



GENERATION Z TRAVEL DECISION-MAKING AND DIGITAL INFLUENCE IN MALAYSIA

Editor
SITI YULIANDI AHMAD, PhD

PREFACE

Tourism among youth in Malaysia is undergoing a meaningful transformation. Travel is no longer viewed merely as leisure or escape from routine, but increasingly as a platform for learning, wellness, identity expression, and responsible engagement with society and the environment. Generation Z travellers in particular are redefining tourism through values that emphasize sustainability, authenticity, inclusivity, and memorable experiences. This eBook, Values, Sustainability, and Experience-Oriented Tourism Among Youth in Malaysia, brings together a collection of studies that explore these emerging shifts in contemporary youth travel behaviour.

The chapters in this volume present diverse tourism contexts ranging from sustainable tourism in Langkawi, wellness tourism, homestay participation, adventure travel, overtourism in heritage destinations, perceived brand quality, ecotourism sustainability in Royal Belum, and accessibility-friendly tourism for persons with disabilities. Although each chapter addresses a distinct theme, they are united by one common perspective, namely the voices, motivations, and expectations of young travellers in Malaysia.

These studies demonstrate that young tourists are not passive consumers. They seek experiences that align with their beliefs, emotional wellbeing, and social awareness. They are influenced by digital media, peer networks, ethical concerns, and expectations of quality service. At the same time, they value destinations that protect culture, nature, and community welfare.

This eBook is intended for students, academics, tourism practitioners, policymakers, and destination planners who wish to understand the changing landscape of youth tourism. The findings offer practical insights for designing tourism products and policies that remain relevant to future generations.

It is hoped that this collection will inspire more thoughtful tourism development in Malaysia, one that listens to youth aspirations while balancing economic growth with sustainability, inclusiveness, and meaningful human experiences.

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SYNOPSIS

Values, Sustainability, and Experience-Oriented Tourism Among Youth in Malaysia examines how young Malaysians engage with tourism in ways that extend beyond recreation and consumption. Focusing primarily on Generation Z and young adults, this eBook explores the motivations, perceptions, and behavioural intentions that shape contemporary travel participation in Malaysia.

The volume begins by discussing sustainable tourism behaviour among young tourists in Langkawi, highlighting the importance of attitude, social influence, and perceived behavioural control in encouraging responsible travel practices. It then explores youth participation in wellness tourism, showing how mental wellbeing, relaxation, and perceived value increasingly influence travel choices.

Further chapters examine Generation Z motivation to participate in the Malaysian Homestay Programme, where cultural curiosity and authentic community experiences emerge as significant attractions. Adventure tourism is represented through a study on white-water rafting intention, illustrating how excitement, challenge, and readiness shape participation among youth.

The book also addresses critical contemporary issues such as overtourism in Georgetown, Penang, where tourism growth creates pressures on heritage conservation and planning. Another chapter investigates perceived brand quality among Malaysian travellers, emphasizing the continued importance of trust and service excellence.

Attention is also given to ecotourism sustainability in Royal Belum State Park, where community participation, environmental management, and technology are shown to contribute to long-term destination competitiveness. Finally, the volume examines behavioural intention toward disability-friendly tourism, revealing how accessibility awareness and inclusive values influence Generation Z travellers.

Overall, this eBook presents youth tourists as informed, reflective, and values-driven individuals. Their tourism decisions are shaped not only by enjoyment, but also by ethics, wellbeing, inclusivity, and purpose. The collection offers useful insights for researchers, industry practitioners, and policymakers seeking to build a more sustainable and youth-responsive tourism future in Malaysia.

©KSTCL Press 2026

Published by:
KSTCL Press
KM1, Jalan Panchor
Universiti Islam Antarabangsa Malaysia
Kulliyah of Sustainable Tourism and Contemporary Languages
84600 Pagoh, Muar, Johor

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Generation Z Travel Desicion-Making and Digital Influence in Malaysia

eISBN 978-967-2771-51-7



(online)

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Book Title: *Values, Sustainability, and Experience-Oriented Tourism Among Youth in Malaysia*

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