Factors Influencing Filipino Generation Z's Travel Intention and Behavior: Perceived Use of Social Networking Sites

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ABSTRACT

Tourism is becoming the primary source of revenue and one of the most lucrative growth engines for the global economy. It has recently emerged as a crucial commercial sector in many developing nations. Because of the benefits that tourism brings to a country's economy, developing nations are attempting to improve and diversify their tourism offerings to draw tourists from the outside.   The study aims to identify the factors that affect the intent to travel of Generation Z in local tourism sites based on the Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM). A quantitative method, particularly predictive causal was utilized to determine the influence of attitude, perceived behavioral control, subjective norm, and the mediating role of social networking site (SNS) usage. PLS-SEM was used to analyze the data from 406 respondents. The results revealed that attitude, perceived behavioral control, subjective norms, and SNS usage have a positive impact on travel intention but there is insufficient empirical evidence to conclude that SNS usage is a mediator between the independent and dependent variables. This suggests that while Gen Zs are dependent on technology, it is also important for them to seek information from people who are important to them when making travel decisions.   With these results, businesses, practitioners, and policymakers must consider the effective use of social networking sites and a more personal/familial theme in crafting strategies, products and services, and marketing collateral.

Keywords: attitude, perceived behavioral control, subjective norms, travel intention, Gen Z.

1. INTRODUCTION

For many nations throughout the world, tourism is becoming the primary source of revenue and one of the most lucrative growth engines for the global economy. It has recently emerged as a crucial commercial sector in many developing nations (Aman et al., 2019) and a significant driver of socio-economic success (UNWTO, 2015) through the creation of related jobs, raising of the living standards of the local populace, and

assisting in the expansion of other industries (Brătucu et al., 2017; Villanueva-lvaro et al., 2017), The World Travel & Tourism Council (2020) estimates that the travel and tourism sector contributed 10.3% of the worldwide GDP in 2019. However, as a result of growing mobility restrictions due to the COVID-19 pandemic, this contribution decreased to 5.3% in 2020. After nations gradually loosened travel restrictions, the number grew to 6.1 percent in 2021. Because of the benefits that tourism brings to a country's economy, developing nations are attempting to improve and diversify their tourism offerings to draw tourists from the outside. Tourism consequently becomes vital to such countries, and a rising number of research focuses on tourism development (Saufi et al., 2014). In the Philippines, the tourism sector contributes significantly to the economy and employment. In 2019, the country's tourist sector generated around US$50 billion, or 13% of the national GDP. On the same year, the Philippines welcomed 8.26 million international visitors, while the tourism industry employs 5.7 million Filipinos (Hanh, 2020). However, due to the COVID-19 pandemic, the tourism sector's contribution to the Philippine economy has decreased to US$41B representing 10.4% of the country's gross domestic product in 2021. Moreover, employment also declined by 28.4%, and there were only 160,000 foreign visitors (Hanh, 2022).

With the continuous improvement of the pandemic situation in the country resulting in more relaxed movements of people from 1 place to another, the Department of Tourism predicts that the domestic tourism market will begin to recover by 2024, at the absolute latest by 2022, when demand will be 90% of what it was in 2019. Moreover, the agency said that in order for the tourism industry to thrive, it must shift to digital and online.

Domestic tourism must target the younger generation, specifically Generation Z. This generation is regarded as the first generation of digital natives, guaranteeing their early adoption of technology. They have transitioned online more easily than any previous generation for jobs, school, and socializing, which has significant consequences for the tourism industry today and in the future (Asian Development Bank and World Tourism Organization, 2022). Because of this, Gen Z has access to a wide array of information which is vital in making travel decisions. Their ability to check and navigate the online environment makes them a good influencer to their parents or anyone who will eventually make the ultimate decision.

The extensive usage of electronics among this generation has increased expectations for accessible, hassle-free connectivity both at home and when traveling. Globally speaking, as the youngest populations of the globe develop, become more affluent, and start to travel, the existing demographic structure of the world's population is projected to generate significant changes in consumer travel demand. Because of this, significant growth may be anticipated in Africa, Latin America, and Southeast Asia when Gen Z approaches maturity (European Travel Commission, 2020).

It is on these premises that the researcher is interested in investigating the factors that influence the behavioral travel intention of Generation Z using an expanded Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) as the theoretical foundations. The expanded TPB includes the perceived use of social networking sites considering Gen Z's digital exposure and usage. This will further address literature gaps on the relevance of SNS usage to Generation Z's behavioral travel intention.

2. LITERATURE REVIEW

Generation Z's behavioral travel intention

Generation Z is the post-millennial generation born between 1997 and 2012 and will soon overtake Millennials as the largest generation of customers, and brands that want a piece of the pie must understand their habits and digital expectations (Meola, 2022) having grown up in an era marked by technological advancements such as the internet, cellphones, laptops, open networks, and digital media (Tulgan, 2013). A number of characteristics allow for the individualization of Generation Z. They stand out for their unwavering faith in technology, as well as their open-mindedness, intellect, zeal, inventiveness, and entrepreneurial energy. They also stand out for morality and deontology. These people possess a high level of qualifications and technological expertise as well as innovation and creativity (Flippin 2017; Priporas et al. 2017).

This generation is set to change tourism and destinations (Robinson & Schänzel, 2019) thus their uncertainties, and motives are critical to predicting how tourist demand will change in the future and how it will affect tourism throughout the world (European Travel Commission, 2020). They present new prospects for the tourist industry, mostly in terms of digital capabilities, but also because this generation is very engaged in social and environmental concerns (Next Tourism Generation Alliance, 2020).

Generation Z is a significant group in the tourism business because they value experiences above belongings, which enhances their proclivity to travel (Barnes, 2018). A sizeable portion of the market now belongs to Generation Z, and in the future years, they will dominate the consumer market (Next Tourism Generation Alliance (2020). Travelers belonging to this generation feel that tourism benefits local communities and are aware of the personal benefits of travel, such as learning about different cultures and expanding their life experiences and self-confidence (European Travel Commission, 2020). Additionally, Gen Z travelers want a more customized experience, unique places, and a deeper immersion in local cultures (Haddouche & Salomone, 2018).

This generation also has the ability to prescribe. According to the Junior Connect Study (2017), Gen Z has a say in 94% of their families' shopping decisions, and hence are likely involved in the selection of tourism destinations. This is supported by a study conducted by Globetrender (2018) which found that parents' holiday booking decisions are heavily influenced by Gen Zers. Hence, if tourism businesses are to thrive in the future, they must be aware of the new realities of Generation Z and adapt to this young audience (Next Tourism Generation Alliance, 2020).

Attitude

Attitude Attitude is made up of beliefs about the repercussions of one's actions as well as a positive or negative assessment of those outcomes (Boguszewicz-Kreft et al., 2020) that may be altered by an observation, a piece of knowledge, or an inductive process (Sharma et al., 2021). This concept describes people's overall opinions on whether a given behavior is evaluated positively or negatively according to Perugini and Bagozzi (2001) as cited by Han et al. (2020). According to Patwary and Rashid (2016), attitude in tourism research can be equivalent to assessment components including assessing physiological arousal, expressiveness, and emotional responses to the visitor experience. Individual tourist attitudes, on the other hand, are assessed by multiplying an individual's behavioral beliefs with salient tourist qualities (Paul et al., 2016).

The tourist attitude is commonly considered to have cognitive, affective, and behavioral components (Page et al., 2014). Attitude has been shown as a reliable predictor in the decision-making process of travelers (Jalilvand et al., 2012) and is certainly a significant factor in tourists' intentions/decisions (Kim & Hwang, 2020;

Guggenhein et al., 2020). Prior tourism research has found a significant positive correlation between views toward a destination and intention to visit (Khasawneh and Alfandi, 2019; Nguyen et al., 2020). Seow et al. (2017) conducted a study to find out how well the expanded Theory of Planned Behavior model predicts travelers' intentions to seek medical tourism in Malaysia. The study covered 380 respondents and the results of the partial least square approach showed that the intention to travel to Malaysia for medical treatment is strongly linked to one's attitude.

According to Hasan et al. (2019), tourists' positive attitudes are critical in conditioning behavioral intentions since they may either drive tourists into the action or keep them away from it. Similarly, Sukaatmadja et al. (2022) looked at how visitors' attitudes are influenced by push-pull motive and perceived health risks, as well as their impact on their desire to return to Bali. The findings suggest that attitude has a considerable impact on revisit intent. On the other hand, the intention of Viennese residents to visit near metropolitan summer getaway sites was explored by Juschten et al. (2019). The study investigated whether an extended Theory of Planned Behavior (TPB) could be used to assess metropolitan individuals' travel intentions to adjacent destinations. The results revealed that attitude has a limited predictive effect in predicting intention.

Perceived Behavioral Control
Japutra et al. (2019) and Seow et al. (2017) define perceived behavioral control as a belief about the perceived ease or difficulty of doing a task. It has to do with the sense of having the resources and opportunity to carry out a task, as well as the assessment of external circumstances that one cannot fully control. Peers' or their friends' prior experiences, as well as second-hand knowledge, might influence their view according to Ajzen, 1991 as cited by Boguszewicz-Kreft et al. (2020). Tourists' perceived behavioral control, according to Jin et al. (2015), indicates an individual's assessment of the possibilities/difficulties of completing a given activity.

In a study of urban residents' intentions to visit adjacent summer resorts, Juschten et al. (2019) discovered that perceived behavioral control is one of the most important elements in predicting intention. This finding was also affirmed by Kim et al. (2020) who found that perceived behavioral control is an important factor in determining the intention to travel. Using the Theory of Planned Behavior, Sujood et al. (2022) investigated travelers' behavioral intention to travel during the coronavirus outbreak. As per the current COVID-19 critical scenario, the framework includes attitude, subjective norms, perceived behavioral control, and a very important concept, perceived risk. According to empirical results, perceived behavioral control is important in determining behavioral intention. In the context of real estate, Ma et al. (2023) in a study among 471 Vietnamese investors found that behavioral control is a strong predictor of intention to acquire tourism real estate.

Seow et al. (2017), on the other hand, investigated the extended model of Theory of Planned Behavior in predicting visitors' intention to seek medical tourism in Malaysia and discovered that perceived behavioral control is unimportant to intention. Furthermore, by examining the antecedents of revisit intention/actual visit behavior, as well as the mediating effect of revisit intention in the relationship between perceived behavior control and actual visit behavior, Al Ziadat (2021) tested the sufficiency and application of the Theory of Planned Behavior in Jordan tourism and found that the influence of perceived behavior control on intention to visit is insignificant.

Subjective Norms

Subjective norms are well-known in the marketing and tourism literature as a driver of behavioral intentions (Hasan et al., 2020; Quintal et al., 2015). It has been empirically evidenced that tourists' judgments on whether or not crucial individuals will approve of a particular holiday place impact their decisions (Nicoletta and Servidio, 2012).

Subjective norm is a person's sense of social pressure from influential persons to engage or not engage in an activity (Bianchi et al., 2017; Guerin & Toland, 2020) and have a significant influence in shaping people's decision making (Chang et al., 2016). It relates to people's perceptions about how significant people will assess their actions, as well as how essential that judgment is to them (Ajzen, 1991 as cited by Boguszewicz-Kreft et al., 2020). Moreover, subjective norms are functions of people's beliefs about what they believe those who are significant to them would behave in a certain situation (Kessler, 2013).

According to Suki et al. (2014), subjective norms might be social or societal in origin. The first are personal viewpoints from family, friends, and peers; the second are societal and media perspectives. Friends and family may offer support for the choice to travel or accompany a patient in the social context; physicians and nurses are the authorities who may influence patients' decisions in the societal setting. In terms of the media, anybody with Internet access may now look for information about medical tourism and engage in chat groups, perhaps influencing their attitudes.

Cheunkamon et al. (2020) generated a model that explains the links between structural elements and intents to utilize social media for travel planning. The technology acceptance model (TAM) theory, the theory of planned behavior (TPB), and trust and satisfaction variables are all included in the model. According to a survey of 1333 samples from domestic tourists who used social media through their smartphone, subjective norms may be utilized to influence behavior, with a favorable direct effect on intentions to travel. Using Lombok as an example, Aulia Ramadhani et al. (2020) did a study to determine what Islamic visitors demand in a tourist destination. The researchers investigated the reasons for visitors visiting Lombok Island by looking at the island's varied achievements. According to the findings, subjective norms had a substantial impact on the propensity to visit halal destinations in Lombok Island.

Shan et al. (2020) did a study to investigate at the factors that entice visitors to visit the Haizhou Gulf in China. Data is obtained from visitors visiting the Haizhou Gulf using a self-administered questionnaire. Statistical correlational approaches are used to examine the data. The findings revealed that subjective norms have a considerable favorable influence on visitors' intentions to visit Haizhou Gulf.

Furthermore, Shrestha and Thanabordeekij (2017) used quantitative questionnaires to detect between four factors with travel intention, using linear regression analysis to confirm the results, based on an expanded Theory of Planned Behavior (TPB) model that consists of three factors: attitude, subjective norm, perceived behavioral control, and motivation as an added construct. 405 international visitors that visited Nepal participated in the survey. In the proposed expanded model of TPB, the study found that subjective norm control variables had substantial effects on visitors' behavior intention.

On the contrary, combining China's current mitigating position with tourism's ongoing revival, Dai and Jia (2020) conducted research that puts the perspective on tourists' travel intentions and creates a new theoretical structure utilizing TPB theory, adding two parts of emotion and desire to travel. Subjective norms have little effect on tourists' motivation to travel, according to the findings.

Social Networking Sites (SNS) Usage

The rise of Web 2.0 technology, which has continuously changed the landscape of individual and company activities, coincided with the establishment of the ICT. Web 2.0 is an updated version of the internet that allows users to create their own content and engage with other users (Mohd Hisham et al., 2020). The rapidly changing internet and information technology affected even the tourism sector (Quaglione et al., 2020). When it comes to vacation planning, tourists prefer to do their own research online. This includes picking holiday spots, assessing tourist sites, and suggesting tourism spots to others (Groothuis, 2020). Digital data from social media can be used to map tourism interests that aim to assist the business development process of business actors and local government decision-making Chan et al, (2022).

Travelers, according to Nguyen et al. (2021), can now use information technology to not only search for information online, but also to network, trade, and share vital information based on their experiences, such as through social media. Younger generations, particularly Generation Z, are much more active in using the Internet to plan their journeys, searching for information from the beginning to the finish of the travel decision-making process. Gen Z used social media predominantly for informational, amusement, and leisure activities. They spend around 10 hours every day online, making the Internet an integral part of their daily life (Livingstone, 2018). Additionally, information and experience shared on social media have a significant impact on the decisions made by travelers (Javed et al., 2020).

Most tourism businesses' marketing techniques have altered as a result of travelers' reliance on social media for holiday and travel activities (Mosweunyane et al., 2019; Aydin, 2020). For both consumers and providers of travel services, digital technology provides new communication and distribution channels that is why travel agencies can use the internet to use digital marketing to attract, inform, serve travelers (Sharma et al., 2020) and improve the information services (Mariani et al., 2014). As a result, it is unavoidable that social media has become an excellent tool for studying visitors' views toward purchasing, experience, and recommendation through social media content (Dedeoglu et al., 2020).

Currently, several factors influence travel intention: the accuracy of travel information, contentment, social media information, travel attitudes, information exchange among visitors, and so on. The tourism and hospitality sectors are heavily influenced by social media content created by entrepreneurs and customers according to Cheunkamon et al. (2020). Furthermore, Lim et al. (2013) argue that the major point of data exchanges made by users, consisting of videos, photographs, and messages, and containing specific or all of the aforementioned activities, is frequently referenced on the Internet and social media platforms through the use of smartphone applications.

Consumer benefits like better access to information, more substantive product/service information from diverse perspectives, and access to end-user ratings) serve to support social media's directing power (Kang, 2018). If information recipients believe the information is precise, reliable, timely, intelligible, and inclusive (Mickal, 2014; Wang et al., 2018), they are more likely to act as desired (Chang, 2013). However, social media users can have a favorable or bad impact on tourism services depending on the sentiment of the material, reviews and comments they offer; this influence is amplified when the community as a whole displays a consistent narrative (Perez-Vega et al., 2018).

Users can produce, exchange, share, and discuss ideas, opinions, and experiences on social media, which is an interactive platform. Icoz et al. (2019) found that tourists are more likely to believe information shared on social media, which significantly slows down their decision-making process. Social media content can impact tourists' decision-making in a variety of ways, including giving reviews, virtual tours, and impartial information that are crucial to destination selection and itinerary development (Morosan & Bowen, 2018). Individual behavior is determined by the knowledge they possess (Pettigrew et al., 2001 as cited by Shang et al., 2021) consequently, a lack of information leads to the absence of relevant behavior.

SNS Usage as a Mediator

According to a study conducted by Cheunkamon, et al. (2020) that included 1333 samples of domestic tourists using social media on their smartphones, it was discovered that attitudes, satisfaction, subjective norms, and perception may all be used to manage behavior, with a favorable direct impact on usage intentions. On a more specific level, Shang et al., (2021) argued that social media use positively mediated the association between subjective norms and visiting intentions.

Behavioral Travel Intention

Travel decision-making which involves intention is a complex process (Kautonen et al., 2015) that is influenced by a number of variables, including psychological (attitudes), social (subjective norm) elements, and perceived behavioral control (Garcia-Fernandez et al., 2018; Bianchi et al., 2017).

In tourism research, when visitors are given an opportunity, they act in accordance with their intentions, which is the most accurate predictor of behavior (Cheng and Lu, 2015). Consumer intention is the way through which an individual is expected to buy any certain product and is characterized as a proportion of consumers' cognitive action (Huang & Su, 2011). It is about what type of action they will engage in in the future (Rhodes & Bruijn, 2013).

Fan et al. (2022) investigated how the COVID-19 pandemic affected people' travel behaviors and intentions during the pandemic and recovery period, as well as the theoretical elements that contributed to these changes. The researchers expanded the theory of planned behavior (TPB) to include new components such as risk perception, tourist trust, and philanthropic attitudes in the context of the COVID-19 pandemic. According to the findings, respondents' domestic travel practices and intentions were positively linked with TPB constructs.

Toan et al. (2019) investigated tourist behavior using the Theory of Planned Behavior (TPB). Incorporating tourism products as a formative variable and satisfaction as an intermediary variable, the study model featured seven components. 420 questionnaires were distributed to international tourists in Hoi An City, Vietnam, at various tourist areas. A total of 400 questionnaires were received, and Smart PLS software was used to analyze them. The findings revealed that behavioral intention and conduct are the two most critical aspects in influencing foreign travelers' actual behavior.

In an attempt to develop a model of behavioral intention towards food tourism, Su et al. (2020) reviewed theories of consumer behavior applied in the context of tourism. Accordingly, the Theory of Planned Behavior (TPB) was found to be useful and effective in predicting intentions in choosing a travel destination (Yuzhanin & Fisher, 2016).

3. RESEARCH METHODOLOGY

This study specifically employed the predictive-casual model which relates the "independent variables (which can be manipulated) to the dependent variables (which can be measured), generating predictions for the values of dependent variables given set values for the independent variables" which will then establish a cause-and-effect relationship (Hernán et al., 2019). Using the sample size recommendation in PLS-SEM for a minimum statistical R squared value of .25, and a 5% level of significance, 7 arrows pointing to a construct, by Hair et. al (2014), a minimum sample size of 80 was computed. However, for more robust data, 406 questionnaires were distributed and retrieved using purposive sampling. The questionnaires were distributed in cities or municipalities with sites that are frequented by tourists.   The researchers coordinated with local tourism offices and local government units to conduct this research.

For the data analysis, the Partial Least Squares – Structural Equation Model (PLS-SEM) was utilized to examine the impact of TPB predictors such as attitude, subjective norms, and perceived behavioral control on travel intention. Likewise, this method was also used to measure the intervening effect of social networking site usage on the causal relationship between TPB predictors and travel intention.

4. RESULT AND DISCUSSION

As shown in Table 1, the results revealed that 28.7% of the respondents preferred beach resorts for their next tour. This result is followed by 28.6% liking adventure tours, 22.2% eco-tourism sites, 20.5% heritage sites, and 0.1% choosing other tourist destinations, respectively.

Table 1:　Frequency Table as to Destination

		Responses		Percent of
		N	Percent	Cases
preferred tourism destinations[a]	Eco-Tourism	230	22.2%	56.7%
	Heritage Sites	212	20.5%	52.2%
	Adventure Tour	296	28.6%	72.9%
	Beach	297	28.7%	73.2%
	Others	1	0.1%	0.2%
Total		1036	100.0%	255.2%

a. Dichotomy group tabulated at value 1.

The structural model's multicollinearity is assessed through the Variance Inflation Factor (VIF) values. Following Diamantopoulos and Siguaw (2006), Table 2 indicates that the VIF value is less than 3.3, suggesting the absence of multicollinearity problems among the exogenous constructs. Furthermore, it can be inferred from the r-squared values of 0.084 and 0.176 that the model elucidates roughly 8.4% and 17.6% of the variance in social networking site usage and tourists' behavioral intention to travel, respectively. The Q^2 values of 0.090 and 0.178, which exceed zero, indicate satisfactory predictive accuracy, as stated by Geisser (1974) and Stone (1974).

Table 2. FVIF, R^2, Adjusted R^2, and Q^2 results

Constructs	*FVIF*	R^2	Adj. R^2	Q^2
Attitude	1.398	-	-	-
Perceived Behavioral Control	1.298	-	-	-
Subjective Norm	1.273	-	-	-
Social Networking Sites Usage	1.107	0.084	0.077	0.090
Behavioral intention	1.195	0.176	0.167	0.178

Note(s): The FVIF values is acceptable when less than 3.3 (Diamantopoulos & Siguaw, 2006); Q^2 greater than zero indicates satisfactory accuracy (Geisser, 1974; Stone, 1974); R^2 and Adj. R^2 thresholds of 0.75, 0.50, and 0.25 represent substantial, moderate, or weak levels of predictive accuracy.

Table 3 exhibits a satisfactory fit of the model to the data, as evidenced by p-values below 0.05 for the APC, ARS, and AARS. The AVIF and AFVIF values obtained were 3.3, suggesting no multicollinearity exists between the exogenous factors and indicators. The obtained GOF value of 0.293 indicates a strong fit of the model. Additional criteria for suitability have also been met (Kock, 2020). Thus, it can be inferred from these results that the structural model achieves resilience against causality issues of the model.

Table 3. Model fit and quality indices

Measure	*Value*	*Criteria*
Average path coefficient (APC)	0.139 (p=0.001)	Acceptable if p<0.05
Average R-squared (ARS)	0.130 (p=0.002)	
Average block VIF (AVIF)	1.232	Acceptable if <=5, ideally<=3.3
Average full collinearity VIF (AFVIF)	1.254	Acceptable if <=5, ideally<=3.3
Tenenhaus GoF (GoF)	0.293	Small >=0.1, Medium>=0.25, Large= >=0.36
Simpson's paradox ratio (SPR)	1.000	Acceptable if <=0.7, ideally<=1
R-squared contribution ratio (RSCR)	1.000	Acceptable if <=0.9, ideally<=1
Statistical suppression ratio (SSR)	1.000	Acceptable if >=0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	Acceptable if >=0.7

Note: *Based on Kock (2022) model fit and quality indices' measurement thresholds criteria and interpretation.*

Table 4 displays the outcomes of the direct impacts of the provided exogenous construct on the endogenous variables. The results indicate that the tourists' behavioral intention to travel was significantly and positively influenced by their attitude ($\beta = 0.246$, p<0.001), with a small to medium effect size (f2 = 0.087). The

construct of perceived behavioral control has exhibited a substantial constructive impact on behavioral intention (β = 0.129, p < 0.05), accompanied by a minor effect size ($f2$ = 0.024). Additionally, it was discovered that the subjective norm had a significant and favorable causal impact on the behavioral intention of tourists (β = 0.129, p < 0.01) with a moderate effect size ($f2$ = 0.036). The utilization of social networking sites has a substantial and affirmative effect on the behavioral intention of tourists to travel, as indicated by a statistically significant beta coefficient of 0.129 at a significance level of less than 0.01. Thus, the headings H1, H2, H3, and H4 are all adequately supported. However, it was observed that hypotheses 5, 6, and 7 lacked empirical evidence to support them.

Table 4. PLS-SEM Results

Hypothesis	β	SE	*p*-value	f^2	*Mediation*	Decision
Direct effects						
H1. ATT → BI	0.246***	0.048	<0.001	0.087	-	Supported
H2. PBV → BI	0.091*	0.049	<0.05	0.024	-	Supported
H3. SN → BI	0.129**	0.049	<0.01	0.036	-	Supported
H7. SNS → BI	0.129**	0.049	<0.01	0.029	-	Supported
Indirect effects						
H5. ATT → SNS → BI	0.013	0.035	0.358	0.005	No mediation	Not Supported
H6. PBV → SNS → BI	0.012	0.035	0.362	0.003	No mediation	Not Supported
H7. BI → SNS → BI	0.023	0.035	0.255	0.006	No mediation	Not Supported

Note(s) f^2 is the effect sizes (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large. β = standardized path coefficient; SE = standard errors; Statistical significance: *** p-value < 0.001; ** p-value < 0.01; * p-value < 0.0; ATT: Attitude; PBV: Perceived Behavioral Control; SN: Subjective Norm; SNSU: Social Networking Sites Usage; BIT: Behavioral intention.

H1: Attitude has a positive influence on Filipino Generation Z's behavioral travel intention. Based on the results, the tourists' behavioral intention to travel is significantly and positively influenced by their attitude thus H1 is accepted. This empirical finding validates the study of Jalilvand et al. (2012) which specifies that attitude is a reliable predictor in the decision-making process of travelers. Additionally, the result confirms the findings of Kim and Hwang (2020); Guggenhein et al. (2020) which found that attitude is certainly a significant factor in tourists' intentions/decisions. The study's finding also corroborates the conclusions of Khasawneh and Alfandi (2019); Nguyen Viet et al. (2020); Seow et al., (2017); Aleshinloye and Woosnam (2015); Hasan et al. (2019); Sukaatmadja et al. (2022) that attitudes are critical in conditioning behavioral intentions since they may either drive

tourists into the action or keep them away from it. However, this finding that attitude influences intention to travel contradicts the findings of Juschten et al. (2019) which revealed that attitude has a limited predictive effect in predicting intention.

H2: Perceived behavioral control positively affects the behavioral travel intention of Filipino Generation Z. The analysis of data revealed that the construct of perceived behavioral control has exhibited a substantial constructive impact on behavioral intention thus H2 is accepted. This substantiates the findings of Juschten et al. (2019); Kim et al. (2020); Alonso et al. (2015); Wang et al. (2022); Park et al. (2016); Hsieh et al. (2016); Sujood et al. (2022) who found that perceived behavioral control is an important factor in determining the intention to travel. While the study's finding that perceived behavioral control has an impact on travel intention is in contrast to the conclusion of Seow et al. (2017) and Al Ziadat (2021) who found that the influence of perceived behavior control on intention to visit is insignificant.

H3. Subjective norm has a positive influence on the behavioral travel intention of Filipino Generation Z. The results of the study discovered that the subjective norm had a significant and favorable causal impact on the behavioral intention of tourists thus H3 is accepted. Cheunkamon et al. (2020) who conducted a research using the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) have similar findings that corroborated the findings of the study: subjective norms may be utilized to influence behavior, with a favorable direct effect on intentions to travel. Similarly, Aulia Ramadhani et al. (2020); Shan et al. (2020); Shrestha and Thanabordeekij (2017) found that subjective norm control variables had substantial effects on visitors' behavior intention. On the contrary, Dai and Jia (2020) found that subjective norms have little effect on tourists' motivation to travel.

H4: Attitude has a positive influence on Filipino Generation Z's behavioral travel intention when mediated by SNS usage. The utilization of social networking sites has a substantial and affirmative effect on the behavioral intention of tourists to travel thus H4 is accepted. The Internet is used considerably more frequently by younger generations, especially Generation Z, to plan their travel, gathering data from the start to the completion of the travel decision-making process Nguyen et al. (2021). Tourists like to conduct their own web research when it comes to making travel plans. This involves selecting vacation destinations, evaluating tourist attractions, and recommending tourist destinations to others (Groothuis, 2020). Moreover, travelers' decisions are also significantly influenced by the knowledge and experiences posted on social media (Javed et al., 2020; Icoz et al., 2019).

H5: SNS usage mediates the relationship between perceived behavioral control and behavioral travel intention of Filipino Generation Z. H6: Subjective norm positively influences the behavioral travel intention of Filipino Generation Z when mediated by SNS usage. H7: SNS Usage positively influences the behavioral travel intention of Filipino Generation Z. The findings of the study revealed that social networking sites (SNS) usage does not mediate the relationship between attitude and behavioral intention to travel; perceived behavioral control and intention to travel; and social norm and intention to travel thus H5, H6, and H7 are not accepted. The results oppose the findings of Cheunkamon, et al. (2020) which found sufficient empirical evidence that SNS usage is a mediator. Specifically, Shang et al., (2021) argued that social media use positively mediated the association between subjective norms and visiting intentions.

5. CONCLUSION

Based on the results of the study, the following can be inferred:

1. Gen Z are digital natives who are extremely tech savvy, connected, and acclimated to utilizing digital tools for travel planning, booking, and sharing. Their familiarity with technology influences their desire to travel, as seen by the fact that they want seamless online experiences, personalized recommendations, and digital conveniences.
2. Generation Z's behavioral intention to travel is influenced by their attitude. This means that a big part of their decision-making process is attributed to whether they find it beneficial, valuable, exciting, enjoyable, and good to travel to a local tourism site.
3. Perceived behavioral control which deals with the resources and opportunity to carry out a task, in this case, travel intention, influences the intent to travel of Generation Z. These resources include money, time, and information. Moreover, Gen Z's capability and confidence impact their intent to travel to a local tourism site.
4. Subjective norm which is defined as a person's sense of social pressure from influential persons to engage or not engage in an activity influences the travel intention of Gen Z. This means that Gen Z's intent to travel is influenced by people who are important to them like family, friends, peers, etc. The suggestions and/or information from these people matter to Gen Z.
5. The shift to digitalization of most businesses due to the advancements of technology and change in consumer behavior has resulted in the increasing use of Social Networking Sites (SNS) of businesses engaged in tourism business like insightful postings, testimonials, authentic travel experiences, full details of the tourism site's location and exciting activities. As discussed in the results, SNS usage influences the travel intention of Gen Z by searching for information in planning their trip.
6. While SNS usage directly influences travel intention, it does not mediate the effect between attitude, perceived behavioral control, and subjective norms to intent to travel. This means that Gen Z's intent to travel is directly influenced by the mentioned independent variables.

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