

VALUES, SUSTAINABILITY, AND EXPERIENCE- ORIENTED TOURISM AMONG YOUTH IN MALAYSIA



Editor

SITI YULIANDI AHMAD, PhD

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PREFACE

Tourism behaviour has entered a new era shaped by rapid digital transformation, changing consumer expectations, and the growing influence of Generation Z. As a generation raised in a highly connected environment, Generation Z approaches travel differently from previous cohorts. Their decisions are often influenced by social media content, peer recommendations, artificial intelligence tools, online reviews, and real time digital experiences. Travel is no longer determined solely by brochures, travel agencies, or traditional advertising. Instead, destinations are discovered, compared, evaluated, and selected through smartphones and digital platforms. This shift has created new opportunities and new challenges for the tourism industry in Malaysia.

*This edited volume, *Generation Z Travel Decision Making and Digital Influence in Malaysia*, brings together a collection of student based empirical studies that explore how digital environments shape the tourism choices of young travellers. The chapters examine diverse themes including destination awareness, social media motivation, artificial intelligence trip planning, financial considerations, traveller behaviour, and cultural heritage interest. Each chapter contributes practical insights into how Malaysian youth perceive tourism destinations and how digital tools affect their motivations and final decisions.*

The significance of this book lies in its local relevance. While global studies on Generation Z tourism continue to grow, context specific evidence from Malaysia remains limited. This volume responds to that gap by highlighting destinations such as Kundasang, Pulau Langkawi, and Negeri Sembilan while examining behavioural patterns among Malaysian youth. These findings are valuable for destination marketers, tourism agencies, policymakers, and researchers seeking to better understand future tourist markets.

It is hoped that this publication will inspire further research, strengthen digital tourism strategies, and encourage stakeholders to design experiences that resonate with Generation Z travellers in Malaysia and beyond.

Siti Yuliandi Ahmad, PhD
International Islamic University Malaysia

SYNOPSIS

Generation Z Travel Decision Making and Digital Influence in Malaysia explores how digital environments, social media platforms, and emerging technologies influence the travel behaviour of young Malaysians. As digital natives, Generation Z relies heavily on smartphones, online reviews, user generated content, and personalised digital experiences when selecting destinations, planning trips, and evaluating travel options. Their preferences are reshaping the tourism industry and creating new expectations for destination marketers and service providers.

This book compiles a series of empirical studies that examine key factors affecting Generation Z travel decisions within the Malaysian context. Several chapters investigate how online reviews, destination branding, and electronic word of mouth increase awareness of destinations such as Kundasang. These studies demonstrate the growing importance of digital credibility and peer influence in promoting tourism destinations to younger travellers. Other chapters focus on the motivational role of social media in encouraging visits to Pulau Langkawi. Findings highlight how attractive content, influencer recommendations, and platform preferences such as short video media can shape travel intention and destination interest among youth audiences.

The volume also examines the role of artificial intelligence in tourism planning. By analysing Generation Z experiences with AI trip planners, the studies reveal that ease of use, trust, and personalised recommendations contribute positively to travel planning satisfaction. Additional discussions cover financial affordability, traveller behaviour, and interest in cultural heritage tourism, showing that travel decisions are influenced by both emotional and practical considerations.

Overall, this publication offers valuable insights for researchers, students, tourism practitioners, and policymakers. It demonstrates that the future competitiveness of tourism destinations depends not only on attractions, but also on the ability to engage Generation Z through meaningful digital experiences.

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Chapter Authors and Titles**Chapter 1**

Title: *Exploring the Impact of Online Reviews and Digital Marketing in Shaping Generation Z's Awareness of Kundasang as a Tourist Destination*

Author: Nur Fitriannie Selmie Binti Muhammad Faiz

Chapter 2

Title: *The Influence of Social Media on Youth Travel Motivation in Malaysia to Visit Pulau Langkawi*

Author: Muhamad Aidil Reezki Bin Sahru Ramadan

Chapter 3

Title: *Generation Z's Experience of Using Artificial Intelligence as a Trip Planner in Malaysia*

Author: Muhammad Adam Muqriz Bin Fauzi

Chapter 4

Title: *Travel Decision Making of Generation Z in Malaysia*

Author: Nur Qistina Balqis Binti Azli

Chapter 5

Title: *The Determinants of Traveller Behaviour Among Generation Z in the Digital Tourism Era*

Author: Nor Aleesya Balqis Binti Norazlan

Chapter 6

Title: *Determinants of Generation Z Tourist Interest in Visiting Cultural Heritage Sites in Negeri Sembilan, Malaysia*

Author: Nurul Shuhada Addiana Binti Rosli

Affiliation Statement

All chapter authors and the editor are affiliated with:

Kulliyyah of Sustainable Tourism and Contemporary Languages (KSTCL)

International Islamic University Malaysia (IIUM)

Pagoh Edu Hub

84600 Pagoh, Johor, Malaysia

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