Social Media and Gen Z: Driving Awareness and Preferences for Mumbai's Local Tourism

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ABSTRACT:
This study explores the impact of social media on the awareness, preferences, and buying behavior of local tourism among Gen Z consumers in Mumbai, India. With a diverged focus on Instagram, LinkedIn, YouTube, and Facebook, the research examines how these platforms shape awareness, preferences, and ultimately, buying behaviour for local tourism. Social media has become the popular work in the market attracting not only consumers but also sellers. It is difficult to imagine the effectiveness of company promotion mix without the use of social media. The findings reveals that that social media, particularly Instagram's visually engaging content, significantly impacts Gen Z's tourism decisions. Female consumers, in alignment with recent trends, are more likely to be active users of social media for travel planning and exploration. Additionally, the study underscores the growing importance of budget-conscious travel among Gen Z, with social media platforms serving as a valuable resource for finding affordable options. Influencer marketing has emerged as a pertinent tool in shaping Gen Z's travel preferences. By following influencers and exploring their curated content, consumers can discover hidden gems and lesser-known destinations. Moreover, interactive features like user-generated content and social media challenges have proven highly effective in promoting local tourism and fostering a sense of community among travellers. The study provides valuable recommendation for marketers seeking to engage Gen Z travellers. By giving utmost important to dynamic, authentic, and visually appealing content, tourism campaigns can effectively leverage the power of social media to promote local destinations and drive consumer engagement.

Introduction: Social Media has become most important aspect of marketing in today's highly digitalized world. Social media has become the popular work in the market attracting not only consumers but also sellers. Today with basic exchange of information to getting reviews of product to watching promotion reels or sharing messages with friends and family, social media has grew as the means of communication who purpose is manifold. Various types of social media platforms are evolved over a period of time which have become more sophisticated in terms of technology and more effective in the terms of capability to influence the customers and more efficient in terms of reaching the customers in optimum time. Today Marketers strategize their businesses to boost their reach through in-app advertisement facilities that the business can choose to use in order to promote their services.

As per Pew research Centre and US Census bureau the generation born between 1997 – 2012 are considered as Gen z consumers. The Gen-Z comprises the second-highest population in India at about 27%, after the millennials at 34%. As per Gen Z report 2024 there are about 1.8 billion Gen Z globally and 47.2 crores in India. As per report 64 % of the GenZ invest their time in understanding travel related information.

According to the EY analysis of World Bank Population Projections and Estimates data for 2020, the next decade will be shaped by the maturation of Generation Z (those born between 1997-2012).

As per 2023 an estimated 4.9 billion people used social media across the world which is expected to grow to approximately 5.85 billion users by 2027. About 43 percent of Indian have internet access and there is robust growth of social media usage in India. (OOSGA report 2023) it has been observed that average time spend on social media is about 2.6 hours daily.

Evolution of Social Media
In late 1970 Bulletin Board system came into existence which was one of the kind of social networking site that permitted its users to log in and interact with each other in a similar way as we currently do now. in 1988 internet relay and chat relay was invented that featured sharing of files and keeping in touch. The first social media was first used in Tokyo online media environment called Matisse. It was in these early days of the commercial internet that the first social media platform was developed and launched. Web blogs are also the early form of digital social communication began to gain popularity in early 1990. During this period big players like Facebook was introduced in 2004 that focus on real identities and extensive user interaction. Also twitter was launched in 2006 that introduced microblogging and real times communication. The invention of Apple first I phone launched by Steve jobs in 2007 helped to shift the focus of the online community building to mobile. With the advent of social media that could run on smartphones end users could take their

communities with them wherever they went. Business took advantage of this new community mobility by serving their customer new simpler method of interacting and new ways of buying goods and services

Review of Literature :

Lange-Faria & Elliot, 2012) in their study, "Understanding the role of social media in destination marketing" broadens understanding concerning the body of research on Destination Marketing Organisation (DMO) use of social media, while also presenting possible prospects and challenges for DMOs. This review is intended to put together research, theory, and concepts for an insight into how tourism authorities use social media apps. This synthesis should take into account previous research projects as well as new success stories in destination marketing.

Kulandairaj, (2014) in his paper, "Impact of social media on the lifestyle of youth" focused on impact of social networking sites on youth in Chennai, Tamil Nadu. The study was done with the objective of identifying factors relating to social networking sites, its involvement in the lives of youth and checking the influence of these sites on youth lifestyles.

Widjajanta et al., 2018) in his paper, "The impact of social media usage and self-esteem on conspicuous consumption: Instagram user of hijabers community bandung member" emphasized that social media use can foster excessive self-esteem. The study he had to aim would use determine the correlation of social media usage conspicuous consumption with self-esteem. The author concluded that excessive social media usage and self-esteem are excessively influencing conspicuous consumption. He is also highlighting that "when it comes to so-called Instagram user of hijabers communities badung, they probably are heavily engaged in anity-related activities by virtue of exposure to social media, which boosts high self-esteem extremely and tends to be more significant in their glorious consumption within Instagram."

(Xhema, 2019) in his research paper, "Effect of Social Networks on Consumer Behaviour: Complex Buying" reveals that the extent to which users are socialized on social networks redefined the culture and way of life and the challenge firms face to understand their consumers. The object of the study was to review the effect of social network on the consumption behaviour towards digital marketing inclusion of the elements of the loyalty, tolerance, and experimentation to complexity in consumption. The researcher propounded that customer engagement should be the focus for the companies and online presence to serve and satisfy the customers.

(Basit, Nurlukman & Kosasih, 2020) in their research paper, "The Effect of Social Media Destination Branding: The Use of Facebook and Instagram" stated that the increase that we are witnessing in terms of sheer numbers as well as features on social media has taken this to a penetration level for destination branding. Social media as a medium is basically a transformation change in approaches to destination branding. This study attempts to assess the effects of social media usage on destinations' branding in Kampung Bekelir, located under Tangerang City with a focus on Facebook and Instagram. This also revealed, from the results, that image and recognition attempt as well as differentiation efforts of the Kampung Bekelir destination did not yield positive results on Facebook and Instagram. In brief, rather than presuppose a magic penetration for destination branding by social media, it embraces users as product personas creating most appropriate content that is interesting enough for effective destination marketing.

Lalwani, Kumar, & Rani, 2021 in their paper, "The Influence of Social Media on Buying Behaviour of Generation-Z" probes the influence of social media marketing on the purchasing conduct of Generation Z. With a sample of 200 respondents from major metro cities, the study identifies Instagram as the most-used app by men. Price was a critical determinants in male purchases, and advertisements have a more prominent effect on male buying behavior than for females.

Atay & Ashlock, 2022 in their book, "Social Media, Technology, and New Generations: Digital Millennial Generation and Generation Z", enlightened Clearly, the use of new media technology and platforms by Gen Y and Gen Z differs in diverse contexts, with the functionality of each generation of media applying itself differently in the individual's life, and then the relation with one another and their respective media outlets which target Gen Z as their audience. This volume makes close readings and comparisons between the different cultures that Gen Y develop amid their new complex relationships with media texts and platforms.

Objectives of the study
1. To understand the growth of social media in India.
2. To study the profile of Gen Z Consumers.
3. To analyze the impact of social media on the awareness level of local tourism among Gen Z consumers in the city of Mumbai.
4. To analyze the impact of social media on preference local tourism of among Gen Z in the city of Mumbai.

Hypothesis

1) HO: social media has not significantly impacted the awareness level of local tourism among Gen Z in the city of Mumbai.

   H1: social media has significantly impacted the awareness level of local tourism among Gen Z in the city of Mumbai.

2) HO: social media has not significantly impacted on preference of local tourism among Gen Z in the city of Mumbai.

   H1: social media has significantly impacted on preference of local tourism among Gen Z in the city of Mumbai.

3) HO: Demographic factor (Gender) do not have significant impact on preference of local tourism in city of Mumbai.

   H1: Demographic factor (Gender) has significant impact on preference of local tourism in city of Mumbai.

Research Methodology

The sample size for the given study are approximately 150 respondents scattered around the geographical region of the South Mumbai City (based on the Krejcie and Morgan Model 1970) Based on the research objectives, the method used for sample selection is convenience sampling method. The study is descriptive in nature. Data has been collected using primary data collection by undertaking research survey and also from the secondary sources. The primary data has been collected from 150 respondents through questionnaire method. The questionnaire comprised of open-end close-end question, likert scale questions to understand respondent attitude and opinion towards impact of social media on Gen z toward the choice of local tourism. The researcher also collected secondary data from various sources that includes books on marketing, consumer behaviour, research journals, magazines and periodicals from internet web resources will also be referred to understand the previous literature on the proposed topic. The Wilcoxon Signed- Rank Test was applied to both the first hypothesis. For the second hypothesis, Spearman's Rank Correlation was used to determine the strength and direction of the relationship between social media exposure and tourism preferences. Additionally, the Mann-Whitney U Test was applied for the third hypothesis, facilitating the comparison of demographic subgroups to check their impact on tourism preferences.

Findings and analysis of Data

I.   **Demographic profile of Sample respondents**
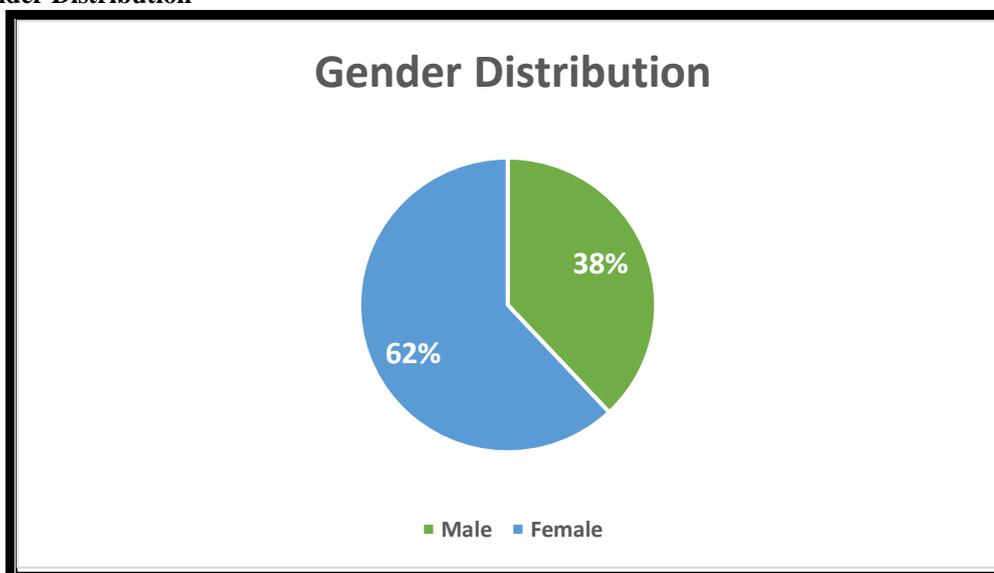
1.   **Gender Distribution**

Figure 1 Gender Distribution

The data illustrated in **figure 1** shows the gender distribution of the respondents. It is evident that a predominant 62% (93 respondents) are female, while 38% (57 respondents) are male. This gender composition indicates a higher engagement from females in this study, suggesting that women may exhibit a greater interest in the subject matter, particularly in

decision-making related to local tourism and social media influence. The findings also reveal potential trends in consumer behaviour, where females may be more inclined to utilize social media platforms to inform their tourism choices, perhaps due to their active involvement in seeking experiences, planning staycations, and evaluating travel-related content online. Such trends could have implications for marketers targeting female audiences in the tourism sector, necessitating a strategic focus on tailoring content that resonates more with this demographic.

2. Age Distribution
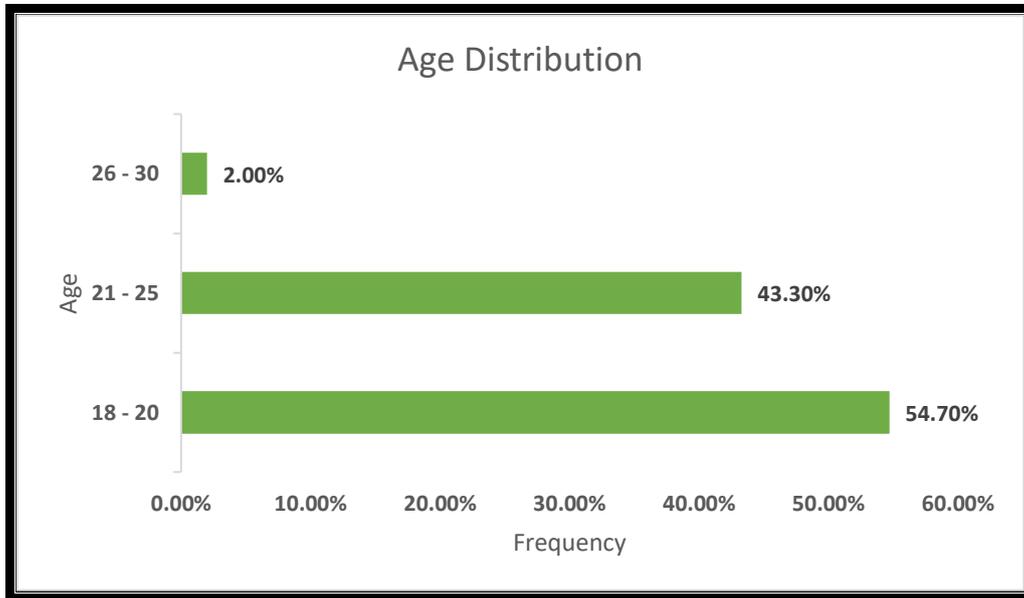
Figure 2 Age distributions

In **Figure 2** presents a detailed age distribution, with the majority of respondents (54.7%, or 82 individuals) falling within the 18yrs-20yrs age bracket, followed by 43.3% (65 respondents) in the 21-25 years age group, and only 2% (3 respondents) in the 26-30yrs range. This distinct concentration of younger individuals highlights the prominence of youth in social media usage, particularly concerning tourism-related decision-making. Younger generations, particularly those aged 18-25yrs , are known for being digital natives, relying heavily on social media platforms for inspiration, information, and peer reviews. The findings reveal that younger consumers are the most susceptible to social media influence when exploring tourism options, emphasizing the need for businesses in the tourism industry to target this age group with dynamic, engaging content that aligns with their digital consumption habits.
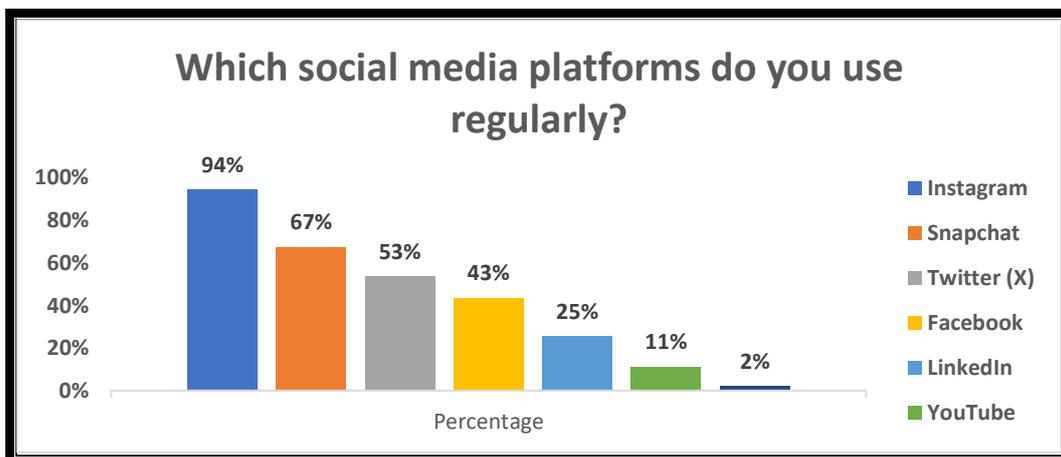
3. Social Media Usage

Figure 3 Social Media Platforms Preferences

In figure 3 provides insight into which social media platforms are most frequently used by respondents. Instagram leads as the most commonly used platform, with 94% of respondents reporting regular use. Snapchat follows with 67%, and

Twitter (X) with 53%. This figure suggests that respondents, particularly the younger demographics, inclined towards visual and interactive platforms, like Instagram and Snapchat, where images, videos, and stories dominate. Twitter (X), Facebook and LinkedIn trail behind, reflecting a potential generational shift away from these platforms. For tourism marketers, this indicates a clear need to prioritize visual content and user engagement strategies on platforms like Instagram to effectively reach potential travellers. Rich, image-driven content featuring local destinations, experiences, or staycations will likely resonate best with this audience.

4. **When using social media what type of content do you find most interesting or engaging?**
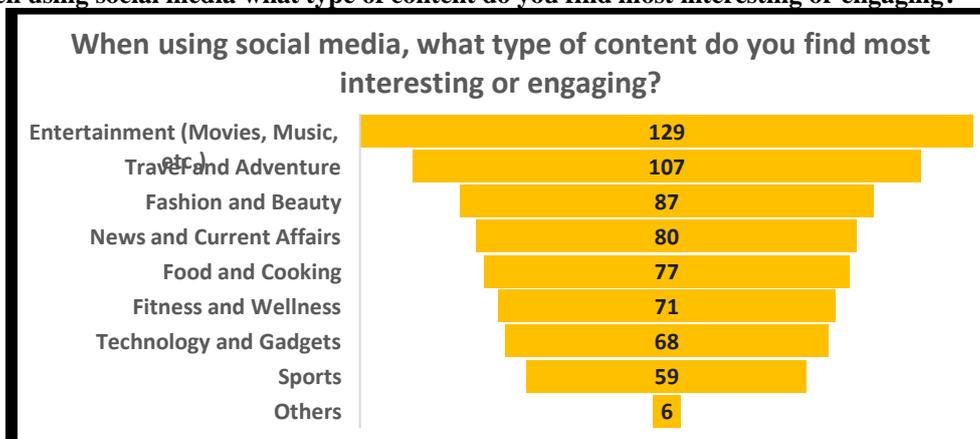

Figure 4 Type of content found most interesting or engaging in social media

The data in **figure 4** ranks the types of content respondents engage with most on social media. Entertainment-related content, such as movies and music, emerges as the most popular, with 129 respondents indicating this preference, followed by travel and adventure content, which garnered the interest of 107 respondents. This ranking highlights the significance of travel-related content in influencing social media users' decisions, especially in the tourism industry. Visual and experiential content related to travel can inspire audiences to explore new destinations, make travel plans, and engage with tourism-related businesses. Given the high engagement with travel content, it is imperative for tourism marketers to leverage platforms like Instagram and YouTube, where visually-driven travel content thrives, to captivate potential consumers.

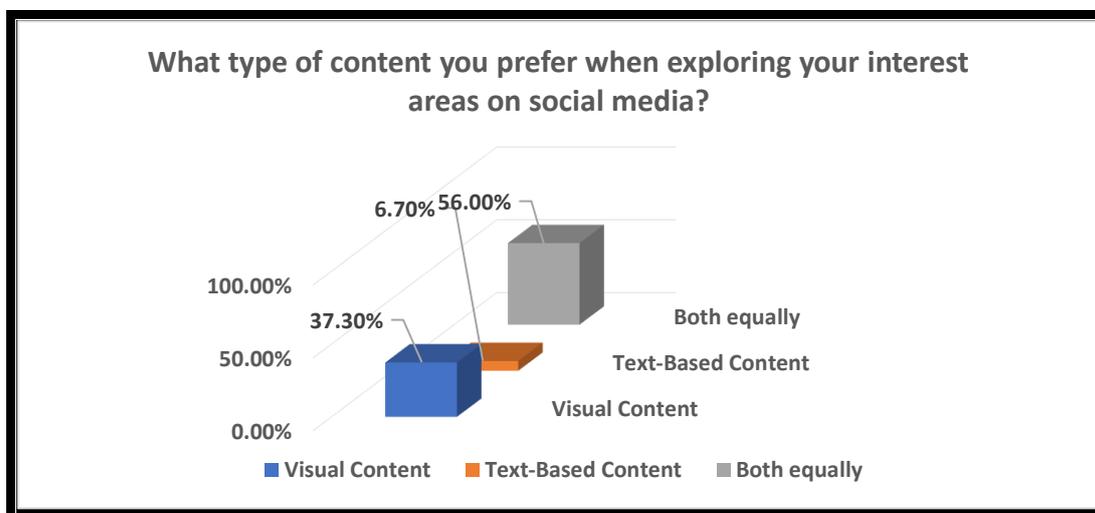**5. What type of content you prefer when exploring your interest areas on social media?**

Figure 5 Type of Content preferred on social media

In **figure 5** reveals that 56% (84 respondents) consider both visual and text-based content equally, while 37.3% (56 respondents) consider primarily visual content, and only 6.7% (10 respondents) prefer text-based content alone. This data underscores the importance of a balanced content strategy that includes both visually captivating images and videos, along with informative text. While visuals can capture initial interest, detailed descriptions or storytelling can help reinforce the decision-making process. For tourism marketers, a strategy that combines stunning destination visuals with insightful

reviews, itineraries, or guides will likely appeal to a broader audience, enhancing the effectiveness of promotional campaigns.

II.   Awareness of Local Tourism

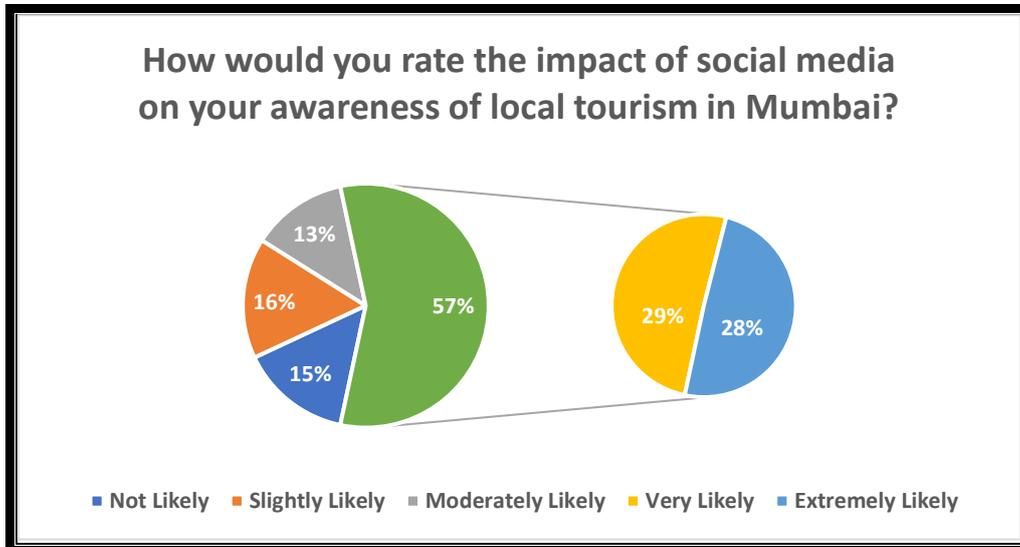**6.   How would you rate the impact of social media on your awareness of local tourism in Mumbai?**

Figure 6 Level of Impact of social media on your awareness of local tourism in Mumbai

In Figure 6 shows that 57% of respondents (43 "Very Likely" and 42 "Extremely Likely") believe social media plays a key role in raising their awareness of local tourism. Platforms like Instagram and YouTube are effective tools for discovering new destinations. On the other hand, 15% (22 respondents) feel it is "Not Likely," indicating some still prefer traditional sources like travel agencies. For marketers, this emphasizes the need for visually engaging and authentic content to influence consumer choices. Highlighting local experiences and hidden gems through social media could help capture a broader audience and increase local tourism awareness.

7.   Which of the following aspects of local tourism have you become more aware of through social media?
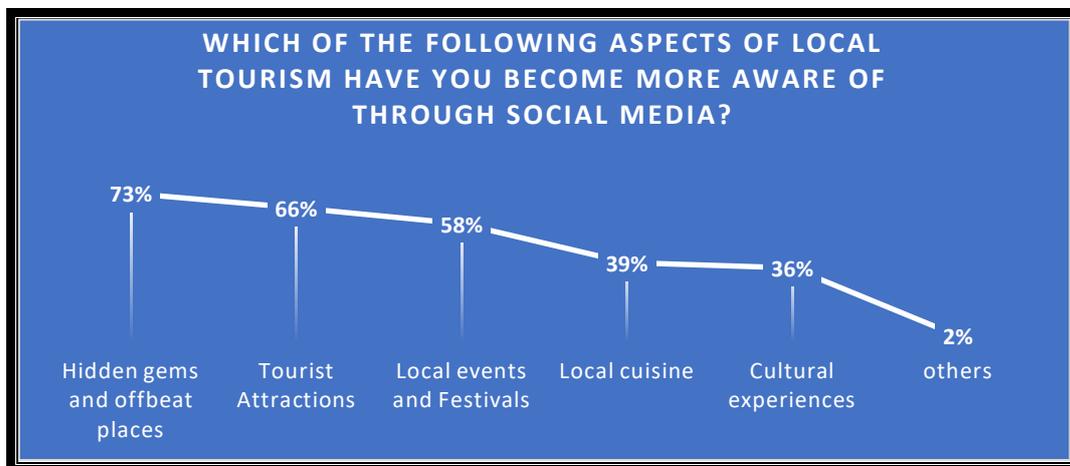

Figure 7 Aspects of Local Tourism Influenced by Social Media Awareness

In figure 7 highlights that 73% (109 respondents) have become more aware of hidden gems and offbeat places through social media, making it the most recognized aspect. Tourist attractions follow at 66% (99 respondents), with local events and festivals at 58% (87 respondents). Local cuisine (39%, 59 respondents) and cultural experiences (36%, 54 respondents) are also significant but less emphasized. This indicates that social media is particularly effective in promoting lesser-known destinations and experiences. For marketers, this suggests the need to focus on creating engaging content that uncovers these hidden gems, which can increase local tourism awareness and interest.

8. **In your opinion, based on information you've encountered on social media, how would you rate the credibility and reliability of the content?**
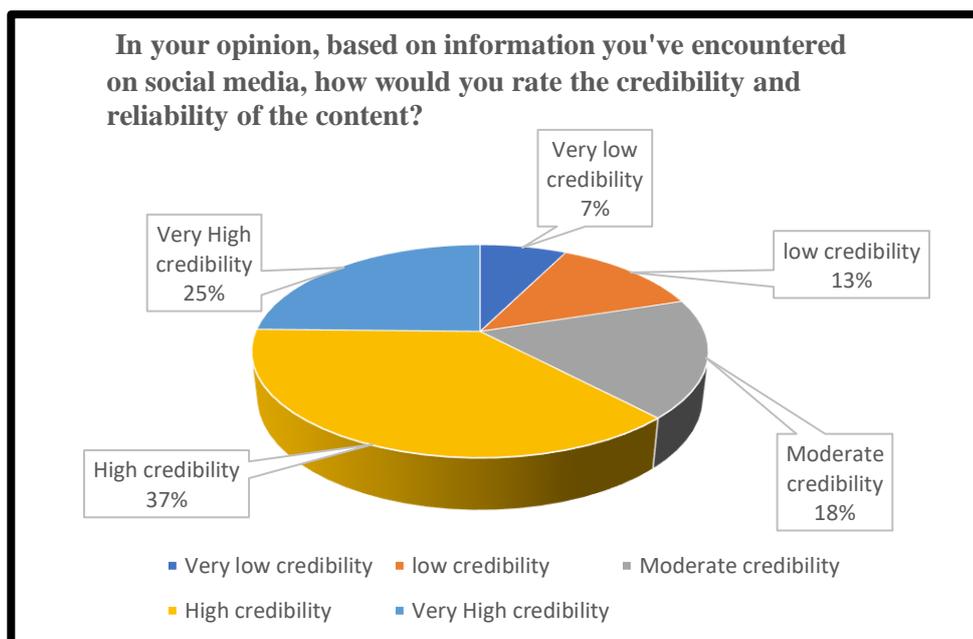

Figure 8 Perceptions of Credibility and Reliability of Social Media Content

In **Figure 8** 37% (56 respondents) rated social media content as having "High Credibility," while 25% (37 respondents) believed it has "Very High Credibility." Together, 62% of respondents trust social media content. However, 18% (27 respondents) find it to have only "Moderate Credibility," and 13% (19 respondents) rated it with "Low Credibility." These findings highlights the importance of maintaining credibility in social media marketing, as most respondents rely on content but there is still skepticism. Ensuring accurate and trustworthy information can help improve confidence in the content, further influencing consumer behaviors in tourism decisions.

9. **To what extent Traditional advertising (E.g. T.V, Print, etc.) influence on shaping your preferences for local tourism in Mumbai?**
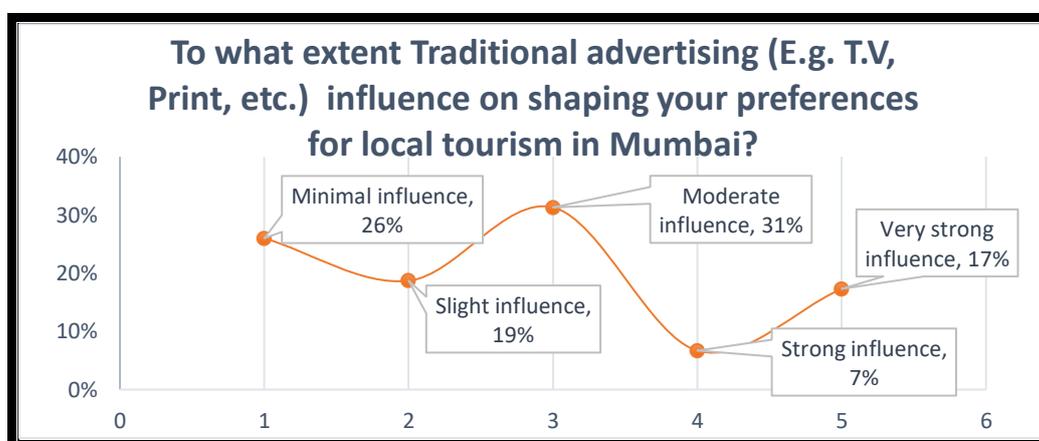

Figure 9 Impact of Traditional Advertising on Shaping Preferences for Local Tourism in Mumbai

According to **figure 9**, traditional advertising has a "Moderate Influence" for 31% (47 respondents), while 26% (39 respondents) felt it had a "Minimal Influence." Only 7% (10 respondents) viewed traditional advertising as having a "Strong Influence" on their local tourism preferences. This suggests that while traditional media continues to have a place in shaping consumer decisions, its influence is relatively limited compared to digital and social media platforms. For tourism marketers, the data reveals a need to focus more on digital channels while using traditional advertising as a complementary strategy for wider audience reach.

III. Preference level

10. To what extent social media influence on shaping your preferences for local tourism in Mumbai?
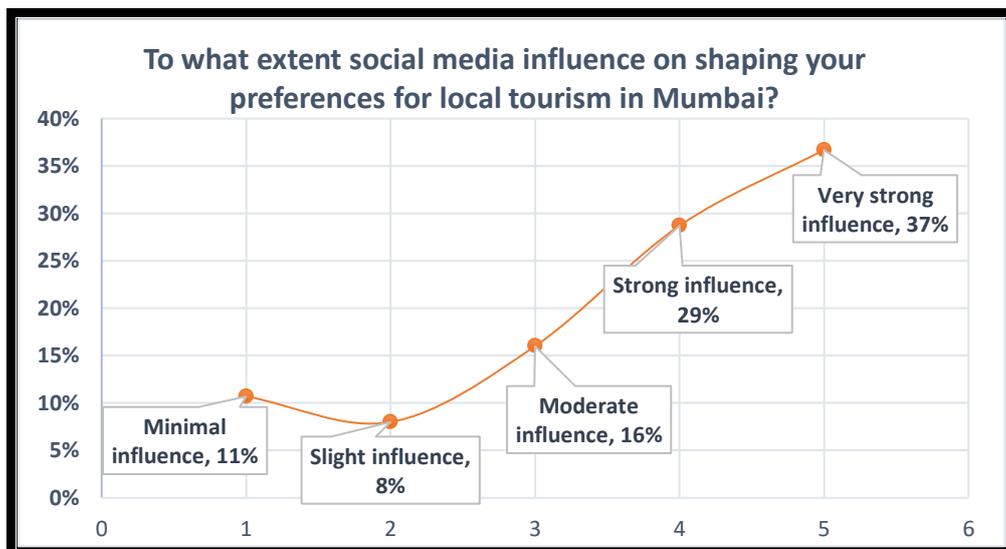

Figure 10 Impact of Social Media on Shaping Preferences for Local Tourism in Mumbai

In figure 10 reveals that social media has a "Very Strong Influence" on the preferences of 37% (56 respondents), with another 29% (43 respondents) indicating a "Strong Influence." In contrast, only 11% (17 respondents) felt it had "Minimal" or "Slight Influence." These findings underscore the significant impact of social media on tourism preferences. Given the overwhelming influence from the above responses, tourism marketers should prioritize social media platforms as a primary marketing tool to shape consumer preferences, focusing on engaging, visual, and interactive content to attract and retain tourist interest.

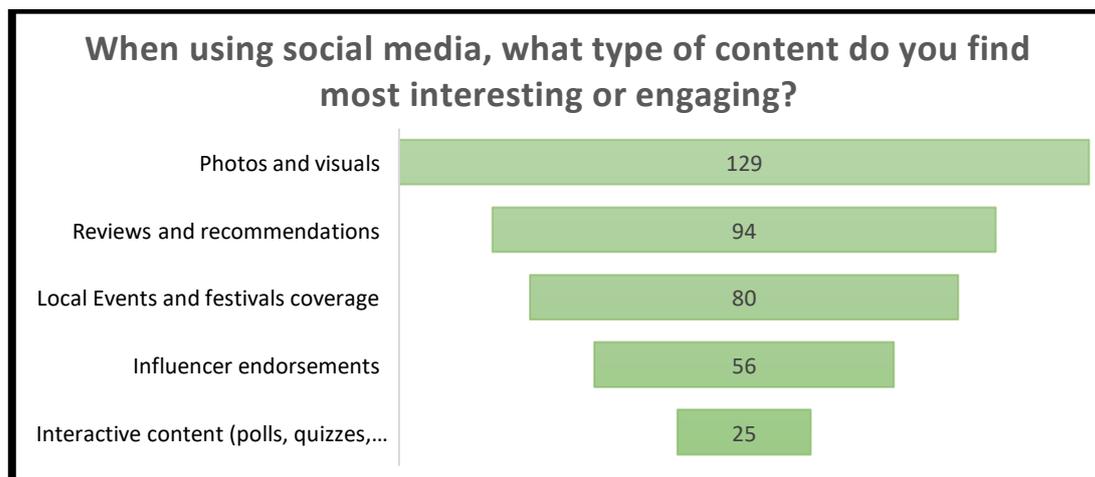11. **When using social media, what type of content do you find most interesting or engaging?**

Figure 11 Type of content found most interesting and engaging

Figure 11 states that **photos and visuals** are the most engaging type of social media content, with **129 respondents** ranking it first, highlighting the importance of visual appeal in capturing user attention. **Reviews and recommendations** come second, favored by **94 respondents**, reflecting the trust users place in peer opinions for making decisions. **Local events and festivals coverage** ranks third with **80 respondents**, showing that users are drawn to content that connects them with community and cultural activities. **Influencer endorsements** and **interactive content** like polls and quizzes engage fewer users, with **56** and **25 respondents**, respectively, indicating that while these forms are valuable, they are less impactful compared to visuals and reviews.

12. **Please indicate your level of agreement with the following statement: "social media significantly influences my preferences when choosing local tourism activities".**
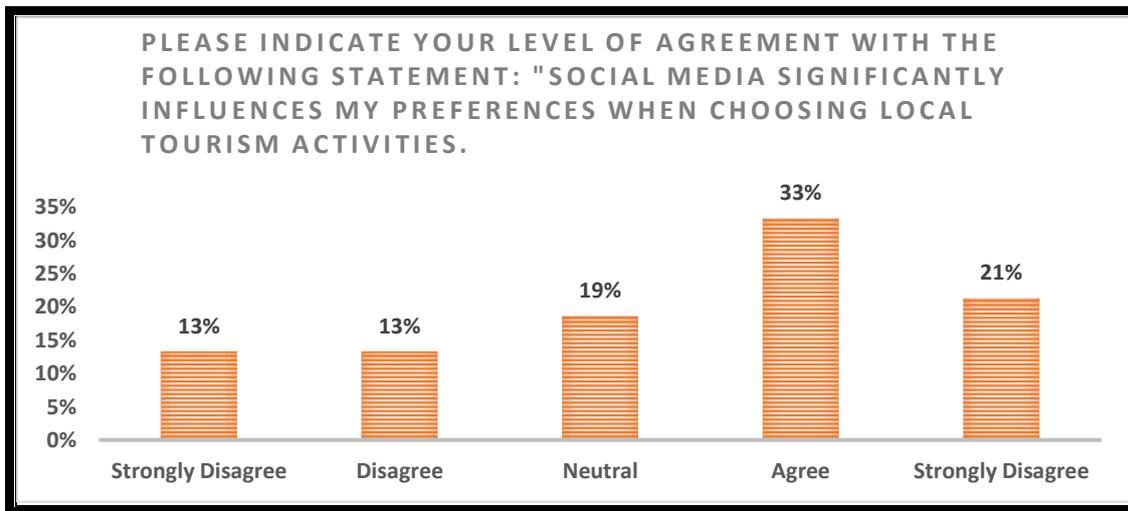

Figure 12 Level of Agreement on Social Media's Influence on Local Tourism Preferences

Figure 12 shows that 33% (49 respondents) "Agree" and 21% (32 respondents) "Strongly Agree" that social media significantly influences their preferences for local tourism activities, making a combined 54% in agreement. However, 18% (27 respondents) remain "Neutral," and 26% (39 respondents) either "Disagree" or "Strongly Disagree." This suggests that while social media is a very important tool for influencing tourism preferences for the majority, there is still a portion of the audience that may not be as impacted, potentially due to reliance on other sources of information such as personal recommendations or traditional media.

13. **When planning a trip, from where do you prefer getting information from?**
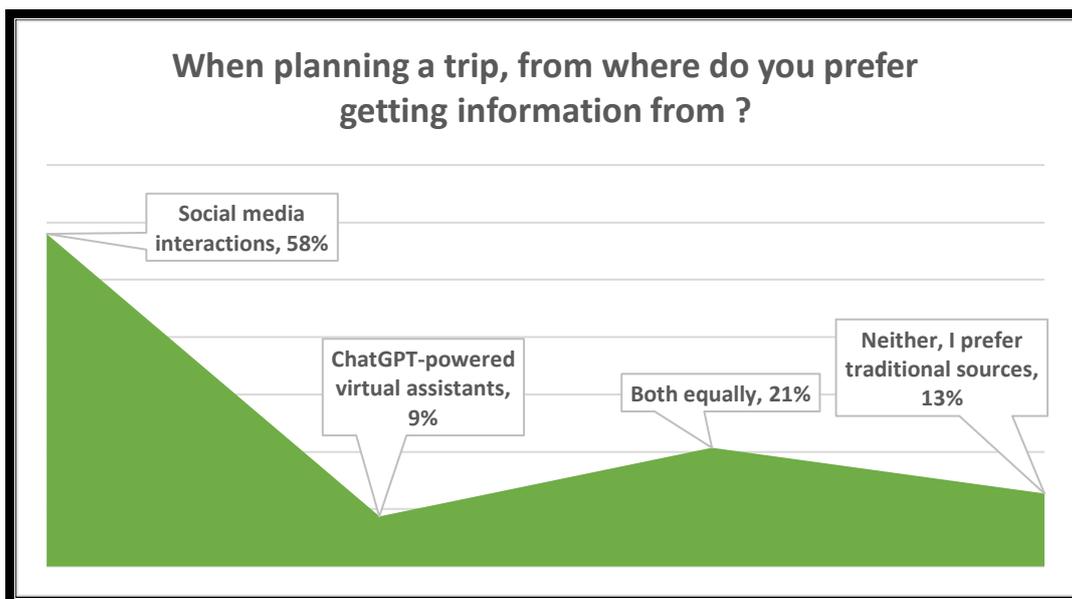

Figure 13 Preferred Sources of Information for Trip Planning

In Figure 13 highlights that **58%** of respondents prefer gathering travel information through social media interactions, underscoring the influence of platforms like Instagram, Facebook, and YouTube in shaping travel choices. An additional **21%** of respondents prefer a combination of both social media and AI-driven tools, indicating an emerging trend of blending human insights with AI for more efficient travel planning. However, **13%** of respondents still favour traditional information sources like travel agents or guidebooks, reflecting the importance of retaining a diverse approach in travel marketing strategies. Only **9%** rely solely on AI-driven tools, suggesting that while AI is growing in relevance, it still has ground to cover in becoming a primary source for travel decisions.

14. Which is the most beneficial factor do you feel social media brings to your travel planning?
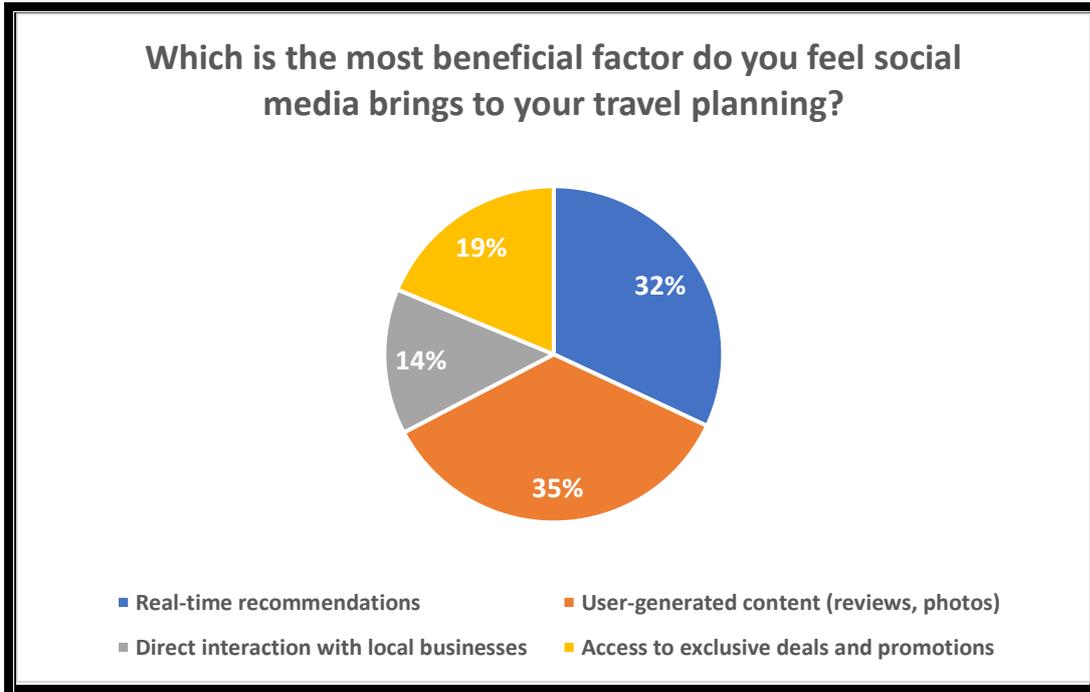

Figure 14 Most Beneficial Factors of Social Media in Travel Planning

In Figure 14 reveals that **35%** of respondents find user-generated content (reviews, photos) to be the most beneficial factor for travel planning, followed by **32%** favouring real-time recommendations. This emphasizes the importance of community-driven content in shaping travel decisions. Future trends point toward increasing reliance on user reviews and experiences, making platforms that facilitate peer-to-peer interactions key players in travel marketing area.

Hypothesis Testing
LEVEL OF AWARENESS

1. **HO:** social media has not significantly impacted the awareness level of local tourism among Gen Z in the city of Mumbai.

H1: social media has significantly impacted the awareness level of local tourism among Gen Z in the city of Mumbai.

Table 1.1 Hypothesis testing for Awareness level of respondent towards social media

Interpretation

Out of the total 150 respondents, 85 responses have been positive and 46 have been negative indicating the respondents having positive awareness are almost double compared to the ones having negative level.

With assumed medium value being 3, the z value was found to be 3.239 suggesting that the awareness level amongst the respondents is not uniform.

On applying one simple Wilcoxon signed – rank test, p value was found to be 0.0011 which is less than 0.05. Hence, we can reject null hypothesis and conclude that there is statistically significant difference in the level of awareness amongst the respondents.

CORREALTION BETWEEN USAGE OF SOCIAL MEDIA & PREFERENCE

2. **HO:** social media has not significantly impacted on preference of local tourism among Gen Z in the city of Mumbai.

H1: social media has significantly impacted on preference of local tourism among Gen Z in the city of Mumbai.

Number of observations = 150 Spearman's rho = 0.2956
Test of H0: Howmany hoursperdayonavera and Towhatextentsocialmediainfl are independent
Prob = 0.0003

	Howman~a	Towhat~l
Howmanyhou~a	1.0000	
Towhatexte~l	0.3695	1.0000
	0.0000	

Table 1.2: Hypothesis testing showing Correlation between usage of social media & preference
Interpretation

The correlation between the usage of social media in terms of hours and preference for local tourism amongst gen z was found to be 0.2956 which suggests that there is weak correlation between the two. Since, correlation is positive, we can say that increasing usage of social media drives preference towards local tourism but not to a greater extent.

On applying Spearman's Correlation test, p value was found to be 0.0003 which is less than
0.05. Thus, we can reject null hypothesis and conclude that social media has significantly impacted the preference levels towards local tourism.

GENDER & PREFERENCE

3. **HO:** Demographic factor (Gender) does not have significant impact on preference of local tourism in city of Mumbai.

H1: Demographic factor (Gender) has significant impact on preference of local tourism in city of Mumbai.

```
Two-sample Wilcoxon rank-sum (Mann-Whitney) test

  Gender    |    Obs    Rank  sum    Expected
       1    |     57        3734      4303.5
       2    |     93        7591      7021.5
  Combined  |    150       11325       11325

Unadjusted variance       66704.25
Adjustment for ties       -5245.26
                          ─────────
Adjusted variance         61458.99

H0: Towhat~l(Gender==1) = Towhat~l(Gender==2)
          z = -2.297
Prob > |z| = 0.0216
Exact prob = 0.0214
```

Table 1.3 Hypothesis testing showing significant impact on preference of local tourism in city of Mumbai.

Interpretation

On applying Mann – Whitney test, the z value was found to be -2.297 and p value was 0.0214 which is less than 0.05. Hence, we can reject the null hypothesis and conclude that the gender significantly impacts the preference level for local tourism amongst gen z. It can be observed that as many as 62% of respondents are female showing their preference against 38% male counterparts with difference in their opinion.

Discussion

The study underscores the transformative role of social media in driving awareness and shaping preferences for local tourism among Gen Z consumers in Mumbai. Platforms such as Instagram and YouTube have emerged as dominant forces, utilizing visually rich and interactive content to captivate the attention of this tech-savvy generation. A significant portion of respondents falls within the 18–20 age group, indicating that younger audiences are not only the primary users of social media but also the most influenced by it when making tourism-related decisions. Furthermore, the study reveals that female respondents exhibit higher engagement, suggesting a clear opportunity for marketers to design campaigns that resonate with this segment through personalized and visually engaging content.

The study also highlights the impact of influencers and user-generated content as pivotal factors in shaping Gen Z's travel preferences. Influencers, especially micro and macro creators, play a vital role in establishing trust and inspiring travel-related decisions by showcasing relatable and aspirational experiences.

Affordability is another key theme identified in the study, as a majority of respondents belong to lower to middle-income groups. This suggests that promoting budget-friendly travel options, such as staycations and affordable local experiences, could attract greater participation from Gen Z consumers. Additionally, there is a noticeable interest in sustainable and eco-friendly travel options, reflecting the growing environmental consciousness of this generation.

The findings also shed light on the shift away from traditional sources like travel agencies, with a significant majority relying on platforms like Instagram and YouTube to discover new destinations. This shift highlights the importance of creating visually compelling and authentic content to engage this audience effectively.

Overall, the research reveals a profound interdependence between social media and tourism, particularly for Gen Z in Mumbai. It provides valuable insights for marketers, travel agencies, and policymakers to harness the power of social media in promoting local tourism. By addressing the unique preferences of Gen Z, such as affordability, sustainability, and visually engaging content, stakeholders can enhance tourism experiences and foster deeper engagement with this influential demographic.

Recommendation

To Businessmen

1. **Digital Detox Travel Packages**: With increasing awareness around mental health and digital overload, offer travel packages that promote a "digital detox" experience— places where Wi-Fi is limited, and nature or wellness takes centre stage. These packages can be advertised as "disconnect to reconnect" experiences where Gen Z can escape the digital noise. Ironically, the marketing can occur through social media influencers showcasing their transformation after disconnecting, encouraging followers to do the same.

2. **Gamified "Travel-as-a-Service"** Subscriptions: Create a subscription service where Gen Z can sign up for a gamified "travel plan," offering them monthly mystery getaways or local experiences based on their preferences. Similar to the popular mystery box trend, this service could build excitement by surprising users with different local destinations, all while gamifying the experience by offering points or rewards for completing travel "missions" like visiting hidden spots or trying unique activities.

3. **Holographic Travel Guides:** Leverage holographic technology for virtual tour guides who can accompany travellers via their phones or wearable tech. As travellers explores a destination, they can interact with a holographic guide that offers personalized insights, travel tips, and hidden gems—bringing the tour experience to life in a futuristic way that will resonate with Gen Z's love of tech innovation.

Suggestions for Travel Agencies

4. **AI-Driven Planning Tools**: Establish AI-driven platforms that facilitate personalized travel planning, allowing customers to create itineraries based on real-time data, user reviews, and peer recommendations. Travel agencies can offer AI chatbots and virtual assistants to enhance customer interaction and streamline the booking process.

5. **Social Media Optimization**: Travel agencies should heavily invest in optimizing their presence on Instagram, Facebook, and YouTube, where most consumer engagement happens. Create engaging visual content such as destination guides, client testimonials, and travel tips to build a stronger connection with the audience.

6. **Social Impact Travel Challenges**: Create social media campaigns that mix travel with activism. Launch challenges where Gen Z travellers are encouraged to document their eco- friendly actions during their trips (e.g., participating in local conservation efforts, sustainable travel practices) and reward them with travel rewards or donations to environmental causes.

Conclusion

Social media has significantly impacted the preference of Generation Z. From the given research it can be observed social media plays a central role in shaping their identity, communication patterns and social interactions. Generation Z uses social media not only as a communication tool but also as a space where they build and express themselves individually and collectively. Due to the intensive use of social media, it is known that businesses can carry out their various marketing strategies in the internet-based environment in planner manner. On the other hand, it is obvious that Generation Z is among the most intensive users of social media and social media is important marketing tool for promotion of local tourism. The study highlights that social media is very important for attracting people towards local tourism. It is being observed the information shared by local tourist on social media through reviews has the effect on the choice of destination preference. Therefore, it can be said that Generation Z create behaviour intentions by taking advantage of information shared by travelers.

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