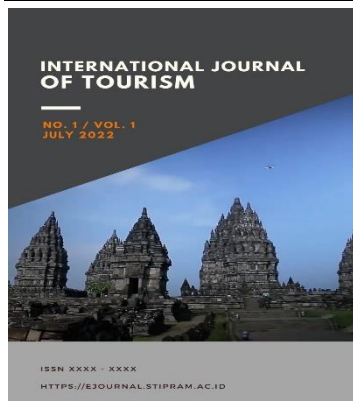


Generation Z Information Seeking Behavior On Tourist Destinations During The Covid-19 Pandemic

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Abstract: Information-seeking behavior skills related to tourist destinations by Generation Z during the Covid-19 pandemic are highly needed.

Purpose: This study aims to determine the information-seeking behavior skills related to tourist destinations by Generation Z during the Covid-19 pandemic.

Research methods: The researcher employed a quantitative method with descriptive analysis using the mean and grand mean.

Results and discussions: The research findings indicate that overall, the information-seeking behavior skills of Generation Z travelers in searching for information related to tourist destinations are categorized as good, with a grand mean value of 3.90 from all tested indicators, including previous visits, engagement, deliberate learning, incidental learning, familiarity, expertise, internal search costs (cognitive effort required and expected outcomes), and external search costs (involving significant time and various sources).

Keywords: *Information Seeking Behavior, Generation Z, Tourist Destinations*

INTRODUCTION

Currently, information has become a basic necessity for individuals and groups across various generations. Almost every day, everyone needs information for various purposes such as expanding horizons of knowledge, solving problems, or making decisions. In the current Covid-19 pandemic, information related to travel destinations has become one of the highly sought-after topics. Especially now, many tourists face difficulties in traveling due to the closure of numerous tourist destinations as a result of the widespread Covid-19 and the implementation of various health protocol rules to help break the chain of Covid-19 transmission.

At tourist destinations, as explained by the context (Maryani, 2019) It has eight components, including tourist attractions, public facilities, special tourism facilities, accessibility, local communities, tourism marketers, the tourism industry, and tourism institutions. These components can also be considered as efforts to meet the information needs related to tourist destinations, especially in the context of Covid-19. One generation that requires and utilizes information about tourist destinations for travel is the Generation Z tourists.

Generation Z is defined as individuals born between 1996 and 2010 (Ubl et al., 2017). In seeking information about tourist destinations, Generation Z employs various methods related to those destinations to fulfill their needs and obtain information as desired, enabling them to make informed and sound decisions. This information-seeking process shapes their information-seeking behavior due to the necessity of fulfilling information needs related to tourist destinations. Information-seeking behavior involves an individual's actions to meet their information needs. Each person has different actions and, consequently, different needs. How someone seeks information is influenced by varying levels of needs and abilities (Nurfadillah & Ardiansah, 2021).

This information-seeking behavior has driven them to explore more diverse information, such as various tourist attractions, facilities, and services at a newly popular, attractive, and unique tourist destination. They utilize a range of sources, whether it be information obtained directly at the tourist destination (through firsthand experience) or through various search aids on the internet and social media. Based on this background, the researcher aims to understand the level of information-seeking behavior skills of Generation Z regarding tourist destinations during the Covid-19 pandemic.

LITERATUR REVIEW

Various studies related to tourist information-seeking behavior have been conducted by several researchers in the past. The first study was conducted by (Sunaki & Christiani, 2015) found that there are three important points. First, the information needs of tourists can be observed in terms of types and forms. Second, the information-seeking behavior exhibited by tourists shows similarities with Gursoy's model. Third, tourists require up-to-date information that is easily accessible. The second study was conducted by (Putri et al., 2019) The research results indicate that promotion through social media (Instagram) has proven to be more effective as one of the driving factors in enhancing someone's interest to visit Pangandaran, in addition to promotions received from other media or through word of mouth. The third study was conducted by (Wiweka et al., 2019) this study found that the characteristics of millennial tourists in their travels tend to be highly dependent on information and technology. Additionally, they prefer simple activities and processes. The millennial generation's reliance on technology influences how they travel, starting from the initiation process, information search, assessment, final decision-making, during the journey, and even after the journey. The dominant social media platform used to seek vacation references is Instagram. In addition to the aforementioned studies serving as references in developing this research, the researcher also outlines various literature, including the following:

Information Seeking Behavior

Information Seeking Behavior is the 'micro-level' behavior used by seekers to interact with all types of information systems. It comprises all interactions with the system, whether at the human-computer interaction level (e.g., using a mouse and clicking links) or at the intellectual level (e.g., adopting Boolean search strategies or determining criteria to decide which of two books selected from adjacent library shelves is most useful). This also involves mental actions, such as assessing the relevance of the data or information acquired (Wilson, 2000). To fulfill the need for information, everyone has their own ways and behaviors in obtaining information. One interesting aspect of this research is related to the information-seeking behavior of tourists. (Gursoy & McCleary, 2004) The proposed model divides the determinants of information-seeking behavior into eight categories: previous visits, involvement, intentional learning, incidental learning, familiarity, expertise, internal search costs (cognitive effort required and expected outcomes), and external search costs (involving significant time and various resources).

Each category provides marketers with an opportunity to better understand information-seeking behavior and its connection to information usage behavior. (Wilson, 2000) It also adds that Information Usage Behavior consists of both physical and mental actions undertaken by an individual in integrating the information found with their pre-existing knowledge.

Generation Z

A generation is a group of people born during a specific period, sharing similarities due to experiencing several significant events together. These events often have a substantial impact on various aspects of their lives (Kartajaya & Marketeers, 2017). In human life, there are various classifications of generations in a particular era, including the following:

Table 1. Generation Classification

Generation	Year of Birth
Traditionalist	Before 1946
Baby Boomer	1946-1964
Generation X	1965-1979
Millennials (also known as Gen Y)	1980-1995
Edge Generation (also known as Gen Z)	1996-2010

(Ubl et al., 2017)

Besides the five generations that have been grouped above, there is also the Alpha generation or the generation born after the Edge Generation (Gen Z). It is also mentioned by (Fadlurrohman et al., 2020) The Alpha Generation (2011-2025) is described as the generation most familiar with digital technology and claimed to be the most intelligent compared to previous generations. In this study, the researchers focus on the Generation Z. (Kartajaya & Marketeers, 2017) It is mentioned that this generation is the first generation that has been introduced to the internet since birth. Even in childhood, they have been exposed to various advanced communication technologies (Wijoyo et al., 2020). Mentioned that Generation Z has characteristics that differ from previous generations, including:

1. Fluent in Technology, tech-savvy, web-savvy, app-friendly generation. They are a "digital generation" that is skilled and fond of information technology as well as various computer applications.
2. Social. They are highly engaged in interacting through social media with all groups.
3. Expressive. They tend to be tolerant of cultural differences and are very concerned about the environment.
4. Multitasking. They are accustomed to various activities simultaneously, such as reading, talking, watching, or listening to music at the same time.
5. Quickly switching from one thought or task to another.
6. Enjoy sharing.

Tourist Destinations

Tourism is an activity of travel undertaken by an individual or a group of people to visit a specific place for the purposes of recreation, personal development, or learning about unique features for a temporary period (Utama & Junaedi, 2018). Every person who engages in tourism, including Generation Z travelers, considers tourist destinations before deciding to travel. According to Pemerintah Republik Indonesia (2009), The tourism destination area, hereinafter referred to as the Tourism Destination, is a geographical region within one or more administrative regions that contains tourist attractions, public facilities, tourism facilities, accessibility, and interconnected communities that complement the realization of tourism. A destination is an area of a specific size that includes various attractive tourist objects and tourism services (Maryani, 2019).

RESEARCH METHODS

This research was conducted using a quantitative descriptive approach. The researcher employed data collection techniques through questionnaires and literature review. The study focused on Generation Z tourists (born between 1996-2010), with a sample size of 385

individuals, while the research object was the skills related to information-seeking behavior. Data analysis was performed using mean and grand mean, and a scale range was utilized to interpret the research results. The scale ranges are as follows:

Table 2. Interpretation for Research Results

No	Scale Range	Category
1	$1,00 \leq - < 1,80$	Very Bad
2	$1,80 \leq - < 2,60$	Bad
3	$2,60 \leq - < 3,40$	Enough
4	$3,41 \leq - < 4,20$	Good
5	$4,20 \leq - \leq 5,00$	Very Good

RESULT AND DISCUSSIONS

This research was conducted to determine the level of skills in the information-seeking behavior of Generation Z to meet the information needs about tourist destinations. The respondent data can be outlined in the following table:

Table 3. Respondent Data

Category	f	%	
Year of Birth			
	1996-2003	370	96.1
	2004-2010	15	3.9
Gender			
	Male	126	32.7
	Female	259	67.3
Domicile			
	West Java	67	17.4
	Central Java	58	15.1
	East Java	12	3.1
	Kalimantan	27	7.0
	Sumatera	23	6.0
	Special Region of Yogyakarta	162	42.1
	Sulawesi	7	1.8
	DKI Jakarta	7	1.8
	Others	22	5.7

Source: Analysis Data (2022)

Based on the above table, it can be determined that the respondents used as references in this research are divided into three categories: year of birth, gender, and domicile. From these three categories, the total number of respondents in this study is 385 people who are Generation Z tourists (born 1996-2010).

1. Previous Visit Indicators

Experience from previous visits is one of the factors that influence tourists to obtain more information related to tourist destinations. The results obtained regarding the experience of previous visits from Generation Z tourists can be outlined in the following table:

Table 4. Obtaining Information from Previous Visits

Answer	f	%	Mean	Category
Don't agree	7	1.8		
Doubt	33	8.6		
Agree	270	70.1	4.07	Good
Strongly Agree	75	19.5		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be seen that out of a total of 385 respondents, 0 respondents strongly disagree, 7 respondents disagree, 33 respondents are undecided, 270 respondents agree, and 75 respondents strongly agree. The mean value obtained from the information-seeking behavior related to the statement 'I obtain a lot of information to visit tourist destinations from the experience and knowledge of previous visits' is 4.07, thus it is concluded to be in the good category.

2. Indicators of Involvement

As a Generation Z tourist, the form of engagement involves utilizing external sources of information, such as gathering additional information from other sources to answer questions posed by tourists about tourist destinations. The results obtained related to the engagement of Generation Z tourists can be outlined in the following table:

Table 5. Involvement (Utilizing a variety of sources to gather additional information)

Answer	F	%	Mean	Category
Don't agree	2	.5		
Doubt	51	13.2	4.04	Good

Agree	251	65.2
Strongly Agree	81	21.0
Total	385	100.0

Source: Primary Research Data (processed)

Based on the above table, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 2 respondents disagreed, 51 respondents were uncertain, 251 respondents agreed, and 81 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which tends to utilize various sources to gather additional information about the tourist destination I will visit, is 4.04, indicating a good category.

3. Indicators of Intentional Learning

In the process of seeking information through intentional learning, Generation Z tourists will obtain information about the tourist destinations they plan to visit. The results obtained related to intentional learning from Generation Z tourists can be outlined in the following table:

Table 6. Obtaining Information from Intentional Learning

Answer	f	%	Mean	Category
Don't agree	9	2.3		
Doubt	66	17.1		
Agree	250	64.9	3.94	Good
Strongly Agree	60	15.6		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 9 respondents disagreed, 66 respondents were uncertain, 250 respondents agreed, and 60 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which involves obtaining information about tourist destinations through intentional learning processes, is 3.94, indicating a good category.

4. Indicators of Unintentional Learning (Incidental)

In the process of seeking information through unintentional learning, Generation Z tourists will obtain information about the tourist destinations they plan to visit incidentally (not focused on

the main information search goal). The results obtained related to unintentional learning from Generation Z tourists can be outlined in the following table:

Table 7. Obtaining Information from Unintentional Learning

Answer	f	%	Mean	Category
Don't agree	17	4.4		
Doubt	67	17.4		
Agree	259	67.3	3.85	Good
Strongly Agree	42	10.9		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 17 respondents disagreed, 67 respondents were uncertain, 259 respondents agreed, and 42 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which involves obtaining information about tourist destinations through unintentional learning processes, is 3.85, indicating a good category.

5. Indicator of Familiarity

Through processes and activities related to familiarity, Generation Z tourists acquire knowledge and information due to the familiarity factor influencing the information-seeking behavior of Generation Z tourists in making decisions. The results obtained related to familiarity from Generation Z tourists can be outlined in the following table:

Table 8. Obtaining Information Due to Familiarity Factors

Answer	f	%	Mean	Category
Don't agree	39	10.1		
Doubt	133	34.5		
Agree	177	46.0	3.55	Good
Strongly Agree	36	9.4		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 39 respondents disagreed, 133 respondents were uncertain, 177 respondents agreed, and 36 respondents strongly agreed. The mean value obtained from

the behavior of seeking information related to my statement, which involves obtaining information about tourist destinations I want to visit due to familiarity factors, is 3.55, indicating a good category.

5. Indicator of Expertise

Through this information-seeking process, each Generation Z tourist can leverage and maximize their expertise to obtain as much information as possible. The results obtained related to the expertise of Generation Z tourists can be outlined in the following table:

Table 9. Deciding on Destinations Based on Information Search Expertise

Answer	f	%	Mean	Category
Don't agree	8	2.1		
Doubt	51	13.2		
Agree	261	67.8	3.99	Good
Strongly Agree	65	16.9		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 8 respondents disagreed, 51 respondents were uncertain, 261 respondents agreed, and 65 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which involves deciding to visit a tourist destination based on the skills in obtaining information from various reliable sources, is 3.99, indicating a good category.

7. Indicator of Internal Search Costs

Through these internal search costs, Generation Z tourists utilize their cognitive efforts to conduct searches and obtain information about tourist destinations. The results obtained related to the internal search costs from Generation Z tourists can be outlined in the following table:

Table 10. Seeking Information through the Effort of Getting to Know the Destination

Answer	f	%	Mean	Category
Don't agree	8	2.1		
Doubt	66	17.1	3.89	Good
Agree	270	70.1		

Strongly Agree	41	10.6
Total	385	100.0

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 8 respondents disagreed, 66 respondents were uncertain, 270 respondents agreed, and 41 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which involves obtaining information through the process of acquiring knowledge from efforts to get to know the tourist destination to be visited, is 3.89, indicating a good category.

8. Indicator of External Search Costs

Through these external search costs, Generation Z tourists utilize a significant amount of time and various sources to search for information about tourist destinations. The results obtained related to the external search costs from Generation Z tourists can be outlined in the following table:

Table 11. Utilizing Time and Various Sources in Searching for Destination Information

Answer	F	%	Mean	Category
Don't agree	23	6.0		
Doubt	54	14.0		
Agree	242	62.9	3.91	Good
Strongly Agree	66	17.1		
Total	385	100.0		

Source: Primary Research Data (processed)

Based on the table above, it can be observed that out of a total of 385 respondents, 0 respondents strongly disagreed, 23 respondents disagreed, 54 respondents were uncertain, 242 respondents agreed, and 66 respondents strongly agreed. The mean value obtained from the behavior of seeking information related to my statement, which involves utilizing time and various sources in searching for information about the tourist destination to be visited, is 3.91, indicating a good category.

9. Grand Mean

Based on the results of the data processing obtained, the researcher can provide a description of the grand mean elaboration as follows:

Table 12. Grand Mean of Information Seeking Behavior Skills for Generation Z

No	Information Seeking Indicators	Mean	Category
1	Previous Visits	4.07	Good
2	Involvement	4.04	Good
3	Intentional Learning	3.94	Good
4	Unintentional Learning (Incidental)	3.85	Good
5	Familiarity	3.55	Good
6	Expertise	3.99	Good
7	Internal Search Costs	3.89	Good
8	External Search Costs	3.91	Good
<i>Grand Mean</i>		3.90	Good

Source: Primary Research Data (processed)

Based on the table above, the overall grand mean for Generation Z's information-seeking behavior is 3.90. This result can be concluded that tourists have a good score in conducting the process of seeking tourism information in a systematic and directed manner.

CONCLUSION

Due to COVID-19, Visit Myanmar 2020 has been put off. Tourism is interconnected in all sectors such as the employment, hotel, restaurant, and transportation. Myanmar has now led to a shortfall in the economic chain because of the cancellation of all tourism activities. With the government prioritizing domestic travel over international travel, domestic tourism is expected to recover in at least a year or two, with South Asian countries expected to recover later. This study evaluated the impact of the tourism industry in Myanmar using tourism stakeholders' opinions. The result reveals, that it was agreed that tourism is a main source of Myanmar's GDP. It is also found that Myanmar's tourism industry is dependent on international factors, and it highly relies on foreign tourists. The significance of this study is the findings of this research help the government to manage the dynamic behavior of the economic sector in the tourism industry.

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