

# The Influences of Tourism Image and Motivation on The Cultural Tourism Decisions of Generation Z

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## Abstract

Generation Z people are a significant force driving the modern world. They lead educated lifestyles, enjoy expressing themselves creatively, and prefer to seek out new ideas or approaches to achieve the finest results. The research study aims to examine the tourism motivation and the image that affects the cultural tourism decisions of tourists of Generation Z. The study employed quantitative research techniques to gather data from 385 Thai Generation Z tourists. The research findings revealed that status and prestige significantly influenced cultural tourism decisions, followed by cultural, emotional, affective, physical, and interpersonal motivation. Moreover, the pre-conceptualized image of the tourist destinations has the most significant influence on cultural tourism decisions, followed by tourists' perceptions and the tourists' feelings. This has practical implications for economic development at both the national and regional levels. At the same time, it reflects much about Generation Z's needs and expectations, calling for the urgency to preserve the cultural heritage of the locality and the country as a whole. This is expected to maintain the value of cultural tourism, generating a balance of development in the future.

**Keywords:** tourism motivation, tourism image, cultural tourism, decision-making, Generation Z.

Thailand's tourism sector is proliferating (Tourism Authority of Thailand, 2023). After the COVID-19 epidemic, Thailand has reopened its borders, attracting a significant influx of Thai and foreign tourists. The tourism situation in Thailand after COVID-19 is likely to improve. In such a situation, it can be mentioned that Thai tourism is an essential driver of the domestic economy (Chatuporn, 2021). Thailand is a well-known international travel destination for its long history, rich culture, beautiful natural resources, and the hospitality of Thai people (Siri

et al., 2012). International tourists from all over the world visit Thailand year-round. The World Economic Forum ranked 28th out of 140 countries with competitive potential in tourism in 2021 (Tourism Authority of Thailand, 2023). The tourism industry has an important function that stimulates the growth of the national economy (Gursoy et al., 2002). It is also an important stimulant for the growth of innovation and new entrepreneurs. Tourism affects not only the tourism industry's income generation but also other industries, such as the service industry,

delivery, and food and beverage industry (Martaleni et al., 2021). Today's tourism industry is considered an industry that is constantly changing. Rodrigues et al. (2021) emphasize the importance of comprehending and managing the tourism industry's fluctuations. Thus, Thailand blends culture, traditions, and local wisdom into its tourism style. This can be considered the current form of tourism. It is very good at creating a unique experience for tourists. Thai and foreign tourists are paying more attention to travel as a form of tourism. It also receives government and private-sector tourism support. As a result, the community received a 24.91 percent increase in tourism income in 2021 compared to the previous year (Tourism Authority of Thailand, 2023).

In recent years, Thailand has entered the stage of becoming an aging society, with the proportion of the population being elderly or aged 60 years and over, more than 12 million people, or approximately 1 in 6 of the Thai population. (Mahidol University General Administration Division, 2021). It was discovered that Generation Z is the largest social group in Thailand, second only to the elderly. Generation Z will become a relatively large population in the ASEAN region in 2023. Currently, this group of people represents approximately 24% of the total population and is an important "tourist market" for the tourism industry in the future. As a result, people in the Gen Z group are an important and influential generation in the country's society and economy. This group is expected to become the primary consumer in the future. Generation Z travelers are trending towards sustainable tourism and are doing so through experiences that encourage community engagement, bolster the local economy, and preserve local culture. As a result, Generation Z is a group that will play a role in driving Thailand's economy in the future. Generation Z is a group that likes modernity, convenience, traveling, and learning new things. However, they ignore tradition, culture, and Thai identity, which could lead to the future

disappearance of cultural continuity (Srihiran et al., 2020). This group's tourism is heavily reliant on technology. This result is consistent with a survey by travel teaching company Roller, which found that 97% of Generation Z use social media as their main inspiration for traveling, and about 68% rely on the internet to search for information. Follow influencer reviews, study directions, book flights, and accommodations, and plan a trip; online popularity is a factor that influences tourism, tourist attractions, photography, and current travel trends, which can stimulate travel among teenagers. To experience and update your status on social media, reflect on yourself as a "trendy" person. Therefore, trendy travel tends to gain more interest from Generation Z than other generations. However, for tour operators, whether there is a tourist attraction, hotel, restaurant, or anything else, there should be a plan to transition the business towards sustainability.

The theory of motivation addresses what stimulates behavior to achieve desired goals (Mcintosh & Goeldner, 1986): a stimulus that accelerates the decision to buy or use a service (Domjan, 1996). Motivation, destination image, and trust are essential to trip decisions (Anggraeni & Astimi, 2020). Furthermore, research by Chotchuang et al. (2021) revealed that the perception of tourism played a crucial role in drawing tourists' interest and encouraging them to visit destinations with historical significance to learn about past cultures.

Therefore, the study of motivation and tourism image can have significant implications. It can improve cultural tourism attractions to meet the needs of Generation Z tourists. The study of travel motivations and images that affect the cultural tourism decisions of Generation Z might benefit the business sector involved in cultural tourism and lead to further development of cultural tourism potential and sustainability.

## Conceptual Framework

From the precious study of concepts, theories, and related research. The researchers have defined the research concept in Figure 1. Two variables are used in this study.

Tourism motivation, which consists of physical, cultural, status and prestige, interpersonal, self-development, and emotional and affective, is the first independent variable. In addition, the second independent variable is the tourism image of destinations, which consists of the image that arises from tourists' perceptions, the image that comes from tourists' feelings, and the image that arises from tourists' attraction.

Finally, cultural tourism decisions consist of problem recognition, seeking information and news, evaluation of alternatives, purchase decisions, and post-purchase behavior are dependent variables. The conceptual framework is in Figure 1.

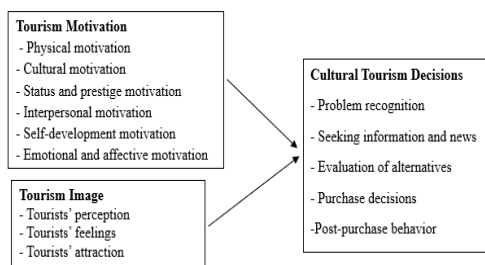


Figure 1 Conceptual Framework

## Research Scope

This study established the scope in the following details.

### 3.1 Scope of Content

Theoretical concepts applied in this study include 1) McIntosh and Goeldner's (1986) motivation theory, which explains that incentives accelerate tourists' travel decisions. To meet their own needs. 2) The concept of tourism image theory by Chen and Tsai (2007) states that the image of tourism is vital to tourists' travel decisions, both past and future. 3) The

concept of decision theory. According to Swarbrooke and Horner (2007), tourists make reasonably planned purchasing decisions. 4) Research documents relating to such studies.

### 3.2 Target Population

Generation Z teenagers are more concerned with the target population. Generation Z is defined as people between 19 and 29 years old. Because the researcher does not know the exact population, the researcher uses the Cochran (1953) method to calculate sample size in an unknown population. Therefore, the sample size is 385 samples.

### 3.3 Area Boundaries

This study collected data only on Generation Z tourists residing in Songkhla Province, Thailand, who had traveled on cultural tours.

## Literature Review

### Generation Z Characteristic

The exponential expansion of the young traveler market segment in an interconnected world has divided this segment into various categories of youth travelers. Richards (2015) classifies several young individuals, including travelers, tourists, volunteers, language students, exchange students, and interns. In addition to traditional backpackers, the increasing availability of movement options could explain the observed diversity. Richards (2015) argues that technological advancements have enabled more physical mobility. Additionally, the rise of information and communication technology has fostered more extensive social connections, further reinforcing the inclination towards mobility. Generation Z has grown up in a digital and globally connected world. Their upbringing has had a significant influence on their cultural tourism decisions. Generation Z travelers are searching for authentic experiences that allow them to immerse themselves in the local culture. They prefer to avoid overly touristy attractions to discover hidden gems and connect with local communities. They prefer to avoid overly touristy attractions to discover hidden gems and

connect with local communities. As digital natives, Gen Z relies heavily on technology to plan and document their trips. They use social media platforms like Instagram, TikTok, and YouTube to discover travel inspiration, connect with influencers, and share their experiences. Thus, Generation Z's approach to cultural tourism is driven by a desire for meaningful and immersive experiences. They prioritize sustainability, diversity, and authenticity. They leverage technology to enhance their travel experiences. They use technology to uncover hidden gems and establish connections with local communities.

#### Destination Image

According to Vincent et al. (2001), imagery operates in a state of tension with the symbolic and the real. It pertains to the perception of coherence and fragmentation within its entirety. The description explains the mirror stage of development, which occurs when a child finds their reflection in a mirror and perceives it as a complete and perfect image. This is the first instance in which the youngsters collectively acknowledge their identity. Before this stage, the infant had only encountered a small portion of reality. Kotler and Gertner (2004) define the destination image as the sum of beliefs and impressions of people that hold about the place. Images represent a simplification of a more significant number of associations and pieces of information connected to a place. They are the brain's attempts to process and pick out essential information from vast amounts of data about a place.

López-Sanz et al. (2021) revealed two internal factors that influence tourists. The first factor is socio-psychological, which includes exploring oneself, getting away from routine, evaluating oneself, relaxing, strengthening family relationships, and advancing social and educational connections. The other factor is culture, which includes cultural novelty and regression. The availability of destination choices, destination products, destination marketing activities, destination image, friends,

relatives, family, reference groups, and situational factors are external factors that impact tourists' decisions to visit. Hidayah (2021) mentioned that internal factors include economic capacity, time, gender, age, physical condition, psychological factors (such as motivation, perception, learning, personality, and attitude), and experience. Josephine et al. (2023) noted that the elements that impact attitudes towards revisiting include travel limits, previous travel experience, and tourist motivation. Only past travel experience and subjective norms have an impact on revisit intention. Revisit intention is strongly influenced by past travel experience and subjective norms, whereby visitors consider their previous visits to a place and the advice or opinions of their closest acquaintances, which ultimately shape their decision to revisit Japan. Anggraeni and Astini (2020) observed the impact of Motivation, Destination Image, and Destination Trust on the decision of Millennials to visit The National Museum. The findings demonstrated that motivation, destination image, and trust in the destination influenced tourists' decisions. Krishna and Schwarz (2014) concluded that tourists' engagement is defined as "destination loyalty." It is recognized as a critical factor in determining the destination for tourism.

#### Tourism Motivation

Studying tourism motivation can greatly enhance tourism development and research (Slabbert & Van, 2009). Prior research has corroborated these results, indicating that motivation significance influences an individual's decision to visit tourist attractions (Wu, 2015; Nugraha, 2014). Martaleni et al. (2021) found that amenities and attractions affect tourists' visiting decisions. Valentin et al. (2023) observed that factors such as destination image, distinctive features of the destination, and the quality of accommodation facilities hold greater significance. Understanding the elements influencing visitors' decision-making processes is crucial for managers and tourism service providers. This knowledge helps increase marketing and management strategies that align

with the tourists' expectations and demands. Several research investigates tourist motivation and behavior in situations such as travel to religious places and history (Liro, 2020), African village tourism (Lwoga and Maturo, 2020), ethnic tourism (Chen, 2021), and language learning-focused tourism (Redondo et al., 2017). Motivation is a social-psychological phenomenon that involves an individual's inner feelings and emotions. Inner needs and things unique to each person drive the most motivation. It starts with factors that occur within individuals and affect travel behavior and the choice to travel. Individuals choose a tourist destination, engage in activities, or seek specific experiences during their travels (Güzela et al., 2020).

#### Cultural Tourism

Promoting and supporting the understanding and experience of a tourist destination's culture and traditions is the essence of cultural tourism. Culturally interested tourists often seek experiences related to their destination's history, art, culture, religion, and other distinctive elements. Therefore, cultural tourism helps tourists gain. Understand the culture and traditions of the places tourists visit. This frequently influences income generation and local community development in that area. Richards (2018) and Mousavi (2016) studied cultural tourism and categorized it into three distinct types: 1) cultural landmarks; 2) adhering to local cultural attire; and 3) tourism perpetuates historical legacies.

### Research Design

This study uses quantitative methods, such as questionnaires, to collect data from the Generation Z group that has traveled to Thailand for cultural tourism. A total of 400 samples were taken using the purposive sampling method. The sample group's characteristics are: 1) people between the ages of 19 and 29 years old (Generation Z); and 2) they attended cultural tourism, such as tourism according to historical, archaeological, or museum traces of old and

traditional architecture, arts, handicrafts, sculptures, statues, carvings, etc.

#### 5.1 Instrument

The researchers collected data using a questionnaire divided into two parts.

Part 1: Questions about Demographics and Travel Behavior There are 15 questions, each with a single selected answer (the checklist).

Part 2: The questions express opinions about motivation, tourism image, and cultural tourism decisions. There are 42 questions on a 5-level Likert scale. 1 = least agree, 2 = slightly agree, 3 = moderately agree, 4 = agree, and 5 = strongly agree. The researcher used two methods: checking the validity and reliability of the tools and testing their quality. Details are as follows:

1. Using the created questionnaire, validators analyze the consistency between the questions and the research objectives (the index of item objective consistency, or IOC). According to Lynn's proposal (1986), checking the content validity can involve at least three experts in the field to assess the questionnaire's quality. The average value of consistency should not be less than 0.5. Examining the content validity value revealed that this questionnaire has an IOC value ranging from 0.793 to 0.833.

2. Checking confidence values (reliability) after modifying the questionnaire according to experts' suggestions. The researcher took the questionnaire and tested it (Try-Out) with a group of 30 samples that had similar characteristics to the sample. Following this, the researcher calculated the confidence level. The inspection results showed that the alpha coefficient is between 0.968 and 0.969, and the alpha coefficient of the entire questionnaire is equal to 0.969 (Wanichbancha, 2006).

#### 5.2 Data Collection

The researcher used Google Forms to create an online questionnaire by having respondents scan a QR code for the convenience of providing information. To collect data, the researcher distributed questionnaires in person by choosing a location to distribute QR code questionnaires around historical tourist attractions in Songkhla

Province, Thailand, such as Samira Beach, Songkhla Old Town, etc.

## Results And Discussion

The study Motivations and Tourism Images Affecting Cultural Tourism Decisions of Generation Z classified the results as follows:

6.1 Demographic data analysis and cultural tourism behavior of respondents.

The majority were female, accounting for 48.1 %, aged between 19 and 29 years, accounting for 97.7 %, and had a bachelor's degree level of education. Most of them are students, accounting for 70.2 %, and 63.4 % have an average monthly income of less than 27.25 USD, accounting for 52.2 %.

In addition, they travel twice in one year and do cultural tourism, accounting for 78.6 percent of their time spent traveling in the morning and returning in the evening. They typically travel with friends, with 42.5% of their favorite tourist destinations in the South accounting for 50.6%. Accounting for 49.6 %, they usually travel by train. At 37.9 %, cultural tourism is the primary reason for decision-making. According to popular trends, 51.4 % of travelers will spend most of their time traveling on Saturdays and Sundays, accounting for 43.5 %. The accommodations chosen for this service are primarily resorts for 41.5 % and have an average cost per trip of 27.25 to 82 USD, accounting for 54.5 %.

6.2 Analysis of Generation Z's opinions on tourism motivation, tourism image, and cultural tourism decisions

The results of this study are presented in Table 1.

### 6.2.1 Tourism Motivation of Generation Z

The results in Table 1 show that emotional and affective motivation ( $\bar{x} = 4.19$ , S.D. = 0.553) is the most critical factor in Generation Z. This is followed by cultural motivation ( $\bar{x} = 4.18$ , S.D. = 0.585) and physical motivation ( $\bar{x} = 4.15$ , S.D. = 0.512). Self-development is the least important

factor for Generation Z tourists ( $\bar{x} = 3.90$ , S.D. = 0.768).

### 6.2.2 Tourism Image of Generation Z

The study found that the overall image of tourism was high ( $\bar{x} = 4.17$ , S.D. = 0.410). Upon examining each aspect, the Generation Z group discerned that the tourism image, shaped by emotions, held significant importance. The most important ( $\bar{x} = 4.28$ , S.D. = 0.493), followed by the image from perception ( $\bar{x} = 4.18$ , S.D. = 0.563), and the image of the tourist attraction ( $\bar{x} = 4.05$ , S.D. = 0.477), respectively.

### 6.2.3 Cultural Tourism Decisions of Generation Z

The results in Table 1 found that the cultural tourism decisions of Generation Z are influenced by the decision-making process of selecting tourist destinations ( $\bar{x} = 4.34$ , S.D. = 0.532) and their previous travel experiences ( $\bar{x} = 4.34$ , S.D. = 0.561), followed by the alternative evaluation process ( $\bar{x} = 4.26$ , S.D. = 0.552), while the information-seeking process of travel news is the least used by Generation Z when making cultural travel decisions ( $\bar{x} = 4.12$ , S.D. = 0.518).

Thus, the results in Table 1 revealed interesting points as:

1) Generation Z gave the most importance to emotional and emotional motivation factors in all six aspects of cultural tourism motivation factors ( $\bar{x} = 4.19$ , S.D. = 0.553).

2) The tourism image factor Generation Z places the most importance on the tourism image factor that arises from the feeling of wanting to go on cultural tourism ( $\bar{x} = 4.28$ , S.D. = 0.493) and the group's cultural tourism decision-making process.

3) Generation Z tends to choose tourist destinations ( $\bar{x} = 4.34$ , S.D. = 0.532) and previous travel experiences first ( $\bar{x} = 4.34$ , S.D. = 0.561).

Table 1 Tourism Motivation, Tourism Image, and Cultural Tourism Decisions of Generation Z

Tourism motivation	$\bar{x}$	S.D.	Level
Physical aspect: M1	4.15	0.512	high
Cultural aspect: M2	4.18	0.585	high
Status and prestige aspect: M3	4.10	0.603	high
Interpersonal motivation aspect: M4	3.96	0.654	high
Self-development aspect: M5	3.90	0.768	high
Emotional and affective aspect: M6	4.19	0.553	high
<b>Total</b>	<b>4.08</b>	<b>0.426</b>	high
Tourism image			
Tourists' perception: I1	4.18	0.563	high
Tourists' feelings: I2	4.28	0.493	high
Tourists' attraction: I3	4.05	0.477	high
<b>Total</b>	<b>4.17</b>	<b>0.410</b>	high
Cultural Tourism Decisions			
Problem recognition	4.18	0.603	high
Seeking information and news	4.12	0.518	high
Evaluation of alternatives	4.26	0.552	high
Purchase decisions	4.34	0.532	high
Post-purchase behavior	4.34	0.561	high
<b>Total</b>	<b>4.25</b>	<b>0.411</b>	high

Source: Authors' data

6.3 Multiple regression analysis of the motivation analysis and the image of tourism that affects the cultural tourism decisions of Generation Z

The researcher used the data to determine whether it was suitable for multiple regression analysis. Details are as follows:

1) There must be no relationship between the variables (Multicollinearity).

To determine the relationship between the independent variables. Table 2 shows that the correlation coefficient of the variables ranges from 0.219 to 0.578, indicating that it should not surpass 0.8 (Hair et al., 2010). Therefore, the above variables are independent.

2) Table 2 found that the correlation coefficients of physical motivation (M1), cultural motivation (M2), status and prestige motivation (M3), interpersonal motivation (M4), and self-development motivation (M5) were strong. Emotional and affective motivation (M6), image arising from perception (I1), image arising from feelings (I2), and image towards tourist attractions (I3) have values between 0.219 and 0.578, all of which have a positive

relationship. Every independent variable with a correlation value of no more than 0.8 (Hair et al., 2010) demonstrates the independence of the variables in the analysis. Therefore, it does not cause multicollinearity. Thus, multiple regressions can analyze all variables. In addition, Table 2 revealed that the correlation coefficients of tourism motivation, tourism image, and cultural tourism decisions (CD) were strong, with values between .346 and .694.

3) The study analyzes the relationship between the independent and the dependent variables by considering the tolerance value and the variance inflation factor (VIF). According to Hair et al. (2010), the tolerance value should not be less than 0.01, and the VIF value should not be higher than 10. There was a tolerance value of 0.567 to 0.779 and a VIF value of 1.283 to 1.764 for the relationship between travel motivation and cultural tourism decisions (Table 3). There was a tolerance value of 0.663 to 0.739 and a VIF value of 1.353 to 1.509 for the relationship between tourism image and cultural tourism decisions (Table 3). Therefore, multicollinearity does not occur.

Table 2 Correlation Coefficient of Tourism Motivation, Tourism Image, and Cultural Tourism Decisions

Variable	M1	M2	M3	M4	M5	M6	I1	I2	I3	CD
<b>M1</b>	1									
<b>M2</b>	.306**	1								
<b>M3</b>	.379**	.360**	1							
<b>M4</b>	.338**	.345**	.267**	1						
<b>M5</b>	.337**	.318**	.253**	.578**	1					
<b>M6</b>	.422**	.429**	.314**	.443**	.533**	1				
<b>I1</b>	.306**	.426**	.384*	.244**	.219**	.535**	1			
<b>I2</b>	.363**	.500**	.449**	.268**	.311**	.374**	.464**	1		
<b>I3</b>	.405**	.410**	.359**	.297**	.323**	.421**	.511**	.420**	1	
<b>CD</b>	.461**	.485**	.494**	.395**	.346**	.502**	.561**	.694**	.510**	1

Source: Authors' data

\*\* Correlation is significant at the 0.01 level (2-tailed).

### 6.3.1 Regression Analysis of Tourism Motivation Influences Cultural Tourism Decisions of Generation Z

The research also showed that status and prestige motivation have the most significant effect on cultural tourism decisions ( $\beta = 0.258$ ), followed by cultural motivation ( $\beta = 0.225$ ), emotional and attractive motivation ( $\beta = 0.218$ ), physical motivation ( $\beta = 0.173$ ), and interpersonal motivation ( $\beta = 0.109$ ). On the other hand, self-development motivation did not affect cultural tourism decisions. Thus, the regression equation can be expressed as follows:

$$\text{cultural tourism decisions} = 1.383 + 0.173 \text{ physical} + 0.225 \text{ cultural} + 0.258 \text{ status and prestige} + 0.109 \text{ interpersonal} + 0.218 \text{ emotional and attractive}$$

The equation can be used for forecasting and as a guide to create incentives for increased cultural tourism. Thus, increasing all factors, especially status and prestige related to travel, may build one's reputation, raise one's status, and elevate one's prestige.

Table 3 Regression Analysis of Tourism Motivation Influences Cultural Tourism Decisions of Generation Z

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	P-Value	Tolerance	VIF
(Constant)	1.383	0.161		8.611**	0.000		
physical	0.140	0.035	0.173	3.972**	0.000	0.732	1.366
cultural	0.159	0.031	0.225	5.170**	0.000	0.737	1.357
status and prestige	0.176	0.029	0.258	6.085**	0.000	0.779	1.283
interpersonal	0.068	0.030	0.109	2.278*	0.023	0.615	1.627
self-development	-0.015	0.027	-0.027	-0.550	0.583	0.567	1.764
emotional and affective	0.163	0.036	0.218	4.489**	0.000	0.591	1.692

N = 393, R = 0.679, R Square = 0.461, Adjusted R Square = 0.453, St. Error of the Estimate = 0.305

Durbin-Watson = 1.618, Sig. of F = 0.000

Source: Authors' data

Dependent Variable: Cultural tourism decisions

\*\* significant at the 0.01 level, \* significant at the 0.05 level

### 6.3.2 Regression Analysis of Tourism Image Influences Cultural Tourism Decisions of Generation Z

The results in Table 4 revealed that the image of tourist destinations has the greatest influence on cultural tourism decisions ( $\beta = 0.495$ ),



followed by the image generated by tourists' perception ( $\beta = 0.220$ ), and the image generated by tourists' feelings ( $\beta = 0.205$ ), which can be written in the regression equation as follows:  
cultural tourism decisions =  $1.081 + 0.220$  tourists' perceptions +  $0.205$  tourists' feelings +  $0.495$  tourists' attraction

The equation can be used for forecasting as a guideline for planning the image of cultural tourist destinations to attract more visitors and increase cultural tourism. Thus, increasing all factors, especially tourist attractions related to nature, building, cultural, and social attractions, may increase tourists' willingness to travel.

Table 4 Regression Analysis of Tourism Image Influences Cultural Tourism Decisions of Generation Z

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-Value	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.081	0.142		7.588**	0.000		
tourists' perceptions	0.161	0.030	0.220	5.399**	0.000	0.663	1.509
tourists' feelings	0.178	0.033	0.205	5.326**	0.000	0.739	1.353
tourists' attraction	0.415	0.033	0.495	12.460**	0.000	0.696	1.437

N = 393, R = 0.757, R Square = 0.573, Adjusted R Square = 0.570, St. Error of the Estimate = 0.271  
Durbin-Watson = 1.785, Sig. of F = 0.000

Source: Authors' data  
Dependent Variable: Cultural tourism decisions  
\*\* significant at the 0.01 level, \* significant at the 0.05 level

6.3.3 Model Summary of Regression of Tourism Motivation and Tourism Image Influence Cultural Tourism Decisions of Generation Z  
The research results in Table 5 also found that tourism image more substantially influences cultural tourism decisions than tourism motivation. The results can express the regression equation as follows:  
cultural tourism decisions =  $0.775 + 0.556$  tourism image +  $0.289$  tourism motivation

In Thailand, the government and related business sectors can use Generation Z's cultural tourism decision equation as guidelines for planning policies for promoting tourist attractions. It is a way to pass on the culture to the next generation and a guideline for formulating policies to revive cultural tourism in Thailand. This is because specific forecast models can reveal the expectations of Generation Z travelers.

Table 5 Regression of Tourism Motivation and Tourism Image Influence Cultural Tourism Decisions of Generation Z

Model	Unstandardized Coefficients		Standardized Coefficients	t	P-Value	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.775	0.147		5.273**	0.000		
Tourism Motivation	0.280	0.040	0.289	6.973**	0.000	0.610	1.639
Tourism Image	0.559	0.042	0.556	13.432**	0.000	0.610	1.639

N = 393, R = 0.770, R Square = 0.593, Adjusted R Square = 0.591, St. Error of the Estimate = 0.264 Durbin-Watson = 1.622

Source: Authors' data  
Dependent Variable: Cultural tourism decisions  
\*\* significant at the 0.01 level, \* significant at the 0.05 level

## DISCUSSION

The study of motivation and tourism image that affect the group's cultural tourism decisions in Generation Z is as follows:

1. Motivation factor that affects the overall decision-making of cultural tourism by Generation Z at a high level. Status and prestige are the primary factors that influence the cultural tourism decisions of Generation Z, followed by cultural motivation, emotional and affective motivation, physical motivation, and interpersonal motivation. Generation Z uses social media as their primary inspiration for traveling, relying on the internet for information, following influencer reviews, studying directions, booking flights and accommodations, planning trips, and transacting online. Moreover, always choose to support services that can be accessed online first. The results are consistent with the study by Jensen (2011) that found Danish travelers' motivation of travelers perceived social relationships with family and friends as the essential travel motive, followed by escape/ relaxation, appreciating natural resources, exploration, appreciating famous sites and heritages, and prestige and impression.

Meanwhile, self-development motivation did not influence cultural tourism decisions. This is consistent with Bunnam's (2022) research, which discussed status and reputation motives for the decision to tour museums around Rattanakosin Island, Bangkok. Tourists must know the purposes of visiting, such as wanting to relax or increase their knowledge. In addition, it is consistent with the research of Bunprasom et al. (2021). According to the results, the tourism attraction of the Dajia Mazu pilgrimage and the experiential value of tourists significantly impact happiness and revisit intention, in Taiwan (Chih-Yu Liu et al, 2023).

2. Images of tourist destinations influence cultural tourism decisions. The results confirmed that the image of tourist attractions has the most significant influence on cultural tourism decisions, followed by the image generated by perception and the image generated by feelings.

The results are consistent with the research results of Chairatana and Supanyo (2021), which found that the image of tourist locations influences the decision to travel to Ayutthaya Historical Park, Thailand. In addition, this is consistent with the research of Atthawechasakul and Wiwasuk (2023), which found that belief in the history of beauty influences tourists' travel decisions and the historical value of tourist destinations. This research also supports the findings of Abdelhamid et al. (2022), who stated that the image of a place is an essential attraction for tourists, which affects their mental feelings positively. This may also contribute to an improvement in the quality of life. Moreover, this is consistent with the research of Atthawechasakul and Wiwahsuk (2023), which found that belief in the history of beauty influences tourists' travel decisions and the historical value of tourist destinations.

## Practical Implications

Cultural tourism focuses on travel experiences that involve exploring and appreciating the cultural aspects of a location, such as its heritage, art, music, cuisine, traditions, and history. Understanding the factors that drive cultural tourism decision-making can be critical for stakeholders such as policymakers, tourism boards, businesses, and researchers. This research can help tailor tourism strategies to meet the needs and interests of visitors while preserving and promoting local culture. The government can use research results on cultural tourism decision-making to formulate tourism strategy and marketing to attract more tourists, especially the new generation, who are more interested in cultural tourism in Thailand.

## Recommendation For Future Study

The results of the cultural tourism motivations of Generation Z found that status and prestige motivations have a significant influence on the cultural tourism decisions of Generation Z. As a result, future studies should

give priority to the role of status and prestige motives, which serve as an incentive for tourists to gain acceptance or fame by following in the footsteps of famous people or influencers on online media, including tourism in popular places at the time, such as tourism based on movie media and reviews from various online platforms.

## Conclusion

Generation Z is a new age of tourists that affects Thailand's economy. This study

employed a quantitative method to examine tourism motivation and tourism image that affects the cultural tourism decisions of Generation Z. The results implied that tourism image substantially influences cultural tourism decisions more than tourism motivation. The predicted equation can be used as a guideline for formulating policies to revive cultural tourism in Thailand. This is because specific forecast models can reveal the expectations of Generation Z travelers.

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