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## Generation Z Travel Planning: Analysis of Tourist Preferences in Adventure Tourism in Bali

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### ABSTRACT

This study aims to analyze the travel preferences of generation Z in adventure tourism in Bali Province. Generation Z, which is a group born between 1995 to 2010, has unique travel preferences and is influenced by certain factors. This study uses survey methods and primary data collection from generation Z respondents who visited Bali for adventure tourism purposes. The data collected includes travelers' preferences regarding travel destinations, types of adventure activities of interest, desired comfort levels, sustainability priorities, and preferences for unique experiences. Data analysis was conducted using preference analysis and factor analysis techniques to identify patterns of traveler preferences. The results of this study show that generation Z tends to choose adventure tourism destinations that offer unique and memorable experiences. The results of this study provide valuable insights for tourism and destination managers in Bali Province. With a better understanding of generation Z's preferences, they can craft travel programs that better suit the needs and desires of this target market. This is expected to increase the attractiveness of Bali destinations as adventure tourism destinations for generation Z.

**Keywords:** *travel planning, tourist preferences, adventure tourism.*

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### 1. INTRODUCTION

Bali tourism is a leading industry on a national scale that has the potential to be one of the sources of foreign exchange that supports the economy in Indonesia. This sector stimulates the potential for the empowerment of all resources, both non-natural resources and stakeholders in them. Bali is one of the most famous tourist destinations in Indonesia and is a favorite destination for many tourists, including generation Z. Generation Z, also known as the digital generation or young millennial generation, is a group born between 1995 to 2010. This generation is growing up in an era of rapidly evolving digital technology, which is impacting the way they interact, communicate, and access information.

Bali Province offers various types of tours, including adventure tours that include activities such as surfing, snorkeling, diving, hiking, rafting, and others. In the context of this study, generation Z travel planning in adventure tourism in Bali is the main focus. Based on BPS visit data (BPS Bali, 2020) in January - March 2023, as many as 1,026,367 foreign tourists have visited Bali. Along with the flow of globalization, the development of tourism products and services in Bali has become an attribute that needs to be considered in the onslaught of world market competition. Bali, famous for its natural beauty, provides opportunities for Stakeholders which is engaged in service providers to create special interest attractions oriented towards increasing the number of tourist visits. One form of integration between the availability of accessibility and modes of transportation packaged in a component of tourist attractions is adventure tourism or Adventure.

Adventure tourism is part of special interest tourism Alternative which involves several multi-fields such as sports, environment and culture in it. In practice, adventure tourism cannot be separated from the concept of commercial ecotourism that offers a tourist experience outdoor which is unique. Adventure tours in (Roby Ardiwidjaja, 2018) It has advantages where tourists who enjoy it can feel the sensation of nature, culture, healthy living activities in a tourist attraction package. Behind its great potential, the existence of adventure tourism, especially in Bali Province, is a challenge for tourism stakeholders.

Based on data by Adventure Travel Trade Association in 2017, adventure tourism tourists accounted for 67% of tourism revenue in the destinations they visited. Special interest tours Adventure can be defined as a form of travel consisting of physical attributes that emphasize elements of challenge, creativity, and achievement of a tourist's desires through involvement / interaction with natural elements. Travelers involved in special interest tours in (ATTA, 2013) can be divided into 2, among others:

- 1) Soft Adventure: The group that sees their involvement as more of a desire to try new activities, so the level of challenge they undergo tends to be light to average.
- 2) Hard Adventure: Groups that view their participation in adventure special interest tourism activities more as the main goal or motivation, so they tend to be more actively and seriously involved in the activities they participate in.

In its development, adventure tourism or Adventure Generally collaborated with natural areas supported by supporting route accessibility. Tour Adventure Being the right choice for tourists in exploring the beauty of nature while exercising and being a means of exploring themselves and Hobby. As for the form of tourist activity Adventure that can be found in Bali include: rafting, hiking, trekking, snorkeling and Diving. UNWTO declares tourism Adventure is one of the fastest growing sectors and is able to support the local economy (UNWTO, 2013). The largest market share that is the focus of this study is Generation Z. One-third of the population in the world who are part of that generation is a potential target for adventure tourism managers, especially in the Bali region (Brata, 2018).

Generation Z is a potential market share targeted by tourism business managers, especially natural tourism. Based on the 2020 population census survey, 27.94 percent of Indonesia's population is generation Z (Finaka, 2021). The large population figure is an opportunity for the development of tourist attractions in Bali to attract domestic tourists. In line with booking.com survey data, as many as 65% of generation Z like nature tourism or activities outdoor (Naomy, 2023; Rita, 2018). In addition, Generation Z tends to choose challenging activities and wants to try something new that is considered moderate

happening on social media. Travel is a priority for generation Z so it does not rule out the possibility that the money owned will be willing to be spent on traveling.

This study aims to provide information based on data sources obtained regarding the identification of travel planning based on the preferences and motivations of generation Z in choosing adventure tourism or adventure travel in Bali Province. Therefore, it is necessary to conduct more critical research on the review of the interest of generation Z tourists as the subject of the largest market share in the development of adventure tourism. This kind of research is important to explore insights into the preferences and needs of generation Z in adventure tourism travel.

The results of this research can help tourism, destination managers, and other tourism industry players in compiling travel programs that are more in line with the wishes of generation Z. In addition, the results of the research can also be used as reference material in product development and promotion of adventure tourism in Bali Province. It is hoped that with a better understanding of the preferences of generation Z travelers, travel planning can be more effective and relevant in the hope that it can increase the number of tourists visiting Bali Province and provide a more satisfying tourist experience for generation Z.

## **2. METHOD**

This study was conducted based on a qualitative approach in the form of an exploratory method that aims to understand the phenomenon of travel planning based on the preferences of generation Z in choosing adventure tourism trips in Bali Province. Qualitative research is a study that identifies phenomena experienced by research subjects both in behavior, perception, motivation, action and others in a descriptive manner that utilizes natural methods. The case study analysis is oriented towards the development of adventure tourism innovation in Bali Province in the future to increase the number of tourist visits, especially generation Z.

## **3. RESULT AND DISCUSSION**

Statistics in America say Generation Z is the most like challenges. As many as 70% of Gen-Z are enthusiasts of challenges or outdoor activities such as adventure tourism. Gen Z believes that travel adventure experiences define their lives, so it's no surprise that they often post their vacation activities on their social media. A survey of data by Group Accommodations shows that 40% of Gen Z say social media influences international travel decisions (Kurniawan, 2019). Posting their journey on social media helps them build Personal branding and become an influencer on social media networks. In fact, 25% claim that their travel decisions were inspired by generation Z friends and family (Brata, 2018). Gen Z is also a visual content traveler and a love of photography on social media.

Tourist motivation Adventure It generally aims to gain a good interaction experience with the destination and other internal motivations (Higham, 2018). In its application, adventure tourism will provide new challenging experiences for tourists. This is in line with research that states that generation Z will choose to travel which can help him to get out of his comfort zone (Andrian, 2022). As for the concept of tourism Adventure in Bali has implemented Experiential Marketing Where it focuses on experience, rationality and emotionality considerations obtained by tourists (Dharmayanti & Lokito, 2019). In harmony with the study, reviewed in (Regar, 2022) as many as 86% of Generation Z travelers like the type of travel that offers authentic experiences in the destinations they visit.

#### 4. CONCLUSION

Based on the results of research and analysis of various sources conducted regarding the preferences and motivations of generation Z in planning trips, the following conclusions can be drawn. First, the result obtained through observing the preferences of generation Z in doing adventure tourism is that gen-Z tend to choose challenging activities and want to try something new that is considered happening on social media. Travel is a priority for generation Z so it does not rule out the possibility that the money owned will be willing to be spent on traveling. Second, through the motivation of adventurous travel, generation Z can build personal branding that is reflected through their visual content during the trip. Third, through the analysis of the preferences and motivations of generation Z in particular, stakeholders who are moved in the field of adventurous tourism can be encouraged to continue to innovate for the development of special interest tourism in the future.

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