, focus on sustainable tourism, price sensitivity, flexibility in planning, inclination to travel in the company, trust in reviews and recommendations, multifunctionality.

Tags: instagram marketing, generation z, travel destinations, travel choices, social media, influencer marketing, visual content, digital marketing, youth tourism.

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The article examines the peculiarities of consumer behavior of Generation Z tourists, who predominantly use smartphones, prefer Instagram over other social networks such as Facebook, YouTube and Twitter, and spend a significant part of their time in the online space, using social networks as a source of information before traveling and for planning their trips. The article is aimed at studying the features of consumer behavior of Generation Z in tourism and developing digital marketing offers to attract Generation Z. The study revealed the importance of influencer marketing, since consumers are more likely to trust the recommendations of independent experts rather than directly brands. It is determined that the dynamic nature of the tourism industry requires flexibility in response to market changes and the development of original marketing approaches, and therefore causes the need to implement an influencer marketing strategy in social networks, which will contribute to influencing the purchasing decisions of consumers, in particular, Generation Z, which makes it an important tool in the tourism sector. As a result of the study, a number of specific characteristics of Generation Z as a promising group of active tourists were identified, namely: digitalization of travel, orientation to experience, activity in social networks, high expectations for personalization, focus on sustainable tourism, price sensitivity, flexibility in planning, inclination to travel in the company, trust in reviews and recommendations, multifunctionality. This made it possible to develop marketing areas for effective work with this market segment: digital presence and mobility, cooperation with influencers, environmental responsibility, individualization of offers, experience beyond comfort, gamification of interaction with customers, formats for digital

nomads, fast and convenient service, flexible pricing policy, "Bring a friend" programs. Also, these areas are adapted to Ukrainian modern conditions. The implementation of these marketing proposals will increase the effectiveness of attracting Generation Z to tourist destinations. Overall, the study contributed to existing knowledge about influencer marketing and Gen Z behavior, providing valuable insights for industry professionals on how to engage this category of consumers and deepening understanding of this dynamic and influential demographic.

Tags: instagram marketing, generation z, travel destinations, travel choices, social media, influencer marketing, visual content, digital marketing, youth tourism.

I. INTRODUCTION

Entry: With the advent of Web 3.0, marketing strategies have undergone a significant transformation, shifting the emphasis from direct sales stimulation to establishing deep emotional connections with consumers. In modern marketing, the formation of long-lasting, emotionally colored relationships with target audiences has become a key element. Influencer marketing demonstrates the effectiveness of this approach, as consumers are more likely to trust the recommendations of independent experts rather than brands directly [5]. Influencers, especially those with large and engaged audiences, are able to attract visitors to websites, increase social media visibility, and increase sales volumes by sharing personal experiences of using company offerings [5]. Influencer-sponsored content helps brands increase sales, improve awareness, and build trust between influencers and their followers. According to Statista (2023), the global influencer marketing market reached a significant

mark of USD 16.4 billion in 2022, indicating more than a twofold growth since 2019. Further growth in influencer marketing investments is predicted in the future.

Among various social platforms, Instagram is the most popular tool for influencer marketing (IMW, 2022), as evidenced by its billion-dollar audience and the presence of almost four million sponsored posts from influencers in 2023 [14]. A distinctive feature of influencers is the high level of trust they inspire in their audience. Consumers tend to trust information from advertising and advice from loved ones more.

Influencers on social networks are perceived by their followers as reliable sources of information due to their sincerity. Initially, influencer marketing was mainly related to the fields of beauty, fashion and style, but now it covers almost all industries, including tourism. Market changes and the development of original marketing approaches. In recent years, it has been confirmed that social media influencer marketing strategies can significantly influence consumers' purchasing decisions, making it an important tool in the travel sector. Using influencer marketing, travel destinations, hotels, events and festivals aim to attract a variety of tourists from different countries and shape their perception of the destination [12]. According to Statista Market forecastsForecast (2023), the global online tourism market in 2023 was \$432 billion, up 10.4% year-on-year. Understanding the impact of influencer marketing on different generations is critical, especially for the influential and active Gen Z, who make up more than a quarter of the world's population and actively use social media to explore shopping options. Due to its value of authenticity, personalization and social responsibility, Generation Z is particularly receptive to influencer marketing. However, in scientific studies of the functioning of the tourism industry, there is a lack of theoretical works that would analyze in detail the impact of influencer marketing and other modern specific marketing tools on generation Z, namely the representation of people of this generation are the most active and supporters of travel.

The article is aimed at studying the features of consumer behavior of Generation Z in tourism and developing digital marketing offers to attract Generation Z.

Presentation of the main material and scientific results obtained. Modern marketing and business tasks of organizations are increasingly solved with the help of influencer marketing, an approach that uses the potential of social networks and the authority of social opinion leaders [10]. Despite different scientific interpretations, the essence of influencer marketing is reduced to attracting influencers to spread brand information and establish emotional connection with the audience. In the context of the digital revolution, influencer marketing is gaining significant benefits due to the wide reach and speed of content distribution on social networks. Unlike past practices, today's influencer marketing is more integrated and natural, where advertising campaigns are implemented through personal recommendations from famous people. The sphere of influence of these leaders covers various social media channels, including YouTube, Instagram and Facebook. Research results show that consumers often choose products that are shown and recommended by influencers they follow on social networks [14].

Influencer marketing is constantly growing in popularity, as evidenced by its global market value, which exceeded USD 13.8 billion in 2023 [27]. Brands' investments in this type of marketing have been proven to be profitable, as every dollar spent can bring an average of \$5.78 in revenue, and 67% of companies use Instagram as the main platform for the implementation of their influencer companies [14]. According to a report by Bayliss (2019), In recent years, the distribution of companies' budgets for influencer marketing is as follows: 19% spend from 1 to 10 thousand dollars annually, 18% – from 100 to 500 thousand dollars, and 7% plan to invest more than 1 million dollars. This marketing approach has become especially important in such industries as e-commerce, fashion, gaming and tourism, where 17% of companies devote more than half of their marketing budgets to cooperation with influencers.

In the tourism industry, influencers play a crucial role in the decision-making process of potential tourists, as they are perceived as authoritative sources of information [15]. Travel influencers create content tailored to the needs of specific niche audiences, offering valuable advice, brand reviews, recommendations on tourist destinations and routes. Effective collaboration between brands/companies and influencers who appeal to their target audience, share common interests and use understandable language, positively influence consumers' decisions regarding the purchase of tourist goods and services [1]. Especially influential for young people is the exchange of travel experience by travel bloggers through visual content – photos and videos [4]. Thus, influencer marketing is an essential tool for the travel industry, helping them achieve their marketing goals and effectively promote their offers [15].

Among Gen Z, Instagram is one of the most beloved social networks, allowing you to instantly share photos using smartphones. Young people spend more time on Instagram than on Facebook, integrating physical and digital experiences [19]. Instagram travel influencers are a separate category of influencers whose recommendations shape the impression of the audience through a variety of content, including articles, Comments and videos. The use of these influencers in marketing strategies allows brands to establish strong, positive connections with their customers. The effectiveness of travel influencers on Instagram is determined by the quality of the content they create in blog, post, or video formats [19]. Different types of influencers are able to effectively reach their target audience and become influencers whose ideas and opinions gain credibility over time. Travel influencers develop content tailored to narrow audiences, and they are expected to maintain their accounts with an emphasis on uniqueness and sincerity. Research shows that social opinion leaders influence the tourist intentions of their followers, their decision-making process and the level of trust in information [21]. It is important to note that the most popular topics among influencers are fashion, beauty, games, travel and lifestyle [14],

and the number of Instagram posts dedicated to travel reaches 624 million. According to Ramonet, the credibility of travel influencers stems from their original, non-commercial and personal identities. Consequently, the marketing of thought leaders has spread significantly in recent years, and the volume of this market in the world exceeded \$13.8 billion in 2023. reliable sources of information, creating content for specific niches, including tips, reviews, and referral recommendations. Instagram, as a popular platform for sharing travel photos among Generation Z, makes travel influencers an effective tool for influencing travel purchasing decisions through their authentic, non-commercial and personal online presence.

According to research by Köseoğlu et al. (2019), the number of scientific papers in the field of tourism began to demonstrate growth in the early 2000s, focusing mainly on general trends, academic analysis, as well as directions and orientations of the industry. In recent years, the tourism sector has established itself as a dynamic industry, making a significant contribution to the economies of countries through the attraction of foreign exchange, improving the international image, stimulating money circulation and creating new jobs [10]. Consumption of tourism services, which includes transport, accommodation, food, entertainment, shopping and other related goods and services, is a key element of the tourism industry, contributing to the employment of the population, the formation of tax revenues and the development of infrastructure [6]. However, this type of consumption is complex and heterogeneous due to its characteristics as intangibility, inability to store and lack of standardization [28]. Demand for tourist services is elastic and depends on changes in travel motivation, which can lead to the refusal to travel in crisis situations [9]. The main motives for travel are curiosity and the desire for new discoveries [22]. The development of tourism is influenced by both external and internal factors, including the spread of transport, the growth of economic well-being, urbanization and the increase in urban population, the growth of income of the population and relative stability in the world [6]. Internal

factors include curiosity, business trips, sports, religious motives, cultural and educational purposes, recreation and entertainment, wellness, as well as visiting friends and relatives [18]. The decision-making process in tourism has its own characteristics, and marketers need to analyze tourists as consumers during the problem-solving and decision-making phases [16]. The consumer's purchase decision is often considered within five stages: awareness of the need, identification of available options, evaluation of variants, purchase decision and post-purchase behavior [11]. Marketers should take these stages into account when developing effective marketing strategies. strategies in tourism and understand how to influence consumers at every step of the decision-making process. The success of advertising campaigns is important for tourists to make their choice consciously and in accordance with their desires [6].

Summing up, it is worth noting that the consumption of tu-Tourism is an important economic activity that contributes significantly to the development of the tourism economy. The decision to participate in tourism activities is influenced by a complex of external and internal factors, such as the desire for recreation, the exploration of new and personal growth. Tourists go through a certain decision-making process, which includes the search for information, the evaluation of alternatives and the analysis after the trip. providing relevant and compelling information, highlighting the uniqueness of the experience and addressing potential consumer problems. Overall, the consumption of tourism services plays a key role in the growth and sustainability of many tourist destinations in the world.

Generation Z, born at the turn of the millennium (approximately from the mid-1990s to the early 2000s), is the first generation to grow up in the era of digital technologies, the Internet and social networks. Most scientists agree that this category includes persons born after 1995 [2]. The development of online communication during this period became decisive for the formation of Generation Z, in parallel with the formation of Internet business in America and Europe [29].

The lifestyle, purchasing behaviour and characteristics of Generation Z have been significantly influenced by information and technological advances since the mid-1990s [29]. Growing up surrounded by technology, Gen Z representatives are confident users of modern devices, often preferring emojis in communication and spending more time in the digital environment than reading [11], and perceive the virtual world as more valuable than real. Unlike previous generations, Gen Z uses technology as a tool for leisure, entertainment, social interaction, and entrepreneurial activities. Their technological awareness contributes to the rapid-

At the same time, peer influence is a significant factor in their purchasing decisions [2], which can be used in marketing strategies. Among social networks, Instagram is the leader in popularity among Generation Z: more than 64% use it daily, and 73% of adults of this generation consider it the main platform [19; 23].

Personalized communication and influence of opinion leaders on social networks are crucial for their buying behavior [7]. Generation Z follows a large number of influencers (more than 10) and demonstrates a high probability of purchasing goods or services based on their recommendations [7].

Thus, Generation Z, also called "digital natives", is a significant demographic group of about 2 billion people in the world, which is approximately 25-30% of the total population of the planet, making it one of the largest demographic groups. Born between 1995 and 2010, they differ from previous generations in their consumption habits, largely focused on emotions, influencers' opinions and experiences before making a purchase. Influencers on YouTube and Instagram play an important role in their purchasing decisions, establishing personal contact, building trust, and providing quick information about products and services. Brands can effectively reach Gen Z audiences through these influencers, minimizing the need for traditional advertising. Companies need to focus on marketing their products on social media, creating interactive online channels for marketing and sales to attract

and engage with these young consumers. The influence of social media influencers on Gen Z's purchasing decisions is a well-documented fact, highlighting their key role in communicating brands with their target audience. Generation Z is more likely to trust recommenders.influencers than traditional advertising, which requires companies to adapt their marketing strategies to the virtual environment and collaborate with influencers to increase brand awareness.

The advent of radio, television, and information and communication technologies has transformed consumers' approaches to planning and choosing tourism products [8]. Today, social networks have become the main source of information for consumers, providing them with the opportunity to exchange their own experiences [3]. It is extremely important for tourism industry professionals to focus on specific groups of tourists, and not to consider the entire market as a homogeneous mass [23].

The theory of generations is widely used in tourism to identify differences in preferences in terms of destinations and types of recreation among different age groups [17]. Understanding the unique characteristics of each generation is key to the development and implementation of effective strategies by tourism professionals. Generation Z has become an important and profitable segment of the tourism market with a significant purchasing power, and its representatives often play a decisive role in making family travel decisions [13]. In addition, Generation Z is prone to FOMO (Lost Profit Syndrome), which makes digital opinion leaders an effective marketing tool in this market.

The travel industry is aware of the importance of Generation Z as a key consumer group with a pronounced love of travel [24]. It is worth noting that the motivation for travel in Generation Z is different from previous generations and is quite diverse, so understanding the factors influencing their preferences and decisions about travel is critically important for stakeholders in the tourism industry, Demeter and Bratuco (2014) identified six main types of youth tourism: educational, volunteer, business trips, cultural exchanges, sports and adventure tourism, and recreation. These different types of tourism cater to the specific interests and preferences of Generation Z. Eusebio and Carneiro (2015) segmented the student travel market into four groups according to their and involvement: lovers of culture, entertainment, beach recreation and nature. In addition, tourists of Generation Z have clearly defined characteristics [20].

They were born in an era of technological progress that blurs the boundaries between the real and virtual worlds. Accordingly, tourism provides them with the opportunity to break away from online reality and experience social values in real life. Generation Z is also known for their openness to travel. Thanks to the Internet, geographical barriers are losing their importance, and they are often fluent in foreign languages and easily adapt to a multicultural environment .longevity, promoting global connections. Finally, Generation Z is not afraid of long distances and actively seeks to travel abroad to expand their worldview.

Based on the results of the above, a list of features characterizing Generation Z in terms of request and requirements for tourist services has been compiled (Table 1).

Table 1: Features that characterize Generation Z regarding the request and requirements for tourist services

No	Characteristic	Description of the features of Generation Z in tourism
1	Digitalization of travel	prefer online booking, mobile applications, virtual tours
2	Experience orientation	choose trips that give unique experiences, authenticity, adventure, and not just comfort
3	social media activity	They often share their experience on Instagram, TikTok, YouTube, influencing the image of tourist locations

4	High expectations for personalization	expect an individual approach to service, offers and communication
5	Focus on sustainable tourism	choose environmentally friendly hotels, support ethical initiatives, avoid mass tourism
6	Price sensitivity	They are looking for the best price/quality ratio, often use comparative services
7	flexibility in planning	prefer trips in the "last minute" format, plan using mobile applications
8	Tendency to travel in company	Often travel with friends or within communities, organize trips through social platforms
9	trust in reviews and recommendations	Before booking, they are guided by reviews on Google, Booking, TripAdvisor, YouTube, TikTok
10	Multifunctionality	Combine travel with study, work (digital nomads) or volunteering

Source: developed by the author

These characteristics should be taken into account by hotel and tourism enterprises to form effective products and marketing strategies.

According to these characteristics of the behavior of generation Z in tourism, marketing strategies of tourism enterprises have been developed to work with this segment of consumers (Table 2).

Taking into account that these proposals can be implemented in any conditions and countries of the world, the authors have adapted them to Ukrainian conditions, taking into account:

- the military-economic situation in Ukraine;
- available digital tools (Diia, monobank, Ukrainian social networks);
- demand for domestic tourism and safe recreation formats (Table 3).

The tourism goals of Generation Z have a significant impact on the functioning of the tourism industry [26]. Members of this generation seek a variety of experiences, including exposure to other cultures, opportunities for professional development, educational trips, visits to relatives and friends, language learning and participation in various events, therefore, in order to successfully work with Generation Z, the tourism industry needs to should take into account their characteristics and preferences [26]. One of the important features of Gen Z tourists is their attention to the cost of travel, so they actively seek discounts, budget flights and last-minute accommodation deals, and prefer unusual and original experiences over traditional tourist destinations. Gen Z tourists are more likely to choose short city trips and weekend trips, giving

Table 2: Digital marketing proposals in tourism to attract Generation Z

No	Suggestion	Description	Implementation tools
1	Digital Presence and Mobility	Develop a mobile application for booking, chatbots, virtual tours	mobile application, AR/VR tour, bot in the messenger
2	Cooperation with influencers	Promotion through micro-influencers on TikTok and Instagram	collaborations, free tours for feedback
3	Environmental Compliance	Brand positioning as eco-friendly (green certificates, sorting, zero waste)	visual marks, certificates, educational tours
4	individualization of proposals	the use of CRM analytics for the formation of personal discounts, loyalty programs	Big Data, e-mail marketing, personalized tours
5	Experience beyond comfort	Development of non-standard routes: ethnotours, gastro tours, volunteer trips	Tour packages "Experience abroad", expeditions

6	gamification of customer interactions	Programs with tasks, bonuses, traveler ratings	App with ratings, prizes, badges
7	Formats for digital nomads	Offers with Wi-Fi, coworking spaces, discounts on stays	Work & travel packages, hybrid spaces
8	Fast and convenient service	online check-in/check-out, contactless payment, QR menu	automation, payment gateways, smart services
9	Flexible pricing policy	dynamic pricing, promotions for young people, installments	Dynamic Pricing System, Youth Packages
10	"Bring a friend" programs	Incentivizing group trips and referrals through the referral system	Promo codes, bonuses for friends

Source: developed by the author

Table 3: Digital marketing offers in tourism to attract Generation Z in modern conditions of Ukraine

Nº	Suggetion	Adaptation to the Ukrainian market	Implementation tools
1	Mobile app for booking and support	User-friendly interface in Ukrainian and English, integration with Diiia, Google Pay	Application development, chatbots in Telegram, Viber, WhatsApp
2	Promotion through Ukrainian influencers	Attracting travel bloggers, military, travel content makers on TikTok, Instagram	Partnerships, exchanges of services for PR
3	Focus on eco and local tourism	tourist routes within Ukraine: Carpathians, Podillia, Polissia, Bessarabia, eco-hotels	"Open Ukraine" packages, eco-friendly certificates
4	Personalized offers for young people	Discounts for students, military, volunteers, birthday people, users of "eSupport"	CRM, SMS/email newsletters, special promotions
5	Emphasis on unique experiences	organization of ethnotours, workshops, gastro-fests, trips "without Wi-Fi"	Special programs with local craftsmen, chefs, guides
6	gamification and patriotic quests	thematic tours "Ukraine is unbreakable" interactive quests with augmented reality	QR routes, point system, activity rewards
7	Offers for Digital Nomads	hotels/hostels with stable internet, places to work, support for "working holidays"	"Workation in Ukraine" packages, cooperation with coworking spaces
8	Fast and secure service	online check-in, QR menu, contactless payment, electricity generators in case of outages	Payoneer/Monobank service, online account
9	Flexible pricing and subscriptions	Discounts on "unpopular" days, tour subscriptions, installment programs	Installment platforms (Wayforpay, Fondy), "pay later"
10	Recommendation system "Invite a friend"	Bonuses for every friend who books a tour/ hotel, cashback or discount	Referral Codes, Telegram Bot, Google Forms

Source: developed by the author

Preference for shorter travel options instead of long and expensive tours, appreciate the opportunity to visit authentic places and actively look for ways to interact with the local population and other travelers. Generation Z usually travels

with friends or family and relies heavily on online resources and social media recommendations when planning their trips [26]. In addition, they are active users of social networks, which are their main source of inspiration for future travels.

Understanding the tourism characteristics of Generation Z is therefore essential for the tourism industry to effectively promote its services and meet the needs of this generation of travellers. Given their frugality, desire for unique experiences and active use of digital platforms, tourism professionals can develop tailored strategies to attract and engage with Gen Z tourists.

II. CONCLUSION

According to the results of the study, it is worth noting that Gen Z, who mainly use smartphones, prefer Instagram over other social networks such as Facebook, YouTube and Twitter, and spend much of their time online, using social media as a source of information before traveling and for planning their trips. Budget is an important factor in decision-making in terms of travel, and they tend to make reservations through online platforms. According to YouGov, travel is the third most planned spending for Gen Z for the coming year, second only to eating out and clothing.

Social media influencers are a big factor in Gen Z's travel decisions, and Instagram is the main source of inspiration for their future trips. They are looking for unique and memorable experiences to share with their surroundings on social media. Hotels and tourist destinations should take into account the needs of young tourists by creating specialized clubs and promoting everyone's recreational opportunities. Adventure tourism is becoming increasingly popular among Gen Z, so industry professionals need to invest in online advertising and online reputation management to promote positive reviews and respond quickly to negative ones. Gen Z tourists prefer short trips with a variety of activities, viewing the tourist experience as a way to escape from the routine, seeking new opportunities and socialization.

The results of the study highlight the significant role of travel opinion leaders, especially on platforms such as Instagram, in shaping travel decisions among members of this generation. Given their focus on budget options and the use of online channels for planning and booking, it is necessary to offer this segment of consumers

specific travel products, since Generation Z is an important segment for tourism businesses, which requires understanding and appropriate maintenance. In addition, the study revealed the desire of Generation Z for unique and meaningful travel, their interest in getting to know the local culture and inclination towards adventure tourism. By taking these preferences into account and adapting marketing strategies, hotels, tourist destinations and other stakeholders in the tourism industry can effectively attract Generation Z tourists.

As a result of the study, a number of specific characteristics of Generation Z as a promising group of active tourists were identified, which made it possible to develop marketing directions for effective work with this market segment and adapt them to Ukrainian modern conditions. This will increase the efficiency of attracting Generation Z to tourist trips.

Overall, the study contributed to the existing knowledge about influencer marketing and Gen Z's travel behavior, providing valuable information for industry professionals on how to engage this category of consumers and deepening the understanding of this dynamic and influential demographic.

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