

TOURISM AND VLOGGING: A GAME CHANGER FOR GENERATION Z'S GLOBAL EXPLORATION AND CULTURAL ENGAGEMENT?

GABRIELA CORINA SLUSARIUC

University of Petrosani, 332006, Romania
ellaslusariuc@gmail.com

Abstract

The changes brought about by technology, which have generated the migration of storytelling from blogging to vlogging, have naturally come to influence the tourism industry as well. Along with people classified as seniors in terms of age, young people represent an important part of the tourism demand. Vlogging allows young people to visually explore different cultures, destinations and experiences from the comfort of their screens. This study analyzed the significance of the impact of tourism vlogging on Generation Z. The main contribution of this research is the conclusion that tourism vlogging is a real game changer for Generation Z. This tool, closer to the needs of the younger generation, has offered this generation the opportunity to explore new worlds and connect with different cultures through captivating video content.

Key words: *impact; vlogging; consumer happiness; Generation Z; tourism marketing; experiences*

JEL Classification: *F68, L83.*

I. INTRODUCTION

Tourism and hospitality industry has vital importance in modern society. It revitalizes local communities, reduces unemployment in the area, and generally supports economic growth. Additionally, tourism promotes cultural exchange and tolerance among different nations and cultures. Tourism serves as a source of relaxation and recreation, offering tourists new opportunities for knowledge, broadening their horizons through new experiences and destinations.

Tourism vlogging started to develop after year 2010, with the increasing in usage of social networks and video technology by the young people. Over time, vlogging tourism has developed into a profitable niche. The increased interest of young people in vloggers' posts has led to an increase in their number and implicitly to the rapid development of this niche. Thus, tourism vlogging has become a thriving industry that brings a fresh and captivating perspective to the world of travel.

Gen Z, born from mid-1990s to early 2010s, is recognized like a digital native generation (Lanier, 2017). They learned from a young age to use social network and digital technology, now most of them being addicted to them. This generation has had a strong influence on the development of travel vlogging. This generation is highly familiar with technology and social media platforms, which allows them to easily create and share video content about travelling. Gen Z creates and shares video content about tourism, as they constantly use social media

platforms. Also, they are concerned in authenticity and unique experiences, and tourism vlogging offers them the opportunity to discover online new cultures and interested touristic places (Turner, 2015, Benítez, 2022).

Generation Z, a tech-savvy and digitally engaged cohort, increasingly relies on artificial intelligence (AI) to enhance their travel experiences, from discovering deals to exploring authentic local attractions. Artificial Intelligence (AI) has revolutionized the tourism industry, offering personalized experiences and streamlining operations (Doğan, Niyet, 2024). AI algorithms have become a valuable tool in personalizing travel by recommending destinations that align with users' individual preferences and interests. These systems analyse data on past behaviours, travel history and user input to suggest tailored travel options that meet specific needs. Such recommendations make the process of selecting a destination more efficient and aligned with personal desires, offering a level of customization that was previously unavailable.

This study highlights the impact and development of tourism vlogging in the current context on Generation Z and its influence on the tourism industry. It contributes to understanding the changes occurring in the tourism market, in tourism demand due to the behavioral trends of Gen Z under the aegis of the use of social media and AI, respectively in the tourism offer, which can use vlogging and AI for promotion.

II. LITERATURE REVIEW

Tourism researchers highlights the fact that social media has a direct impact on tourists' decision-making

process and changes their travel behavior (Xiang, Gretzel, 2010, Slusariuc, 2024). Tourism vloggers are content creators in the online tourism industry who showcase tourism experiences and provide travel recommendations, establishing an emotional connection with their followers through interactive communication (Gao, 2018). In reviewing previous studies on social media and tourism, most of them are based on hotel websites, tourism websites, and blogs (McCarthy et al, 2010, Browning, 2011, Buhalis et al 2023). In present, in tourism destination industry, short videos create new opportunities and special perspectives.

According to the 46th statistical report on China's Internet Development released by China Internet Network Information Center in Beijing on September, 2020, the number of users of short videos reached 873 million, accounting for 88.3% of the total number of Internet users (CNNIC, 2020). The Chinese researches show that in China, the proportion of inbound visitors using online media is over 60%, while the proportion of outbound visitors is over 50%. (Net, 2020). Vloggers establish an emotional connection with their followers through interactive communication (Gao, 2018). Using social media platforms to market tourism was studied by many researchers (Fotis, Buhalis, Rossides, 2012).

Videos bring new perspectives and exciting opportunities for tourism destinations (Hu, Guo, 2020). Tourists can be influenced by various factors such as informational content, emotion, attitude, perceived usefulness, electronic word-of-mouth recommendations, and user group membership.

Marks (Marks 2000), states that emotional engagement refers to the energy and attention we invest in a learning task. Some authors define emotional engagement as our emotional reactions during task completion and how we feel towards teachers, peers and institutions (Fredricks et al 2004). Emotional involvement means that tourists can feel a strong emotional connection with travel vloggers through quick conversations and responses to comments. This sense of connection comes from interacting with other users and actively participating in instant conversations. Emotional connectivity and expression can contribute to the development of strong virtual relationships (Hilvert-Bruce et al, 2018).

Researchers have found that the audience better understands the emotional response of others when there are parasocial relationships (Davis et al, 1987). Travel vloggers can create a parasocial relationship and a strong emotional connection with tourists, who were watching their short videos. Emotional engagement is very necessary in changing people's behavior (Ramkissoon et al., 2013, Dewnarain S., et al, 2019), Majeed, Ramkissoon, 2022). Anthony Turner characterizes Generation Z as having a "digital connection to the internet" and argues that it could help young people escape the emotional and mental struggles they face offline.

The literature review has examined specialized literature and previous studies to support the conclusions and provide context and arguments in this research. The limitations of the study and suggestions for future research was discussed in the conclusion section of the paper.

III RESEARCH METHODOLOGY

3.1. Research objectives

As a social phenomenon, tourism vlogging can be viewed from multiple perspectives. The first is its ability to provide new job opportunities for those seeking substantial income from this practice. The main attributes of Gen Z are high ambitions and self-confidence, and entrepreneurial spirit. They are strongly motivated by finding their dream jobs and opportunities, often intending to switch jobs more frequently than other generations and make changes if they are dissatisfied with something (Ozdemir et al, 2021). The second perspective is the growth of the local and national economy through promotion, such as local establishments, restaurants, hotels, and guesthouses.

The goal of this study is to analyze the impact of tourism vlogging on Generation Z in order to find a solution for increasing sales and developing vlogging tourism. The research objectives regarding the impact of tourism vlogging on Generation Z are to understand how this phenomenon influences their travel decisions, consumer behavior, and interaction with tourist destinations. The research explores both the positive and negative effects of tourism vlogging on Generation Z, as well as how they utilize and engage with travel vloggers' content.

3.2. Formulating hypotheses

The formulation of the general hypotheses starts from the following premises:

- The majority of Generation Z has visited a region through vlogging tourism.
- Most of Generation Z travel by public transportation when choosing to visit a region seen through vlogging tourism.
- The majority of Generation Z prefers to stay in accommodation units promoted through vlogging tourism.
- The majority of Generation Z appreciates the correlation between what they see in tourism vlogs and the actual experience.
- The rates for accommodation services are considered affordable for Generation Z.
- The majority of Generation Z says that tourism vlogging influences the growth of the economy in a certain country, region or city.

The formulation of the statistical hypotheses is as follows:

H1.0: Generation Z relies on travel vlogs in their travel decisions and intentions.

H1.1: Generation Z doesn't rely on travel vlogs in their travel decisions and intentions.

H2.0: Travel vlogging has a positive influence on tourism and Generation Z.

H2.1: Travel vlogging has a negative influence on tourism and Generation Z.

H3.0: Tourism vlogging influences the socio-economic environment of the visited area, bringing economic and social benefits.

H3.1: Tourism vlogging does not significantly influence the socio-economic environment of the visited area in any way.

H4.0: AI has a strong impact on the travel decisions of Generation Z.

H4.1: Artificial Intelligence does not have a strong impact on the travel decisions of Generation Z.

3.3. Description of the sample and research objectives

The research data on the role of vlogging in the development of tourism were collected in the Jiu Valley region, a nationally important mountain tourist destination in the Hunedoara region, Romania. The Jiu Valley (Slusariuc, 2015) was selected as a sample for this study because it is a favorite destination for practicing winter sports, having the longest ski slopes in Eastern Europe, but also wonderful places and landscapes suitable for summer hiking. It is important not only for tourism development but also for the changes that occur in response to this development.

In the context of this research, a pilot study was conducted with 70 respondents between February 1 and March 17. After the pilot study, the data collection tool was revised for clarity and correct format and it adapted three questions.

A closed-ended questionnaire with 16 questions had been used to collect data from 270 Generation Z individuals. The questions assessed their perceptions of the impact of vlogging tourism. Survey data was obtained using convenience sampling (Taherdoost, 2016), between September 1 and 30, 2024. The questionnaires were filled out in a mixed way, partly through google forms, but also in paper format. A total of 270 data points were collected during the specified dates and the data analysis phase of the research was initiated.

A quantitative analysis was conducted on the collected data using statistical methods like frequencies and percentages to identify trends and differences in opinions among Generation Z. The sample consisted of 270 individuals from Generation Z, 31.42% are male, while 68.58% are female, according to the table and graph below.

The socio-economic characteristics of the respondents, the young generation z, are presented in Table 1. They are between 16 to 26 years old, and most of them are undergraduate and graduate students.

Table 1. Studies and occupations of Generation Z

Category	Frequency	Value	%
Gender	Male	31	44%
	Female	39	56%
Age	16-19 years	22	31%
	20-23 years	16	22%
	24-25 years	26	36%
	Above 25	8	11%
Education	High school degree or below	4	6%
	College Diploma	38	54%
	Bachelor's degree	21	30%
	Master's degree or above	7	10%
Personal Annual Income (Euro)	0-100	7	10%
	100-300	21	30%
	300-600	8	11%
	600-1000	23	33%
	1.000- over	11	16%
Occupation	Student	37	53%
	Private owners	7	10%
	Enterprise staff	1	1%
	Freelancer	3	4%
	Employees	17	24%
	Unemployed	5	7%

Source: Processed based on data extracted from the questionnaire

IV. RESEARCH RESULTS

The use of social media has become an integral part of everyday life for Generation Z, who relies on technology primarily to keep in touch with loved ones. Technology has therefore made developing online relations an essential part of their lives. Technology is extremely important in the lives of Generation Z. Through technology, young people can communicate easily and quickly with friends and family. Technology also gives them access to a wide range of information and educational resources. Generation Z uses technology to express their creativity through social media platforms, blogs and online videos. Through technology, young people can explore and discover new passions and interests. Technology also facilitates the learning process by providing access to interactive learning materials and educational applications. Technology also enables Generation Z to get involved and informed about social and political issues. Young people can use technology to find jobs and personal development opportunities.

Technology also provides a way to entertain themselves through video games, music and online movies. With technology, young people can access online banking and payment services, making it easier to manage their personal finances. Technology allows them to stay connected and receive real-time

notifications of important events and news. Through technology, young people can explore and experiment with new forms of art and design. Technology also provides a safe environment for socializing and interacting, allowing young people to find communities and friends with similar interests. Through technology, young people can access health services and medical information, facilitating personal care. Technology also gives them the opportunity to develop programming skills and learn.

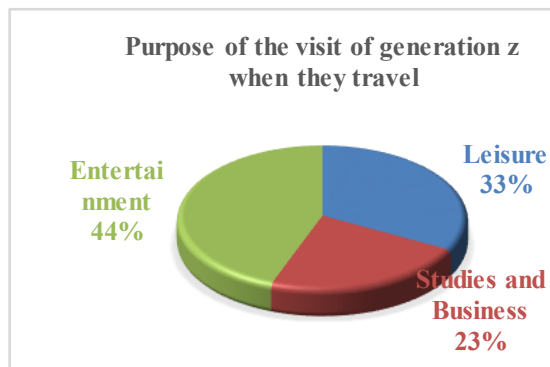


Figure 1. Purpose of the visit of generation z when they travel. (Source: Processed based on data extracted from the questionnaire)

Generation Z's purpose of visit when they travel is most often entertainment 44%, followed by leisure 33%, and studies or business only 23%.

Generation Z travels with a purpose full of energy and curiosity. They want to explore the world, discover new cultures and connect with people from different corners of the globe. For them, travel is an opportunity to learn, grow and broaden their horizons. Whether it's adventuring in nature, exploring vibrant cities or immersing themselves in local traditions and customs, Generation Z travels for authentic experiences and to create unforgettable memories. Travel inspires, motivates and helps them discover and define their own identity in a world full of diversity and possibilities. Through travelling, Generation Z is embracing their adventure and building their own story in a unique and personal way.

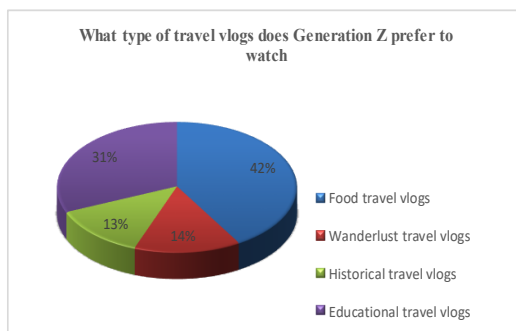


Figure 2. What type of travel vlogs does Generation Z prefer to watch

What type of travel vlogs Generation Z prefers to follow: in first place are culinary travels blogs with 39%, in second place are educational travel blogs with 29%, in third place are wanderlust travel blogs 20%, and in last place are historical travel vlogs.

Generation Z is passionate about travel and enthusiastically follows travel vlogs that give them an authentic and engaging perspective on destinations. These adventurous young people appreciate vlogs that present unique experiences, practical tips and useful information about the places they visit. They are drawn to vlogs that explore exotic destinations, nature travel and extreme adventures, as well as vibrant cities and diverse cultures. Generation Z is looking for vlogs that give them an emotional connection and inspiration to plan their own trips.

These young travelers appreciate authentic, enthusiastic and lively presenters who share their personal experiences and give them a unique perspective on the places they visit. All in all, Generation Z enjoys travel vlogs that offer them a combination of adventure, useful information and inspiration to explore their world in an authentic and engaging way. Also, vlogs that have an element of adventure, such as exploring natural landscapes or extreme activities, are very popular among Generation Z youth. In addition, they appreciate vlogs that have a positive and inspirational message, motivating them to explore and discover the world around them.

Generation Z also prefers travel vlogs that are authentic and personal, where vloggers share their experiences and emotions while travelling. Also, vlogs that have an element of adventure, such as exploring natural landscapes or extreme activities, are very popular among Generation Z. In addition, they appreciate vlogs that have a positive and inspirational message, motivating them to explore and discover the world around them.

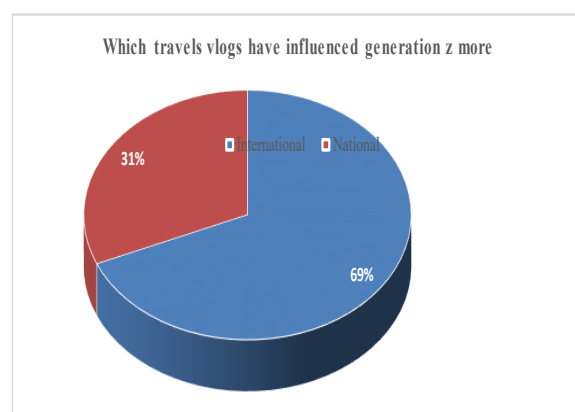


Figure 3. Which travel vlogs have influenced Generation Z more.

The travel vlogs that most influenced Generation Z are international with 69%, followed by domestic with only 31%. Generation Z has been heavily influenced

by travel vlogs which have managed to give them an authentic perspective and inspiration to explore the world in a unique way. One of the vlogs that has captured the attention of this generation is "The Adventurous Wanderer" by a vlogger. This talented vlogger has travelled to all corners of the world and shared her captivating experiences, offering practical tips and useful information for young travelers. With an authentic and enthusiastic presentation style, she has managed to create an emotional connection with her audience, inspiring them to embrace their adventure and explore exotic destinations.

The vlog "Wanderlust Journeys" has also been another source of inspiration for Generation Z. The vlogger travelled to amazing places, documenting every moment of his journey and giving his viewers a unique perspective on the cultures and landscapes he visited. With an authentic style and an infectious passion for travel, he has managed to inspire and motivate young people to follow their own travel dreams.

So, vlogs such as "The Adventurous Wanderer" and "Wanderlust Journeys" have had a significant impact on Generation Z, providing them with inspiration and useful information to explore their world in an authentic and engaging way. Generation Z is influenced by a variety of travel vlogs, both international and domestic.

Examples of vlogs that have had a strong impact on Generation Z are:

1. "Fun For Louis" - this British vlogger has travelled the world and shared his exciting adventures.
2. "Hey Nadine" - a Canadian vlogger who explored exotic destinations and offered travel tips.
3. "Kara and Nate" - an American couple who set out to visit 100 countries and document their journey.
4. "Mark Wiens" - a travel and food vlogger who discovered local cuisine in various corners of the world.
5. "Flying the Nest" - an Australian couple who gave up their everyday lives to travel the world.
6. "Damon and Jo" - two American vloggers who travelled adventurously and learned foreign languages.
7. "Lost LeBlanc" - a Canadian vlogger who documented his travels to exotic destinations.
8. "Vagabrothers" - two American brothers who explored culture and adventures around the world.
9. "Migrationology" - a food-loving vlogger who traveled to discover and share local cuisines.
10. "The Budgeteers" - a group of friends who travel around the world on a budget and document their adventures.

These vlogs have captivated Generation Z with their authentic stories, breathtaking footage and inspirational travel tips.

When Gen Z Researches Their Travel Destination, They Choose

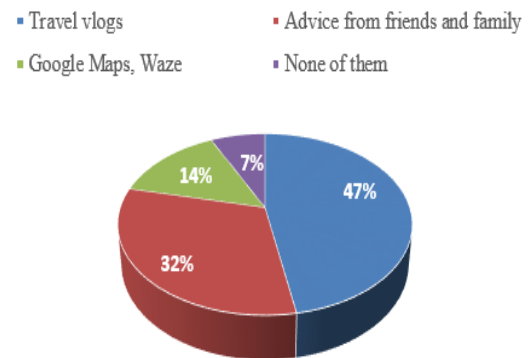


Figure 4. When Gen Z researches their travel destination, they choose. (Source: Processed based on data extracted from the questionnaire)

When Generation Z research their destination they chose travel vlogs with 47%, advice from friends and family with 32%, Google Maps and Waze with 14%, followed by none of the above with 7%. When Generation Z research their travel destination, they choose carefully based on their interests and preferences. Travel vlogs have become an important source of inspiration for them, giving them an authentic perspective and useful information about different destinations. Before making a decision, young Generation Z travelers review popular vlogs such as "The Adventurous Wanderer" and "Wanderlust Journeys".

These vlogs give them the opportunity to watch other travelers' experiences and learn about interesting places, exciting activities and useful travel tips. Generation Z also uses other sources of information, such as travel websites, blogs and social media, to get more information about their favorite destinations. However, it is important to note that in addition to online information, Generation Z also values recommendations from their friends and family, as they provide a personal and trusted perspective. Finally, Generation Z is very careful in choosing their travel destinations and uses a variety of sources to ensure they have a memorable and authentic experience.

When Generation Z researches their travel destination in Europe, they choose destinations that combine rich culture, adventure and social opportunities. Popular destinations include Amsterdam for its eclectic atmosphere, Barcelona for its sunny beaches and vibrant nightlife, Berlin for its fascinating history and art scene, and London for its diverse mix of culture and fashion. Generation Z also appreciates less traditional destinations such as Copenhagen for its innovative design, Lisbon for its relaxed atmosphere and Prague for its impressive architecture. In addition, they are drawn to lesser-known destinations such as Split in Croatia, Porto in Portugal and Budapest in Hungary to experience

authenticity and local charm. For example, they can choose to explore the spectacular landscapes of Iceland, relax on the beautiful beaches of Greece or discover the historic charm of France's medieval cities. Regardless of the destination they choose, Generation Z is looking to create unforgettable memories and discover new cultures and traditions.

When Generation Z is researching their travel destination in Europe, they often choose destinations that offer them unique and authentic experiences. For example, they may choose to explore the spectacular landscapes of Iceland, relax on the beautiful beaches of Greece or discover the historic charm of France's medieval cities. Regardless of the destination they choose, Generation Z is looking to create unforgettable memories and discover new cultures and traditions.

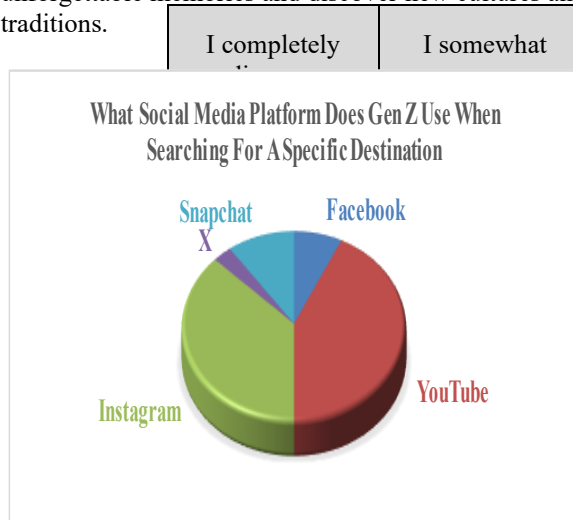


Figure 5. What social media platform does Gen Z use when searching for a specific destination (Source: Processed based on data extracted from the questionnaire)

The social media platform that Generation Z uses when searching for a specific destination is YouTube with 43%, followed by Facebook with 7%, X with 3%, Instagram 37%, and in last position is Snapchat with 10%.

Generation Z frequently uses Instagram when searching for a specific destination. It is a popular platform for discovering travel destinations through photos and videos posted by other users. The most used platform is YouTube, it's an amazing platform that has revolutionized the way we consume and share video content. With over 2 billion monthly users, YouTube offers a huge variety of videos, from tutorials, vlogs, music, to webcasts and more. It's a place where content creators can express their creativity and passion, and users can explore and discover new things. YouTube offers opportunities for learning, entertainment and connecting with communities of people with similar interests. It is an endless source of information and entertainment that continues to inspire and influence the digital world.

V. DISCUSSION

In the study, the relationship between young people's behavior in tourism and their habit of watching tourism vlogging was examined.

This study determines the role of short video tourism Vloggers, emotional engagement, parasocial relations and entertainment motivation in influencing tourism activity.

H1.0: Generation Z relies on travel vlogs in their travel motivation behavior.

H1.1: Generation Z does not rely on travel vlogs in their travel motivation behavior.

Table 2. Gen Z youth in their travel experiences with vlog

I completely agree	I somewhat agree	I don't know
23	38	2

Source: Processed based on data extracted from the questionnaire

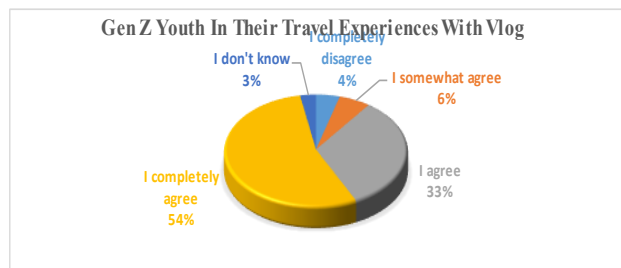


Figure 6. Generation Z youth in their travel experiences with vlog. (Source: Processed based on data extracted from the questionnaire)

The hypothesis H1.0 is accepted: Generation Z youth relies on travel vlogging in their travel experiences.

Analyzing the answers to the questions: 1, 2, 3, 4, 5, 10, hypothesis H1.0 has been proven to be valid, 23 people are not rely on travel vlogging in their travel experiences Generation Z and travel vloggers, while 23 people are in agreement, and 38 respondents have chosen the option of being in agreement. Finally, 54% among those surveyed consider themselves completely in agreement, while the rest of the 10 subjects, representing 3% of the total, don't know. Young people from Generation Z have diverse and interesting travel experiences. Many of them prefer independent and adventurous trips, exploring exotic destinations and discovering new cultures. They are also drawn to socially impactful travel, getting involved in volunteering or environmental conservation projects during their journeys.

Additionally, Generation Z youth actively use technology to plan and document their travels, using apps and social media to find information and share their experiences with friends.

H2.0: Travel vlogging has a positive influence on tourism and Generation Z

H2.1: Travel vlogging has a negative influence on tourism and Generation Z

Table 3. Travel vlogging influence on tourism and Generation Z

I completely disagree	I somewhat agree	I agree	I completely agree	I don't know
2	7	13	47	1

Source: Processed based on data extracted from the questionnaire

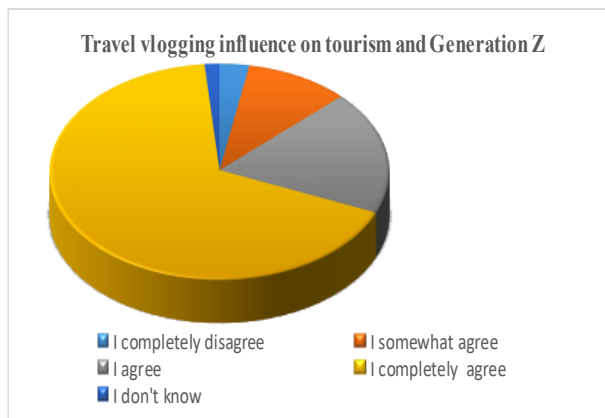


Figure 7. Travel vlogging influence on tourism and Generation Z. (Source: Processed based on data extracted from the questionnaire)

Hypothesis H2.0 on the influence of travel vlogging on tourism and Generation Z has a positive impact. 19% agree, 10% somewhat agree, 7% strongly disagree, 3% don't know, and 67% strongly agree on the positive influence.

Analyzing the answers to the questions: 6, 7, 8, 9, 11, hypothesis H2.0 has been proven to be valid.

Vlogging has an important impact on tourism and Generation Z. Through vlogging, young people can discover new destinations, attractions, and travel experiences. Vloggers can influence the travel decisions of Generation Z through their authentic and engaging content. Vlogging provides a unique perspective on travel and can inspire young people to explore the world in a different way. Vlogging has revolutionized the way we experience and perceive travel. With the power of video content, vloggers can showcase destinations, share their personal experiences, and provide valuable insights to their viewers.

This has a profound influence on the travel choices of Generation Z, as they are more likely to trust and be inspired by the recommendations and adventures of their favorite vloggers. It has also opened up a whole new world of possibilities for travelers, allowing them to virtually explore different places and cultures before deciding where to go. Overall, vlogging has become a powerful tool in shaping the travel industry

and the way young people approach and engage with tourism.

H3.0: Tourism vlogging influences the socio-economic environment of the area, bringing economic and social benefits.

H3.1: Tourism vlogging does not significantly influence the socio-economic environment of the area in any way.

Table 4. The influence of tourism vlogging on the socio-economic environment

I completely disagree	I somewhat agree	I agree	I completely agree	I don't know
5	1	21	25	18

Source: Processed based on data extracted from the questionnaire

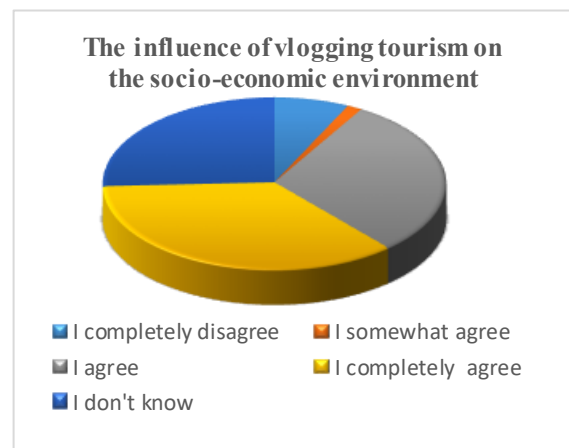


Figure 8. The influence of tourism vlogging on the socio-economic environment. (Source: Processed based on data extracted from the questionnaire)

Analyzing the answers to the questions: 9, 10, hypothesis

H3.0 has been proven to be valid. Hypothesis H3.0 that the influence of tourism vlogging has a beneficial effect on the socio-economic environment is accepted, as 5 respondents answered that they strongly disagree with the influence of tourism vlogging on the socio-economic environment, while 1 respondent chose the somewhat agree option and 21 respondents chose the agree option. Last but not least, 5 of the respondents felt they completely agree, the remaining 18 subjects, representing 26% of the total, chose don't know. Tourism vlogging has had a significant impact on the travel industry. By sharing their travel experiences, vloggers can promote lesser-known destinations and contribute to the development of tourism in those areas. This can bring local economic benefits by creating jobs and increasing income for local communities. Additionally, vloggers can promote responsible and sustainable tourism, encouraging visitors to respect the environment and local culture.

Travel vloggers can influence people's preferred destinations and help promote lesser-known places. Additionally, through vlogging, tourists can gain

useful information and inspiration for future trips. However, it's important for vloggers to be responsible and promote sustainable tourism, respecting the environment and local communities.

H4.0: Artificial Intelligence has a strong impact on the travel decisions of Generation Z.

H4.1: Artificial Intelligence does not have a strong impact on the travel decisions of Generation Z.

Table 5. Artificial intelligence on Gen Z travel decisions

I completely disagree	I somewhat agree	I agree	I completely agree	I don't know
5	15	6	43	1

Source: Processed based on data extracted from the questionnaire

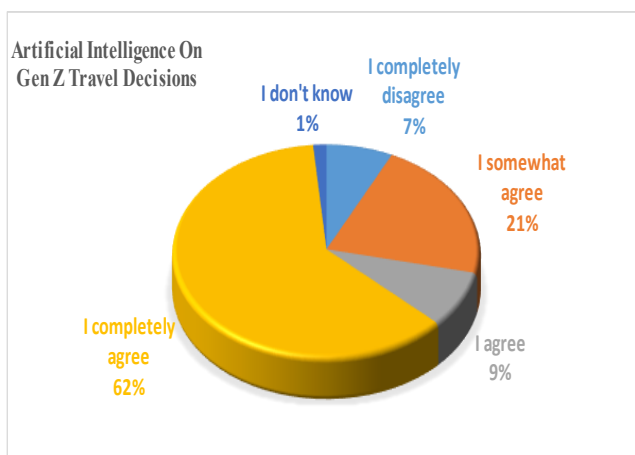


Figure 9. Artificial intelligence on Gen Z travel decisions. (Source: Processed based on data extracted from the questionnaire)

Analyzing the answers to the questions: 13, 14, 15, 16, hypothesis H4.0 has been proven to be valid. Artificial intelligence has a strong impact on travel decisions for Generation Z, 61% completely agree.

Generation Z's travel decisions are heavily influenced by artificial intelligence. Many young people rely on AI apps and platforms to find interesting destinations, book accommodation and plan itineraries.

AI-powered navigation apps also contribute to more efficient travel experiences by providing real-time route optimization, which saves time and enhances convenience. These apps allow travellers to avoid traffic congestion, make informed decisions about alternate routes, and maximize the efficiency of their trips. Alongside navigation, personalized recommendations for restaurants, bars, and attractions further support travellers in discovering destinations that match their individual tastes. Whether through AI-curated lists of popular spots or through personalized suggestions based on past visits, these recommendations enable travellers to experience local culture in ways that resonate with their personal

interests (Dávid, Dadkhah, 2023, Kashem et al, 2023).

Comparing the results obtained in this paper with the research of other authors concerned with this topic, we can say that these studies support our findings. As Turner also claims, the integration of social media as part of a marketing strategy is not only important, but also key to success in reaching and retaining this market segment (Turner, 2015).

More authors (Cheng et al, 2024), He et al, 2021), Zaib Abbasi et al, 2022) reveal the effects of vlog advertising on Generation Z's engagement behaviours, underscoring the role of vlogging as an effective promotional tool. They emphasize the need to understand the behaviours and preferences of younger audiences to maximize the impact of marketing campaigns. So, travel vlogging plays a crucial role in shaping tourist behaviour and decision-making, with significant variations based on demographics. This studies presents important opportunities for marketers and vloggers to customize content to meet the diverse needs of their audience.

VI. CONCLUSIONS AND FUTURE WORK

6.1. Conclusions

This study provides a novel perspective on tourism vlogging, who has a significant impact on Generation Z, providing them with inspiration and valuable information for their travels. Travel vlogs promote lesser-known destinations and can change travelers' behaviors. However, it is important that authentic travel experience remains at the forefront. I suggest we continue to explore this theme and see how it can influence our future travels. Tourism vlogging is a popular trend among young people in Generation Z. These vlogs can also influence their behavior in choosing travel destinations. It is important that these vloggers promote authenticity and provide a real perspective on their travel experiences. In this way, Generation Z can benefit from more diverse and exciting travel opportunities. In terms of the impact of tourism vlogging on Generation Z, it can be seen that this trend plays a significant role in influencing their travel choices. Travel vlogs give them inspiration and useful information to discover new destinations and authentic experiences. These vloggers promote a real perspective and provide accurate information to ensure that young travelers can enjoy authentic and safe journeys.

Travel vlogging is a source of inspiration and information for Generation Z travelers. However, the authenticity of travel should always be the priority. Of course, the impact of tourism on Generation Z is a fascinating and complex topic. This generation is heavily influenced by the digital environment and new technologies, which has changed the way they travel

and experience the world around them. Tourism vlogging has become a popular form of sharing travel experiences with the general public. Generation Z vloggers use platforms such as YouTube, Instagram, X and TikTok to document and share their travel adventures (Barhate, Dirani, 2022, Sigala, 2020, Chen et al, 2022, Slusariuc, 2024, Ukpabi et al, 2019).

These vlogs are often rich in spectacular footage, travel tips and engaging stories, which attract young people and inspire them to explore the world. One of the main benefits of tourism vlogging is access to information and inspiration. Generation Z can learn about new and exciting destinations, different cultures and traditions, unique experiences and less conventional ways of travelling. This exposure to the diversity of the world helps them broaden their horizons and develop a global perspective. Tourism vlogging is also having an impact on the behavior of Generation Z travelers. They are more interested in authentic and genuine experiences, often avoiding mass tourism and looking for ways to connect with local communities and discover deeper aspects of their destinations.

This desire for authenticity and to embrace local culture can benefit both travelers and host communities. Tourism vlogging has revolutionized the way Generation Z explores and experiences the world. Through engaging and authentic video content, these young people are travelling virtually and connecting with different cultures and destinations. Thus, tourism vlogging has become a source of inspiration and a unique way to discover and understand the diversity of the world we live in. Tourism vlogging has completely changed the way this generation explores and interacts with the world. Through engaging and authentic video content, Generation Z youth have the opportunity to travel virtually and discover new cultures and destinations. This phenomenon has become a source of inspiration and connection between young people around the world, contributing to the understanding and appreciation of cultural diversity. Tourism vlogging has opened doors to virtual adventures and unexplored experiences, giving young people a global perspective and opening their horizons in a new and exciting way.

Generation Z relies on AI to find travel deals, search for authentic experiences and get personalized recommendations. AI's application extends to predictive analytics and machine learning, which enable travel companies to identify emerging trends and tailor their offerings to the evolving demands of Generation Z. By analysing large sets of data, these technologies help anticipate travel patterns, thus allowing service providers to create more targeted promotions and offerings.

Additionally, virtual and augmented reality (VR/AR) technologies have introduced a new dimension to travel, offering virtual travel experiences that allow potential visitors to explore destinations before committing to a trip. These immersive previews help travellers make more informed decisions and enhance their overall travel planning process.

Furthermore, AI has revolutionized communication across language barriers. Machine translation technologies facilitate interactions with people from different linguistic backgrounds, enabling more meaningful cross-cultural exchanges. This capability is particularly beneficial for Generation Z travellers, who value immersive and authentic experiences but may lack proficiency in foreign languages.

This study can also be useful for Destination Management Organization (DMO) managers. They can benefit from this information and to increase the number of tourists by utilizing advertising through social networks including promotions by tourism vloggers. By leveraging their notoriety vloggers can inspire their followers to relive their experiences.

6.2. Limitation and future work

There are some general limitations associated with using the contingent valuation approach. The main limitations of this study are (1) conducting the survey with Romanian tourists – ideally, the survey would have been conducted with international tourists – and (2) conducting the survey in different tourist locations. Regarding the first limitation, the random selection of tourists reduced the potential for bias. In this way, the representativeness of the sample could not have an undeniable value, from a sociological point of view. Regarding the second limitation, conducting surveys in different locations can introduce different biases. Tourist preferences and behaviors may vary depending on the country of residence, the tourist often looking for what he does not have near his home. The limitations mentioned above, together with the author's concern about the direction and manner in which tourism will be influenced by the choices of the youngest members of Generation Z and the oldest members of Generation Alpha, constitute a work of the future. A new research, in which the data collection will be done on a representative sample from all over Europe, is the new work in which the author will focus on this topic.

REFERENCES

1. Barhate, B. and Dirani, K.M., (2022), *Career aspirations of generation Z: a systematic literature review*, European Journal of Training and Development, Vol. 46 No. 1/2, pp. 139-157. <https://doi.org/10.1108/EJTD-07-2020-0124>
2. Benítez-Márquez MD., Sánchez-Teba EM., Bermúdez-González G., Núñez-Rydman ES., (2022), *Generation Z Within the Workforce and in the Workplace: A Bibliometric Analysis*. Front Psychol.;12: 736820. doi: 10.3389/fpsyg.2021.736820. PMID: 35178005; PMCID: PMC8844017.
3. Buhalis D., Leung D., Lin M., (2023), *Metaverse as a disruptive technology revolutionizing tourism management and marketing*. Tour. Manag., 97, 104724.
4. Chen Z., Huawen S., Yating Z., (2022), *The study on the impact of short video tourism Vloggers at social media platform on online sharing intention*, Frontiers in Psychology, Sec. Organizational Psychology, <https://doi.org/10.3389/fpsyg.2022.905002>
5. Cheng, W., Tian, R. and Chiu, D.K.W. (2024), *Travel vlogs influencing tourist decisions: information preferences and gender differences*, Aslib Journal of Information Management, Vol. 76 No. 1, pp. 86-103. <https://doi.org/10.1108/AJIM-05-2022-0261>
6. CNNIC, (2020), *The 48th Statistical Report on China's Internet Development*. China Internet Network Information center. Available at: www.cnnic.net.cn/hlwfzyj/hlwzbg/hlwjbg/202109/P020210915523670981527.pdf
7. Dávid, L. D., & Dadkhah, M. (2023), *Artificial intelligence in the tourism sector: Its sustainability and innovation potential. Equilibrium*. Quarterly Journal of Economics and Economic Policy, 18(3), 609-613. <https://doi.org/10.24136/eq.2023.019>
8. Davis M.H., Hull J.G., Young R.D., Warren G.G. (1987), *Emotional reactions to dramatic film stimuli: the influence of cognitive and emotional empathy*. J. Pers. Soc. Psychol. 52, 126–133. doi: 10.1037/0022-3514.52.1.126
9. Dewnarain S., Ramkissoon H., Mavondo F., (2019), *Social customer relationship management: An integrated conceptual framework*. J. Hosp. Mark. Manag. 28, 172–188. doi: 10.1080/19368623.2018.1516588
10. Doğan S., Niyet I., (2024), *Artificial Intelligence (AI) in Tourism*, Future Tourism Trends Volume 2, ISBN: 978-1-83753-971-0, eISBN: 978-1-83753-970-3
11. Fotis J. N., Buhalis D., Rossides N., (2012), *Social media use and impact during the Holiday Travel Planning process*. London: Springer-Verlag.
12. Fredricks J.A., Blumenfeld P.C., Paris A. H., (2004), *School engagement: potential of the concept, state of the evidence*. Rev. Educ. Res. 74, 59–109. doi: 10.3102/00346543074001059
13. Gao F., (2018), *Current situation and bottleneck of short video development* [Online]. Available at: <http://www.cqvip.com/qk/82254x/201804/675901074.html>
14. Gao F., (2018), *Current situation and bottleneck of short video development* [Online]. Available at: <http://www.cqvip.com/qk/82254x/201804/675901074.html>
15. He, J., Xu, D., & Chen, T. (2021), *Travel vlogging practice and its impacts on tourist experiences*. Current Issues in Tourism, 25(15), 2518–2533. <https://doi.org/10.1080/13683500.2021.1971166>
16. Hilvert-Bruce Z., Neill J.T., Sjöblom M., Hamari J., (2018), *Social motivations of live-streaming viewer engagement on twitch*. Comput. Hum. Behav. 84, 58–67. doi: 10.1016/j.chb.2018.02.013
17. Hu D., Guo S., (2020), *Research on the application path of short video in tiktok tourism destination marketing*. Western Economic Management Forum 31, 40–52. doi: 10.12181/jjgl.2020.01.05
18. Kashem, M. A., Shamsuddoha, M., Nasir, T., & Chowdhury, A. A., (2023), *The role of artificial intelligence and blockchain technologies in sustainable tourism in the Middle East*. Worldwide Hospitality and Tourism Themes, 15(2), 178–191. <https://doi.org/10.1108/WHATT-10-2022-0116>
19. Lanier K., (2017), *5 things HR professionals need to know*. Strategic HR Rev. 16 288–290. 10.1108/SHR-08-2017-0051
20. Majeed S., Ramkissoon H., (2022), *Social media and tourists behaviors: post-COVID-19*, *Handbook on Tourism and Social Media*, eds. D. Gursoy and R. P. S. Kaurav (United Kingdom: Edward Elgar Publishing).
21. Marks H.M., (2000), *Student engagement in instructional activity: patterns in the elementary, middle, and high school years*. Am. Educ. Res. J. 37, 153–184. doi: 10.3102/00028312037001153
22. McCarthy L., Stock D., Verma R., (2010), *How travelers use online and social media channels to make hotel-choice decisions*. Available at: <https://ecommons.cornell.edu/handle/1813/71099>
23. Net C.E., (2020), *China's accelerated development of smart tourism "internet tourism," was supported*. Available at: http://travel.ce.cn/gdtj/202011/25/t20201125_7295050.shtml
24. Ozdemir-Guzel S., Bas, Y., (2021), *Gen Z Tourists and Smart Devices*. In: Stylos, N., Rahimi, R., Okumus, B., Williams, S. (eds) *Generation Z Marketing and Management in Tourism and Hospitality*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-70695-1_6
25. Ramkissoon H., Smith L.D.G., Weiler B., (2013), *Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach*. Tour. Manag. 36, 552–566. doi: 10.1016/j.tourman.2012.09.003
26. Sigala, M., (2020), *Tourism and COVID-19: impacts and implication for advancing and resetting industry and research*. Journal of Business Research, 117, 312–322
27. Slusariuc, G.C., (2015), *Economy of tourism*, Universitas Publishing House, Petroșani
28. Slusariuc, G.C., (2020), *Health tourism-evolutions and perspectives.*, Journal of tourism, no 29, Suceava
29. Slusariuc, G.C., (2024), *The impact of the internet and social media upon generation z in the tourism activity*, Journal of tourism, no 37, Suceava
30. Sparks B. A., Browning V., (2011), *The impact of online reviews on hotel booking intentions and perception of trust*. Tour. Manag. 32, 1310–1323. doi: 10.1016/j.tourman.2010.12.011
31. Taherdoost H., (2016), *Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research*, [p://dx.doi.org/10.2139/ssrn.3205035](https://doi.org/10.2139/ssrn.3205035)
32. Travel Trade Magazine, (2011), *Social media in the travel industry*. Retrieved from <http://traveltrademagazine.com/social-media-in-the-travel-industry>
33. Turner, A., (2015), *Generation Z: Technology and Social Interest*, Journal of Individual Psychology. 71 (2): 103–113. doi:10.1353/jip.2015.0021
34. Ukpabi, D.C.; Aslam, B.; Karjaluoto, H., (2019), *Chatbot Adoption in Tourism Services: A Conceptual Exploration*. In *Robots, Artificial Intelligence, and Service Automation in Travel*, Tourism and Hospitality; Ivanov, S., Webster, C., Eds.; Emerald Publishing Limited: Bingley, UK
35. Xiang Z., Gretzel U., (2010), *Role of social media in online travel information search*. Tour. Manag. 31, 179–188. doi: 10.1016/j.tourman.2009.02.016

36. Zaib Abbasi, A., Hussain, K., Kaleem, T., Rasoolimanesh, S. M., Rasul, T., Ting, D. H., & Rather, R. A. (2022), *Tourism promotion through vlog advertising and customer engagement behaviours of generation Z*. *Current Issues in Tourism*, 26(22), 3651–3670. <https://doi.org/10.1080/13683500.2022.2144156>