

URBAN MOBILITY AND TOURISM: ANALYZING MILLENNIAL AND GEN Z TRAVEL BEHAVIOR FOR SUSTAINABLE TOURISM DEVELOPMENT

Sucipto^{1*}, Siti Nuurlaily Rukmana²

¹Department of Tourism, Universitas Terbuka, Indonesia

²Department Planogy, Universitas PGRI Adi Buana, Indonesia

Correspondence: suciptosucipto@ecampus.ut.ac.id

Info article	Abstract
<p>Keywords: Mobility of urban tourists, Millennial, Gen Z, Travel Behavior, Sustainable Tourism.</p> <p>Received: October 30, 2025</p> <p>Approved: June 8, 2026</p> <p>Published: June 29, 2026</p>	<p>Tourism development in Malang City is growing rapidly, driven by the preferences of Millennials and Generation Z who prioritize authenticity, digital connectivity, and sustainability. This study aims to analyze the mobility patterns of millennial and generation Z tourists and their implications for the sustainable development of urban tourism in Malang City, as well as the main factors influencing the choice and shift of tourists. These factors are focused on ease of access, availability and attractiveness of facilities, operational hours, and the existence of destinations on social media. This study also provides recommendations for sustainable urban tourism development in Malang City based on tourist mobility patterns. Spatial datasets were systematically compiled from Google Reviews, Google Points of Interest (POI), OpenStreetMap, and Strava to analyze the travel behavior of Millennials and Generation Z. The findings revealed that urban mobility patterns were concentrated in the districts of Klojen, Lowokwaru, and Blimbing, influenced by accessibility, facilities, operating hours, and social media visibility, especially TikTok. Gen Z's mobility is highly correlated with social media exposure and artificial attractions, while Millennials are more influenced by operational hours and tourism infrastructure. The study recommends increasing digital promotion, improving facilities in high-traffic areas, and expanding tourism activities to suburban zones. These strategies aim to create a more inclusive, adaptive, and sustainable urban tourism experience that is aligned with the digital lifestyle and experience-oriented of the younger generation.</p>

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INTRODUCTION

Tourism is a temporary travel activity outside the home environment, while tourism activities are supported by facilities, infrastructure, facilities, and services according to the needs of tourists (Law of the Republic of Indonesia Number 18 of 2025, 2025). The tourism sector has a strategic role in sustainable development because of its contribution to economic growth, job creation, and the preservation of the local environment and culture through policies that consider social, economic, and environmental (Nations, n.d.). Along with regional development and changes in people's lifestyles, tourism activities are experiencing increasingly complex dynamics. One form of tourism that is growing rapidly is urban tourism (Ayu Purnama, 2022). It takes advantage of city facilities, ease of accessibility, and a diversity of cultural and commercial attractions, encouraging high tourist mobility in urban areas (Ayu Purnama, 2022; Lagalo et al., 2024).

Walmsley (2004) (in Lew et al., 2006) considers that tourist behavior is an influencing factor in decision-making. Lew et al. (2006) concluded that, in general, there are three main aspects of every tourist's travel decision, namely (1) the availability of time and the allocation of the tourist's travel budget, (2) internal factors that include personal motivation, interests, and characteristics of the travel group, and (3) the level of knowledge or information that tourists have about the destinations visited.

In the context of modern tourism, Millennials and Generation Z are two demographic groups that dominate the structure of the tourism market (Angelika, 2025). The Millennial generation is a generation group born in the range of 1981-1996, while Generation Z is a generation group born in 1997 and after (Center, 2019). Both generations have the characteristics of high use of digital technology in finding information, determining destinations, and shaping travel experiences, especially through the use of social media and digital platforms (Jenkins, 2018; Yanti et al., 2024). The travel patterns of Millennials and Generation Z are influenced by the need for relaxation, the search for new experiences, and social togetherness, while the choice of destination is influenced by natural attractions, local culinary, and affordability (Angelika, 2025). As productive age groups, both generations show a high level of mobility in regional activities in urban areas (Aini et al., 2023).

Millennials and Gen Z are now a major force in the global tourism industry, carrying different preferences and values compared to previous generations. They tend to seek authentic experiences, make intensive use of digital technologies, and demonstrate a high level of concern for sustainability (Sacchi, 2024; Zouni et al., 2024). Gen Z is more active on visual platforms like TikTok and Instagram, while Millennials rely on Facebook and YouTube for travel planning. Biosphere values and a sense of personal responsibility drive Gen Z's pro-environmental behavior, which is also open to community-based consumption (Ribeiro et al., 2025). Recent studies show that both generations prefer non-mainstream destinations, travel spontaneously, and seek meaningful experiences such as conscious tourism and new social interactions during travel (Travel and Tour World, 2024), with a preference for budget-friendly accommodations and authentic local experiences (Peek Pro, 2025). In this context, understanding the travel behavior of young generations is key to designing relevant and sustainable tourism strategies.

Malang City has a strategic role as a center of urban activities that support movement and tourist activities, and develops into an urban tourist destination with various

attractions (Sukmaratri, 2018). Based on data from the Malang City Government, Malang City has 53 tourist destinations with visits reaching 13,555,201 tourists in 2022. These destinations consist of various types of tourist destinations, including: thematic villages, city parks, museums, shopping centers, and other urban tourist destinations (Malang City Government, 2023). Tourists can enjoy urban tourism in the city through various modes of transportation, ranging from pedicabs, rented motorcycles, walking, to Macyto tour buses (Bhawana et al., 2019).

According to data from Statistics Indonesia (BPS) as of December 2024, the room occupancy rate (TPK) of both star and non-star hotels in Malang City reached 57.02%, with an average length of stay (ALS) of 1.38 days. The majority of tourists visiting Malang City are domestic travelers, accounting for 98.21% of total visitors, while international tourists represent only 1.79%. The Malang City Government has set a target of 3.35 million tourist visits in 2024, which represents a 10% increase from the previous year. This growth was driven by extensive digital promotion and the development of thematic tourism villages such as Kampung Warna-Warni and Heritage Kajoetangan.

The significant increase in the number of tourists presents a major challenge to the city's urban mobility system. The heavy reliance on private vehicles has led to traffic congestion, air pollution, and limited accessibility for tourists without private transportation. Therefore, the implementation of Sustainable Urban Mobility Plans (SUMP) is becoming increasingly relevant as a global strategic framework to address these challenges, focusing on the integration of public transportation, cycling paths, and pedestrian infrastructure (Karyamsetty & Kameswari, 2025).

Digital transformation has changed the way travelers plan, experience, and evaluate their trips. Technologies such as AI, IoT, AR, and big data enable more personalized and efficient travel experiences (Kaur, 2025; Wu et al., 2024). Digitalization also promotes sustainability through paper reduction, energy efficiency, and the promotion of eco-friendly destinations (Zaharia & Georgescu, 2024; Madzik et al., 2023). Recent studies highlight that integrating digital technology into tourism not only increases efficiency but also enhances sustainability and social inclusivity (Smart Guide, 2024; Vujko et al., 2025; Varolgüneş et al., 2025). In cities such as Malang, this approach creates opportunities for developing location-based tourism information systems, real-time transportation applications, and digital promotion of themed tourism villages. By combining digitalization and sustainability, tourism destinations can increase their competitiveness while strengthening their resilience to increasingly complex environmental and social challenges.

Although a number of studies have explored the behavior of Generation Z and cross-generational travelers, several important gaps still remain. Marlina et al. (2026), for example, highlight the need to better understand Generation Z's behavior and motivations in eco-experiential tourism by integrating social dimensions, digital technology, and environmental sustainability in line with destination characteristics and local culture. However, their work has yet to provide a comparative perspective across generations or consider differences in cross-cultural contexts. Similarly, Liu-Lastres et al. (2025) examine the relationship between psychological characteristics and sustainable tourism behavior among Generations Y and Z, but their analysis does not fully account for broader factors, including socioeconomic conditions, policy frameworks, and environmental infrastructure. Other studies, such as those by Horváth et al. (2025) and Pitanatri et al. (2024), tend to

emphasize the role of digital platforms and social media in shaping travel decisions, focusing largely on stated preferences and marketing perspectives rather than actual behavior, long-term sustainability processes, or the connection between environmental motivations and nature-based tourism experiences.

Beyond these limitations, research on mobility patterns has given relatively little attention to how these generations move through space and interact with tourism environments, as well as to the implications of these behaviors for urban tourism management. A clearer understanding of tourists' movement patterns, their spatial interactions, and the factors that shape their travel decisions is essential for developing more effective and sustainable tourism policies and improving destination management practices.

In this regard, Malang City, one of the prominent urban tourism destinations in East Java, provides a relevant context for further investigation. The city has seen a noticeable increase in young visitors, drawn by its cultural attractions, culinary diversity, creative hubs, and strong digital connectivity. This rise in tourist activity brings both opportunities and challenges, particularly regarding visitor concentration, resource use, transportation systems, and the long-term sustainability of urban tourism development. Therefore, gaining a deeper understanding of the mobility patterns of Millennial and Generation Z tourists is crucial for supporting evidence-based planning and ensuring that tourism growth remains aligned with economic and environmental sustainability goals.

Therefore, this study aims to analyze the mobility patterns of millennial and Generation Z tourists and their implications for the sustainable development of urban tourism in Malang City and the main factors that influence the choice and shift of tourists. These factors are focused on ease of access, availability and attractiveness of facilities, operational hours, and the existence of destinations on social media. Additionally, this study seeks to formulate evidence-based recommendations for sustainable urban tourism development in Malang City by examining tourists' mobility patterns and movement behavior.

METHODOLOGY

This research began with the collection of data from various sources related to tourist activities and perceptions. Visitor and tourist sentiment data are obtained from Google Reviews, while information about tourist attractions and facilities is collected through Google Points of Interest (POI), which are increasingly used in tourism research for their real-time and user-generated insights (CLRN, 2025). Road network data is sourced from OpenStreetMap (OSM), a collaborative mapping platform widely used in tourism infrastructure analysis (Bustamante, Sebastia, & Onaindia, 2021). Travelers' movements were analyzed using data from Strava, a crowdsourced fitness platform that provides high-resolution spatio-temporal data for mobility pattern analysis (Roy, 2021). The data collected through web scraping and direct downloads is then processed to ensure data quality and uniformity. This stage includes data cleansing (preprocessing), conversion of location data into spatial coordinates (geocoding), and transformation of data into shapefile and raster formats. This process is carried out using platforms such as Google Colab so that the data is ready for spatial and statistical analysis.



The analysis was conducted using spatial and statistical approaches. Spatial analysis was carried out using a weighted overlay technique to assess the relationships among accessibility variables, facilities, and tourist locations. Meanwhile, statistical analysis uses Pearson correlation to assess relationships among variables affecting tourist mobility, such as social media, type of tourism, operating hours, tourism trends, facilities, and accessibility. In addition, a classification of tourism types and sentiment analysis was carried out to strengthen the interpretation of the data.

Based on the results of the analysis, a mapping of urban tourist mobility patterns was carried out, which is dominated by the millennial generation and Generation Z. This study identified the main factors that influence tourists' choices and movements (Lew et al., 2006). In this paper, these factors are focused on the ease of access, availability and attractiveness of facilities, operational hours, and the existence of destinations on social media. In addition, tourism trends are analyzed by the time of visit and the types of activities tourists engage in. The findings of this study provide strategic recommendations for developing urban tourism that is more adaptive to the behavioral patterns of the younger generation. The recommendations consist of facility management, increased connectivity, and social media-based promotional strategies and digitalization. The travel preferences of the younger generation form the basis for policy formulation aimed at creating a more relevant and sustainable tourism experience.

FINDINGS AND DISCUSSION

Tourism Facilities (Google Points of Interest)

The city center serves as the main hub for tourism services in Malang City. This is evident from the fact that accommodation facilities (represented in purple) and restaurants/cafes (yellow) are the most dominant categories, concentrated mainly in central urban areas such as Klojen, Blimbing, and Lowokwaru Districts.

As for the facilities in the suburbs, such as *money changers* and tourist information centers, there are fewer and unevenly distributed. This condition highlights the need to improve service quality, especially for international tourists. So, tourists, especially international tourists, easily get accurate information. The stubbornness of rest area facilities in the suburbs.

In general, the facilities in the city center are very good. However, for the periphery of the province, there is still a need to add rest areas, *money changers* and information centers with the aim of increasing visitor comfort and making it easier to access tourism information.

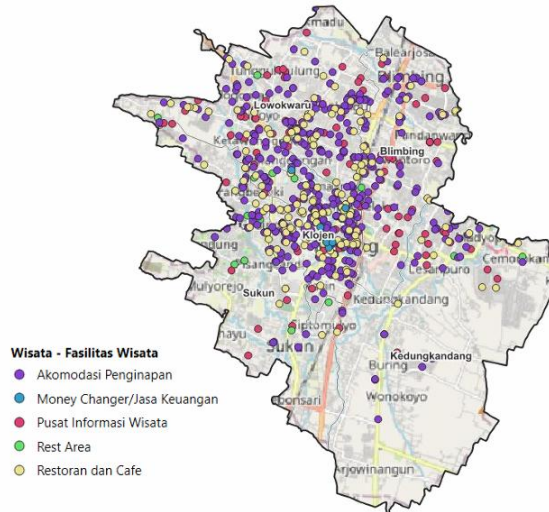


Figure 1. Tourism Facilities (Google Point of Interest)
Source: Author, 2025

Tourist Attractions (Google Points of Interest)

Based on data from Google Points of Interest, tourist attractions (tourist objects and attractions) are concentrated in the city center, especially in Klojen District, with additional clusters in Blimbing, Lowokwaru, and Kedungkandang Districts. On the other hand, suburban areas such as South Sukun have relatively less appeal.

This spatial distribution suggests that the city center remains a major magnet for tourists. Based on the analysis, there are three factors, namely, the existence of cultural landmarks, history, especially regarding Dutch heritage buildings and more comprehensive supporting facilities.

The above conditions indirectly become a trough for development programs or the construction of new attractions in suburban areas. If the program is implemented properly, it will have two impacts: spreading tourism to reduce congestion in the city center and expanding the economic benefits of tourism to other areas, supporting equitable development throughout Malang City.

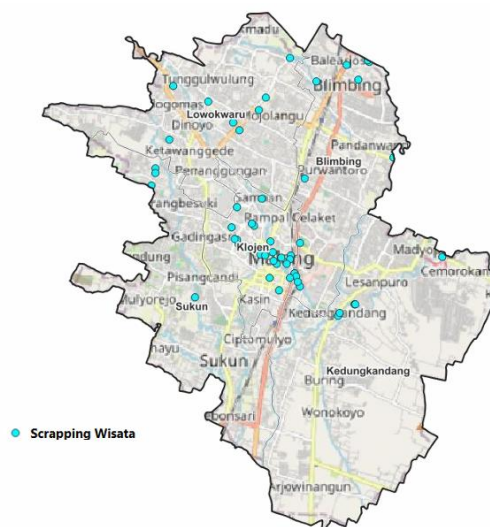


Figure 2. Tourist Attractions (Google Points of Interest)
Source: Author, 2025

Strava

Based on the following map, almost all areas of Malang City have recorded traces of activity on Strava. However, the main corridors in the city center, such as Klojen, Blimbing, Lowokwaru, and Kedungkandang Districts, show the highest activity density. This shows that these areas not only serve as centers of community activities but also as potential active tourist corridors, such as walking and cycling routes.

Based on data from Strava, there are three factors explaining the concentration of activities along the main route: first, the quality of road infrastructure. Second, the existence of tourist destinations. And third, easy access to public spaces such as city parks and commercial areas.

In addition to the above, the corridor's activity pattern, following the transportation network, serves as a recreational tourism route. Therefore, the routes have significant potential for further development to support the concept of sustainable outdoor tourism.

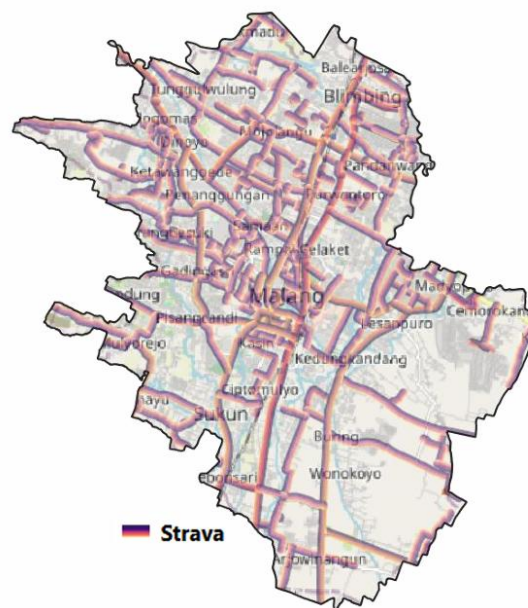


Figure 3. Strava
Source: Author, 2025

Factors Influencing Travel Preferences among Millennials and Generation Z

Social Media

The influence of social media platforms (Instagram, TikTok, and YouTube) on the travel preferences of Millennials and Generation Z is evident across several districts, including Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang. According to the map legend, areas shaded in dark red indicate a stronger social media influence on travel preferences, while those shaded green to blue indicate a lower level of influence.

From map no. 4, it can be concluded that TikTok provides the largest overall impact among the social media platforms analyzed. These findings show that TikTok is the dominant factor shaping travel decisions among Millennials and Generation Z in Malang City.

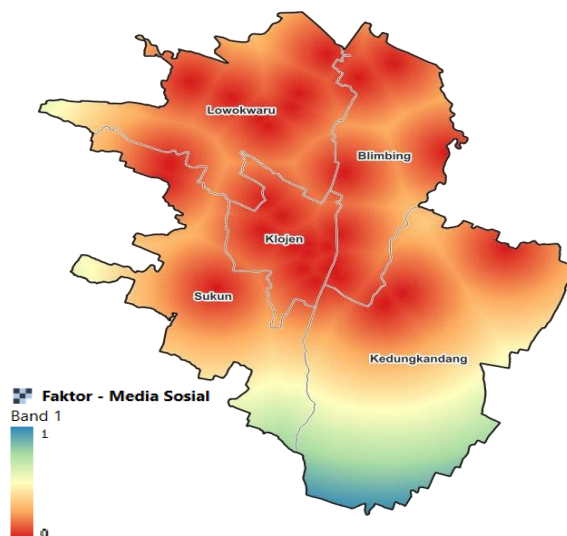


Figure 4. Social Media Factors
Source: Author, 2025

Based on the map above, you can see the distribution of tourists by color. Areas shaded in dark red indicate that social media has a very significant influence on the travel preferences of Millennials and Generation Z, with TikTok serving as a major driving factor in this region. Areas shaded in lighter red or orange indicate a fairly high level of social media influence, with TikTok still contributing significantly. Areas shaded green or blue represent areas with relatively lower influence than social media, although TikTok continues to be a major contributing factor.

Regions dominated by dark red tones indicate where Millennial and Generation Z travel preferences are most influenced by social media. Among these platforms, TikTok plays a dominant role in shaping travel decisions.

Data show that 38% of TikTok has a major influence on Generation Z’s interests and pursuits, reflecting the high intensity of Generation Z’s interaction with visual content that is informative, inspiring, and based on user experience. This is a driving factor in the formation of the desire to visit objects and attractions in Malang City.

In addition, the data on tourist visit trends is based on the momentum of time. During the national holiday period, there was a 33% increase in visits, indicating that digital content exposure is more effective when combined with longer free time. Meanwhile, in the weekend period, the visitation rate was recorded at 35%, which shows that the influence of social media is consistent and even slightly higher in driving short-term tourism activities.

Tourism Facilities

This study also analyzes the influence of various tourism facility factors—such as accommodation services, financial services (money changers), tourist information centers, and rest areas—on the travel preferences of Millennials and Generation Z in several districts, namely Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang. According to the map legend, areas marked in red show a strong influence of tourism facilities on travel preferences, while areas shaded green to blue show a relatively lower influence.



Spatial analysis revealed that the impact of tourism facilities varied across regions, with some areas showing greater sensitivity to their availability and quality.

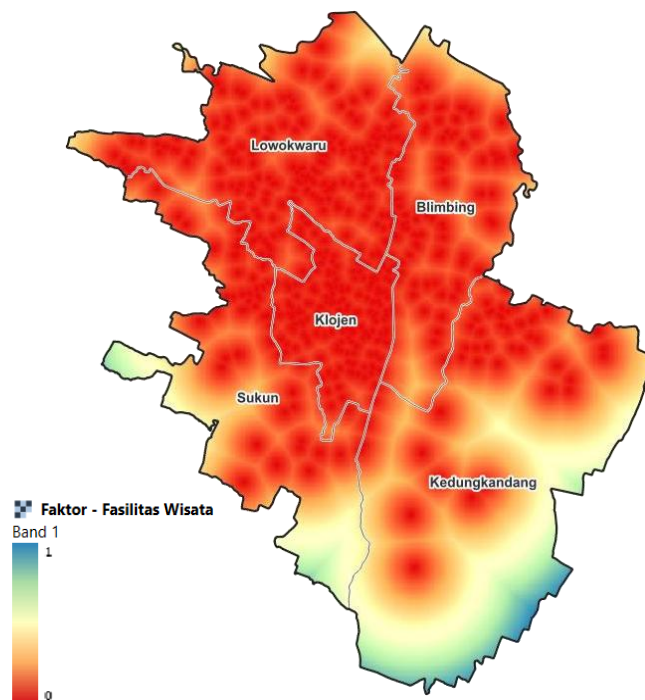


Figure 5. Tourism Facilities Factors
Source: Author, 2025

Dark red areas indicate that the availability and quality of tourism facilities (accommodation, financial services/money changers, tourist information centers, and rest areas) have a very strong influence on the travel preferences of Millennials and Generation Z. In these areas, this generation tends to consider the existence and accessibility of these facilities as the main determinants when choosing destinations.

Lighter red or orange areas represent areas where tourism facilities exert considerable influence. Millennials and Generation Z in this zone still contribute to the facility, although not as strongly as in the deep red area. Meanwhile, green or blue areas indicate where tourism facilities have relatively little influence on travel preferences. Other factors may play a more dominant role in decision-making in these locations.

Overall, the predominantly red regions indicate the areas where Millennial and Generation Z travel preferences are most strongly shaped by the availability and quality of the tourism facilities mentioned above. Here, it appears that the availability of complete facilities is a factor in Millennial and Generation Z tourists' decisions when in choosing tourist attractions. So this needs to be a serious concern for stakeholders in Malang City regarding the availability and completeness of facilities to support tourist activities and provide comfort and satisfaction.

Types of Nature-Based Tourism

The nature tourism factor also affects the travel preferences of Millennials and Generation Z in all districts of Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang.

According to legend, dark red areas represent a stronger influence on travel preferences, while greener or bluer areas indicate a weaker influence.

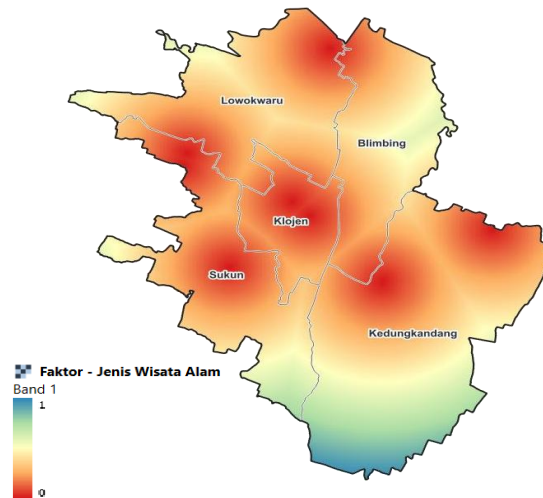


Figure 6. Nature-Based Tourism Factors
Source: Author, 2025

Areas shaded in dark red indicate regions where the preference for nature-based tourism has a very significant influence on the travel decisions of Millennials and Generation Z. In these areas, this generation tends to be particularly interested and chooses destinations that offer strong natural attractions.

Areas shaded in light red or orange represent zones where the influence of nature-based tourism is quite high. Millennials and Gen Z in the region also consider natural attractions in their travel choices, although not as strong as in the deep red areas. Shaded green or blue, it indicates areas where nature-based tourism exerts a relatively low influence on travel preferences.

Therefore, areas dominated by red indicate the areas where the travel preferences of Millennials and Generation Z are most strongly influenced by the availability and attractiveness of nature-based tourist destinations. Other factors, such as artificial attractions, cultural sites, or shopping destinations, play a more dominant role in their decision-making.

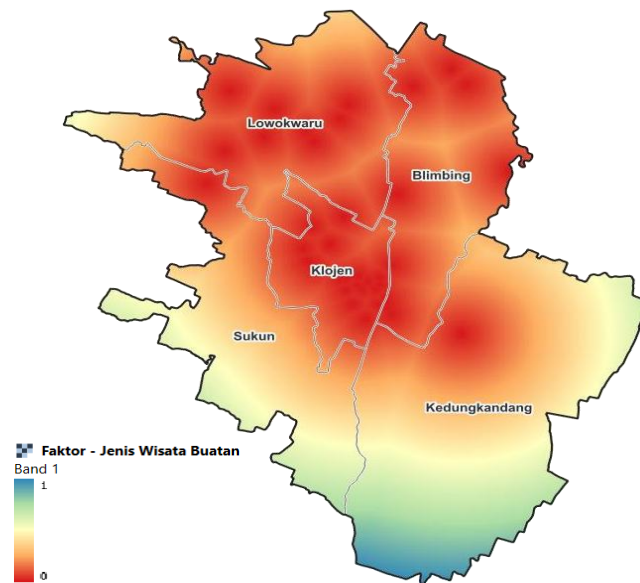


Figure 7. Artificial Tourism Factors
Source: Author, 2025

Types of Artificial Tourism

The influence of different types of artificial tourism on the travel preferences of Millennials and Generation Z varies across Malang City, including Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang. According to the legend of the map, areas shaded in dark red represent a stronger influence of artificial tourism factors on travel preferences, while those in green to blue signify a weaker influence.

The preference for artificial tourism significantly influences the travel decisions of Millennials and Generation Z. In these areas, this generation tends to be particularly interested in destinations that offer diverse and interesting artificial attractions.

In this section, there are two important things to see: the decision of Millennials and Generation Z to come to artificial tourism, namely, first, Millennials and Generation Z in this zone (red or orange area) still consider artificial attractions as an important factor, even though they are not so dominant in dark red areas. Second, green or blue areas represent regions where artificial tourism factors have a relatively lower influence on travel preferences.

Other types of tourism, such as nature-based, cultural, or shopping tourism, are considered more important in decision-making in this area. Therefore, red-dominated regions indicate the areas where Millennial and Generation Z travel preferences are most strongly shaped by the availability and attractiveness of artificial tourist attractions.

Tourism Trends

The influence of tourism trend factors, including Adventure Tourism, Healing Tourism, and City Tourism, on the travel preferences of Millennials and Generation Z was analyzed in several districts (Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang). According to the map legend, dark red areas indicate regions where tourism trends exert a stronger influence on travel preferences, while greener to bluer areas reflect weaker influences. In Malang City, the most dominant tourism trend among Millennials and Generation Z is City Tours.

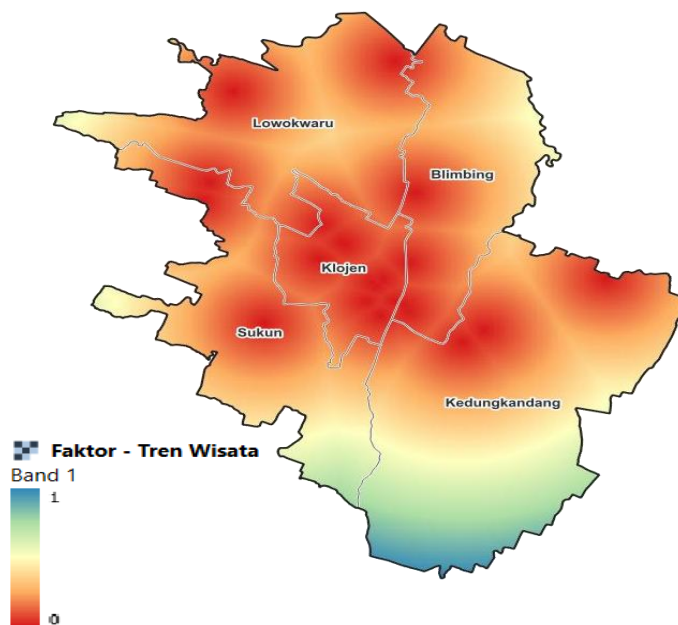


Figure 8. Tourism Trend Factors
Source: Author, 2025

The dark red area represents a region where overall tourism trends have a very significant influence on the travel preferences of Millennials and Generation Z, with City Tours serving as the main attraction. In these areas, this generation tends to take the availability and attractiveness of urban tourism into great consideration when choosing destinations.

City tours play a very important role in shaping Millennial and Generation Z tourism decisions in Malang City. In fact, the number of followers is very high compared to others. While City Tours may still have appeal, other types of tourism, such as nature-based or man-made attractions, still play a more dominant role in decision-making in these areas. Therefore, the predominantly red areas indicate where Millennial and Generation Z travel preferences are most strongly influenced by tourism trends, with City Tours emerging as a particularly relevant aspect in Malang.

Accessibility

The influence of accessibility factors (road network and Strava data) on the travel preferences of Millennials and Generation Z was analyzed in all districts of Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang. According to the map legend, areas shaded with dark red reflect a stronger influence of accessibility on travel preferences, while greener to bluer areas show a weaker influence. The following map can be drawn.



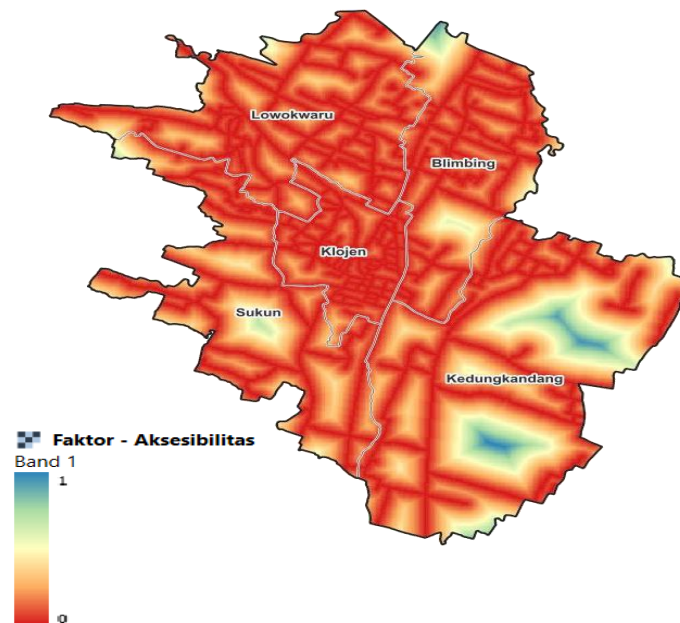


Figure 9. Accessibility Factor
Source: Author, 2025

Regions (dark red areas) with high accessibility within a well-developed road network and a record of active Strava activity have a significant impact on the travel preferences of Millennials and Generation Z. In this zone, ease of access to various locations and opportunities for activities such as cycling or running (captured via Strava) are key considerations in destination selection.

There are two conditions of road network accessibility in Malang City that influence Millennial and Generation Z tourists: first, the existence of a good road network and recorded Strava activities, which also contribute to Millennial and Generation Z decision-making when choosing destinations in the area. Second, limited road connectivity or Strava's low activity can make other factors more dominant in shaping their travel decisions.

Therefore, the areas predominantly shaded in red indicate regions where Millennial and Generation Z travel preferences are most strongly influenced by high levels of accessibility, as reflected in the road network and activity data derived from Strava.

Visiting Time

The influence of visit-time factors (national holidays, weekdays, and weekends) on the travel preferences of Millennials and Generation Z was studied in several districts, namely Lowokwaru, Blimbing, Klojen, Sukun, and Kedungkandang. According to the map, areas shaded in dark red showed a stronger influence of visit time on travel preferences, while greener to bluer areas reflected a weaker influence. The analysis shows that Millennials and Generation Z most often engage in tourism activities during weekends and public holidays.

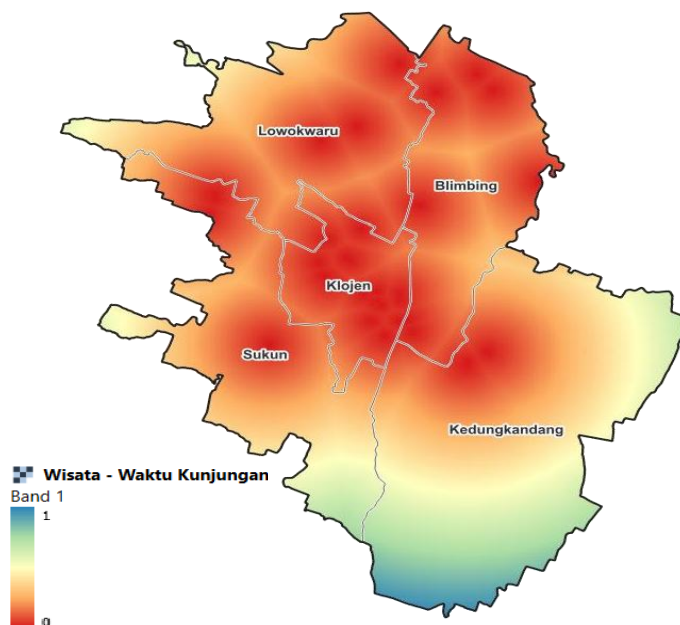


Figure 10. Visiting Time
Source: Author, 2025

Millennial and Generation Z trips are more often carried out on weekends and national holidays. During this period, the attractiveness of these areas as tourist destinations for this generation increased significantly.

Areas depicted in lighter colors or orange indicate areas with a fairly strong influence of visit time. Weekends and public holidays remain important period for Millennials and Generation Z to travel to these areas. However, there is a small part of the Kedungakandang area that still attracts visitors during weekdays or maintains a relatively stable attraction during different times of the week.

Thus, the predominantly red areas indicate regions where Millennial and Generation Z travel preferences are most strongly influenced by weekends and national holidays, which serve as the main periods for tourism activities.

Urban Tourist Mobility Patterns

Generation Z Travelers

The mobility map of Generation Z tourists shows the highest concentration in Klojen District, particularly in the city center. This region, represented in dark blue, shows the highest intensity of tourist mobility. In addition to Klojen, Lowokwaru and parts of the Sukun district also showed prominent activity, albeit at a lower intensity. This suggests that Generation Z tends to prefer areas that are vibrant, well-connected to public facilities, and easily accessible.

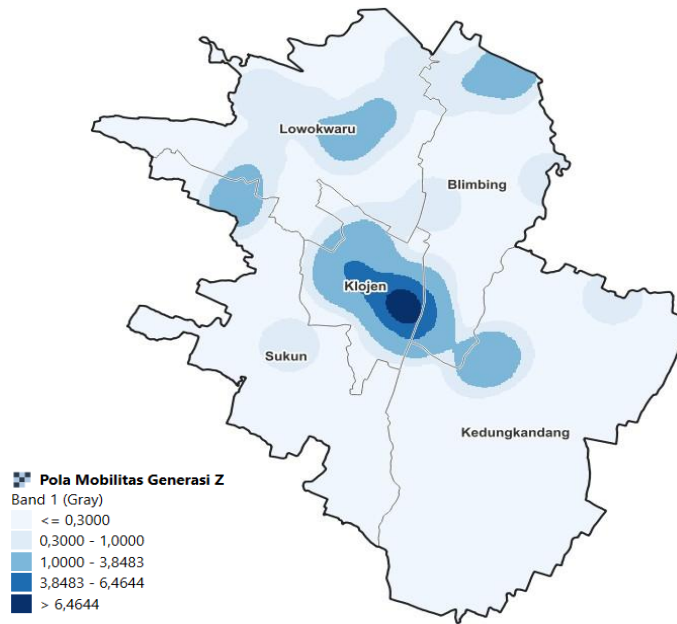


Figure 11. Generation Z Tourist Patterns
 Source: Author, 2025

Millennial Travelers

The mobility pattern of Millennial tourists is also centered around Klojen District, but their movements seem to be more spread out certain destinations compared to the broader pattern of Generation Z. The dark blue concentration remains in the city center, accompanied by smaller clusters of activity in suburban areas such as Lowokwaru and Kedungkandang. This suggests that Millennials may be more focused on visiting specific destinations that are popular or have distinctive tourist appeal, rather than just exploring crowded areas.

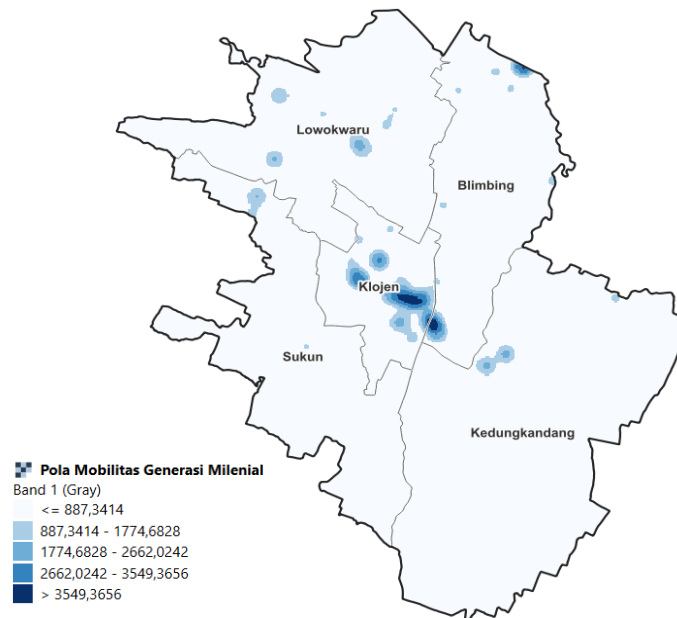


Figure 12. Travel Patterns of Millennial Generation Travelers
 Source: Author, 2025

Pearson Correlation Factors Affecting Mobility

Gen Z Travelers

Based on the presentation of data on the correlation values of various factors and tourism facilities, a positive correlation indicates a unidirectional relationship, where an increase in one factor tends to be followed by an increase in other factors. The closer the value is to 1, the stronger the positive linear relationship.

Table 1. Pearson Correlation Based on Color Scale

	Tourist Facilities	Nature Tourism	Artificial Tourism	Social Media	Travel Trends	Operating Hours	Accessibility
Tourist Facilities	1						
Nature Tourism	0,702575328	1					
Artificial Tourism	0,788014837	0,713776389	1				
Social Media	0,816597007	0,861378962	0,917852562	1			
Travel Trends	0,781429706	0,920664708	0,839801099	0,947077472	1		
Operating Hours	0,78277096	0,806896661	0,931606508	0,930118607	0,861964752	1	
Accessibility	0,317210592	0,13870016	0,253165547	0,234950983	0,199484448	0,2437049	1

Source: analysis results, 2025

Table 2. Pearson Correlation Based on Icon Sets

	Tourist Facilities	Nature Tourism	Artificial Tourism	Social Media	Travel Trends	Operating Hours	Accessibility
Tourist Facilities	1						
Nature Tourism	↑ 0,702575328	1					
Artificial Tourism	↑ 0,788014837	↑ 0,713776389	1				
Social Media	↑ 0,816597007	↑ 0,861378962	↑ 0,917852562	1			
Travel Trends	↑ 0,781429706	↑ 0,920664708	↑ 0,839801099	↑ 0,947077472	1		
Operating Hours	↑ 0,78277096	↑ 0,806896661	↑ 0,931606508	↑ 0,930118607	↑ 0,861964752	1	
Accessibility	↓ 0,317210592	↓ 0,13870016	↓ 0,253165547	↓ 0,234950983	↓ 0,199484448	0,2437049	1

Source: analysis results, 2025

Based on the table above, social media shows the highest positive correlation with tourist facilities, with a value of 0.816597007. This indicates that popularity and activity on social media have the strongest positive linear relationship with the condition or development of tourist facilities among the factors in this table.

Other factors such as Artificial Tourism (0.788014837), Tourism Trends (0.781429706), and Operating Hours (0.78277096) also showed a very strong positive correlation with tourism facilities. Nature tourism (0.702575328) was also positively correlated, although slightly lower than the previous factors.

Interestingly, Accessibility showed a much lower positive correlation (0.317210592) than other factors. While still positive, it indicates that the linear relationship between accessibility and tourist amenities is not as strong as the factors such as social media, artificial tourism, tourism trends, and operational time in this data.

Popularity on social media, the existence of artificial tourism, tourism trends, and flexibility of operational hours have a very significant positive linear relationship with tourist facilities. Meanwhile, nature tourism was also positively correlated but not as



strongly as these factors, and accessibility had the weakest positive correlation among the factors measured. It is important to remember again that correlation does not imply cause and effect.

Millennial Travelers

The table below presents the Pearson correlation between various factors and tourist facilities. A positive value indicates a one-way relationship; a negative value indicates the opposite, and the closer to 1, the stronger the correlation.

Table 3. Pearson Correlation Based on Color Scale

Tourist Facilities	Nature Tourism	Artificial Tourism	Social Media	Travel Trends	Operating Hours	Accessibility
Tourist Facilities	1					
Nature Tourism	0,722980108	1				
Artificial Tourism	0,763179077	0,735849128	1			
Social Media	0,545143945	0,496005213	0,404342337	1		
Travel Trends	0,10234294	0,096489385	0,077637053	0,052917067	1	
Operating Hours	0,781446363	0,814675462	0,934428986	0,451123596	0,007652471	1
Accessibility	0,242674025	0,136623938	0,225154808	0,036615321	0,004160546	0,226279953

Source: analysis results, 20255

Table 4. Pearson Correlation Based on Icon Sets

Tourist Facilities	Nature Tourism	Artificial Tourism	Social Media	Travel Trends	Operating Hours	Accessibility
Tourist Facilities	1					
Nature Tourism	0,722980108	1				
Artificial Tourism	0,763179077	0,7358491	1			
Social Media	0,545143945	0,4960052	0,404342337	1		
Travel Trends	0,10234294	0,0964894	0,077637053	0,0529171	1	
Operating Hours	0,781446363	0,8146755	0,934428986	0,4511236	0,0076525	1
Accessibility	0,242674025	0,1366239	0,225154808	0,0366153	0,0041605	0,226279953

Source: analysis results, 2025

Uptime (0.78) had the strongest positive correlation, followed by Artificial Tourism (0.76) and Nature Tourism (0.72), which indicated a fairly strong positive relationship with tourist facilities. Social Media (0.55) showed a moderate positive correlation. In contrast, Travel Trends (0.10) and Accessibility (0.24) had a weak positive correlation with tourist facilities, suggesting an insignificant linear relationship.

Overall, this table illustrates the strength and direction of the linear relationships among factors but does not establish cause and effect. Further analysis is needed to understand the more complex relationships.

Recommendations for Urban Tourism Development Based on Generation Z Mobility Patterns

Social Media

Districts such as Klojen, Lowokwaru, and Blimbing are dominated by red and orange hues, indicating that they serve as centers of Gen Z mobility and have high potential for urban tourism development. Map 13 shows that Klojen, Blimbing, and Lowokwaru



have a high level of social media influence, while southern regions such as Kedungkandang and Sukun tend to show a lower level of influence.

Tlogomas Recreational Park, Pandanwangi Park, and Madyopuro Water Tourism are located in areas with a high Gen Z mobility weight but relatively low social media influence. This shows that while the destination attracts many Gen Z visitors, their presence on social media remains suboptimal. Therefore, tourism development strategies in this field must focus on increasing social media visibility through digital campaigns or creative content-driven promotions, in line with the digitally active nature of Generation Z.

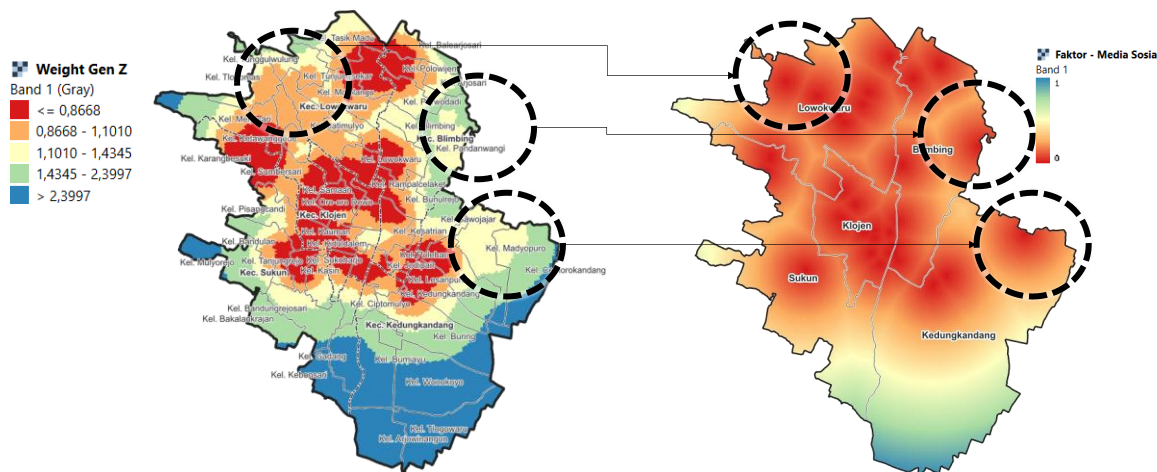


Figure 13. Urban Tourism Development Recommendations Social Media Factors
Source: author, 2025

Artificial Tourism

The map on the left presents “Gen Z Mobility Weight”, which shows the intensity of Generation Z’s movement in various areas of Malang City. The red area represents the zone with a high mobility intensity, while the blue area indicates low mobility. From the map, it can be observed that the southern part of Malang City, such as Kedungkandang, Tlogowaru, and Arjowinangun, shows a high mobility weight of Gen Z, while the central areas, such as Klojen and its surroundings, show a relatively lower mobility intensity.

The map on the right illustrates the extent of the influence of artificial tourism on the mobility distribution of Gen Z. On this map, the red area shows a strong influence, while the blue area shows a weaker influence. Areas such as Lowokwaru, Blimbing, and parts of Klojen are dominated by shades of red, indicating a high concentration of artificial tourist attractions that appeal to Generation Z—including entertainment centers, amusement parks, and modern recreational venues.

Based on the results of the analysis, there is a spatial gap between artificial tourism sites and the mobility intensity of Gen Z. Some attractions, such as Tlogomas Recreational Park and Pandanwangi Park, are located in areas with low artificial tourism influence but high mobility of Gen Z. This shows the potential that has not been utilized, because the areas that are often visited by Generation Z have not been supported by adequate or appropriate artificial tourism development.

Based on the above conditions, the urban tourism development strategy in the future must focus on the introduction of more artificial tourist destinations in high-mobility areas, such as Tlogomas Recreational Park and Pandanwangi Park, which have not yet fully



attracted the interest of Gen Z. This approach will be more aligned with the preferences and lifestyle of Generation Z, who value new, dynamic experiences (content), and can be shared digitally.

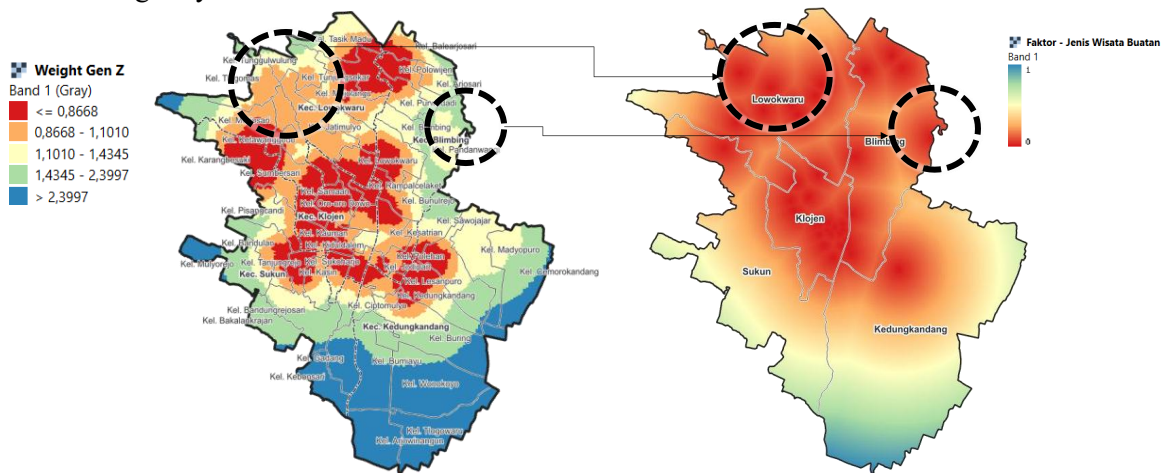


Figure 14. Urban Tourism Development Recommendations: Artificial Tourism
 Source: Author, 2025

Tourism Trends

The map on the left shows "Gen Z Mobility Weight", which illustrates the extent of Generation Z's movement in various areas in Malang City. The red area indicates a high-mobility zone, while the blue area indicates a low-mobility. From the map, it can be seen that the southern parts of the city—such as Kedungkandang, Tlogowaru, and Arjowinangun—show high Gen Z mobility, while central areas such as Klojen and its surroundings show a lower rate. The map on the right illustrates how tourism trends influence the Generation Z movement. Areas such as Lowokwaru, Blimbing, and parts of Klojen are dominated by red, signifying a high concentration of trendy destinations among Gen Z, including entertainment centers, theme parks, and modern recreational venues.

However, there is a difference between the location of trending tourist destinations and the intensity of Gen Z mobility. This points to a gap in optimization, where frequently visited areas are not yet equipped with destinations that align with current Gen Z trends. Therefore, future urban tourism development strategies can focus on expanding the number of destinations that reflect contemporary tourism trends. This approach will be more compatible with the preferences and lifestyles of Generation Z, who are looking for new, dynamic and easy-to-share experiences through social media.

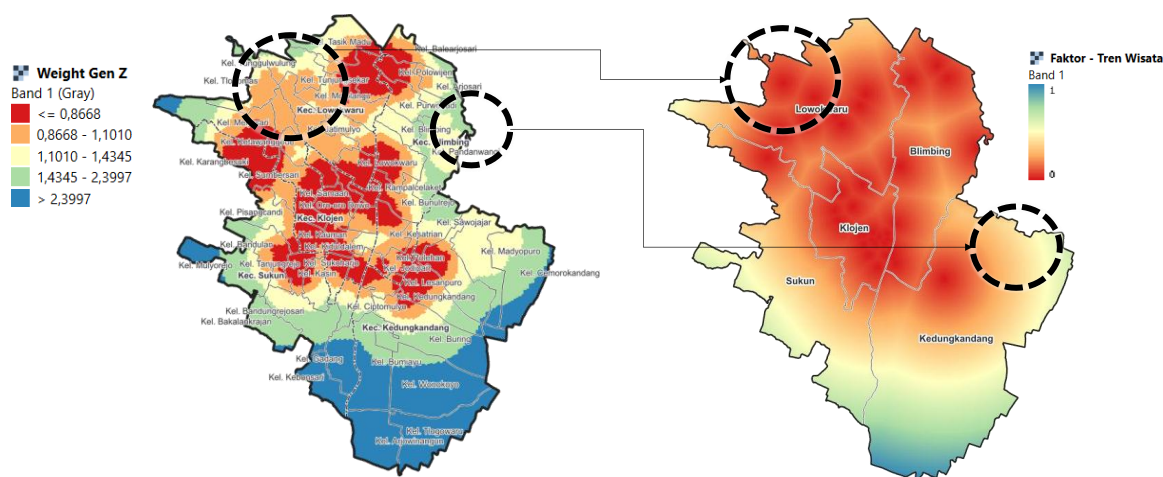


Figure 15. Urban Tourism Development Recommendations: Tourism Trends
Source: Author, 2025

Visiting Time

The map on the left depicts the Millennial Mobility Weight. The red area indicates a higher level of mobility, suggesting that this location is frequented or traveled by this generation. Several focal points can be identified around East Java Cultural Krida Park and Pandanwangi Park, which are marked by dotted circles. This shows that these areas have a strong attraction or accessibility for the Millennial generation. The map on the right visualizes the potential duration of a tourist’s visit, where the red area indicates a potentially higher visit time. Interestingly, there is an overlap between areas with high Millennial mobility (left map) and areas with high potential visit times (right map), especially around Ijen Boulevard and the Blimbing district. This shows that these locations are not only frequented by Millennials but also have the potential to be destinations where visitors tend to spend more time.

Based on the analysis of the two maps, it can be recommended that urban tourism development should focus on areas that show intersections between high Millennial mobility and high potential visit times. The area around Ijen Boulevard and Blimbing has strong potential for further development, given the preferences and behavior patterns of Millennials, which can attract more visitors and improve the overall tourism experience. The development of facilities, attractions, and infrastructure that is in line with the interests of Millennials in the area will be a strategic step. However, it should be noted that Millennials rarely visit East Java Cultural Park and Pandanwangi Park, although when they do, they tend to spend a lot of time at those sites.

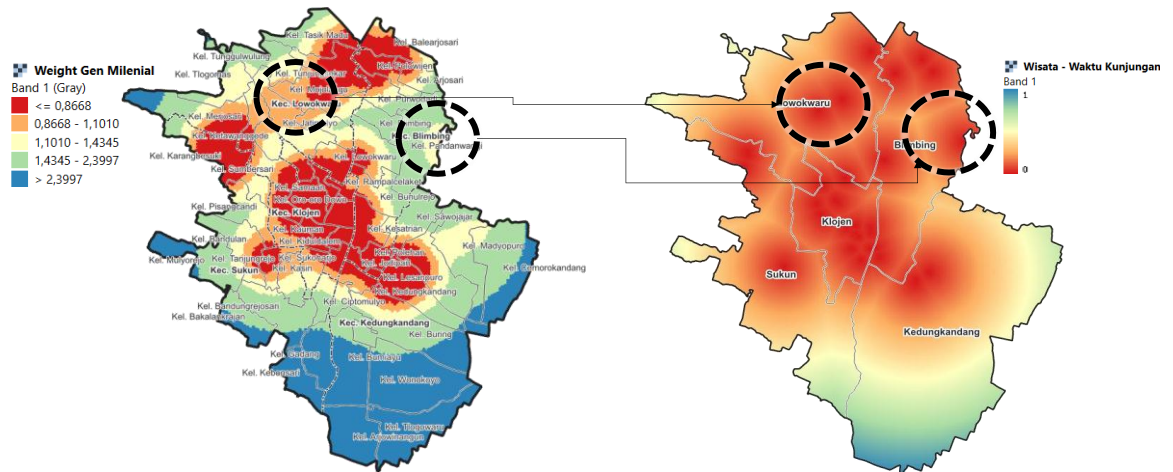


Figure 16. Urban Tourism Development Recommendations: Time to Visit Factor
 Source: Author, 2025

Artificial Tourism

The map on the left presents the Millennial Mobility Weight. The red area indicates the zone with higher mobility among this age group, indicating routes or areas that Millennials often travel. Attention is focused on the area around East Java Cultural Krida Park and Pandanwangi Park, which are highlighted by dotted circles—indicating a strong attraction or accessibility for Millennials in these locations. Meanwhile, the map on the right depicts artificial tourism factors. The red area represents the area with a higher concentration or potential for artificial tourist attractions. In particular, the areas around Lowokwaru and Blimbing—also marked by dotted circles—show high potential for artificial tourism. However, Millennials seem to be less interested in visiting these destinations.

A comparison between the two maps reveals an imbalanced correlation. Areas with high Millennial mobility (particularly around East Java Cultural Park and Pandanwangi Park) overlap with areas featuring artificial tourist attractions, suggesting that urban tourism development focused on artificial attractions in locations frequented by Millennials has strong potential for success. Nevertheless, investments in developing or improving the quality of artificial tourism around Lowokwaru and Blimbing must consider the preferences and interests of Millennials to make these areas more attractive as urban tourism destinations.

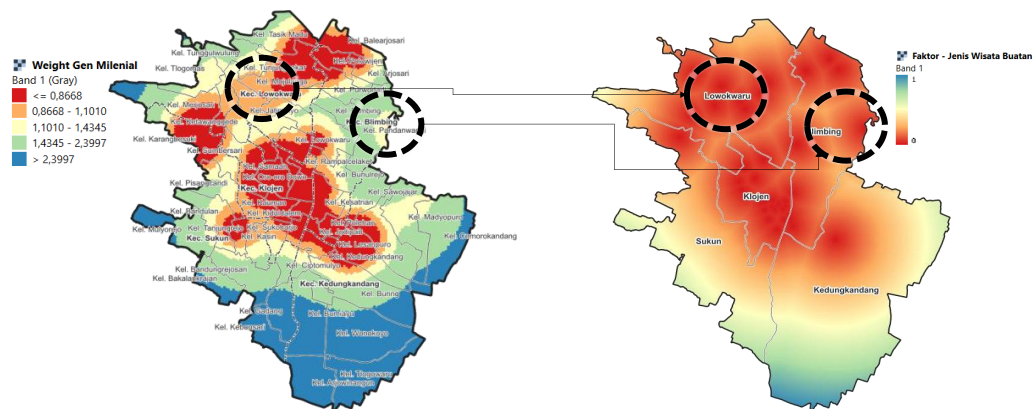


Figure 17. Urban Tourism Development Recommendations: Natural Tourism Factors
 Source: Author, 2025



Nature Tourism

The map on the left depicts the Millennial Mobility Weight. The red area represents the zone with higher mobility among this generation, indicating the routes or regions that Millennials often travel. Attention is drawn to the area around Blimbing, marked by a dotted circle, which signifies potential accessibility and unique appeal for Millennials. Meanwhile, the map on the right visualizes the natural tourism factor, with red areas indicating a higher concentration or potential for natural tourist attractions.

When comparing the two maps, intersections can be observed around the Blimbing area, where the Madyopuro Water Tourism location is located. This indicates that areas often accessed by Millennials overlap with zones with natural tourism potential. However, both Madyopuro Water Tourism and East Java Cultural Park are still relatively undervisited by Millennials. Therefore, the development of urban tourism that utilizes the potential of natural tourism around Madyopuro Water Tourism must consider the preferences and interests of Millennials. Improving the amenities and accessibility of routes commonly used by Millennials can significantly increase the overall appeal of urban tourism.

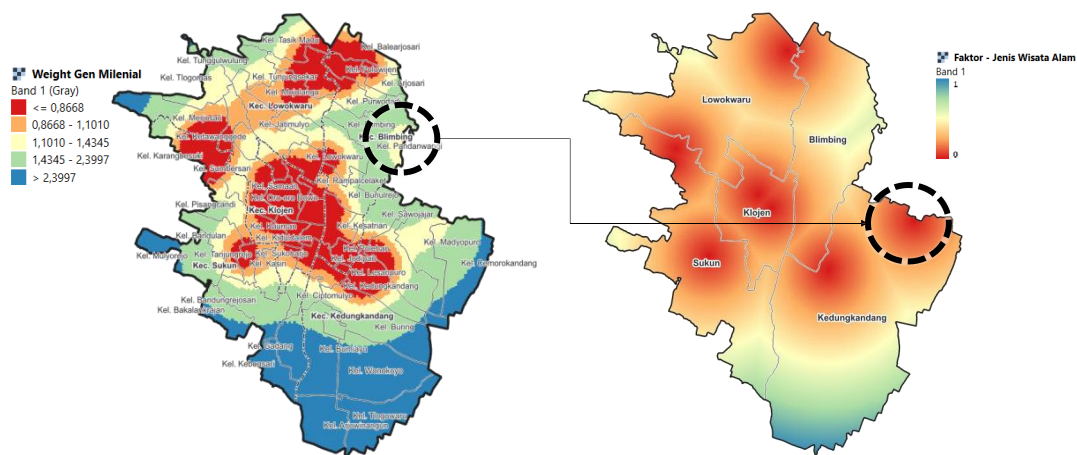


Figure 18. Urban Tourism Development Recommendations: Natural Tourism Factors
Source: Author, 2025

CONCLUSION

The mobility of urban tourists in Malang City exhibits a distinctive trend largely shaped by the preferences and behavioral tendencies of Millennial and Generation Z travelers. Districts such as Klojen, Lowokwaru, and Blimbing have emerged as centers of tourism activities due to their concentration of attractions, well-developed road networks, and adequate supporting infrastructure. Correlation analysis shows that social media, artificial tourism, and operating hours have the strongest influence on Gen Z’s mobility, while Millennials are more affected by operating hours and tourism facilities. Tourism trends such as city tours and "healing" experiences also serve as major attractions for both generations.

The travel preferences of Millennials and Generation Z are influenced by several key factors, namely social media, tourist facilities, types of tourism, tourism trends, accessibility, and travel timing. Social media, especially TikTok, is the main driver in destination selection, while tourist facilities and accessibility are supporting factors that also influence the level of visits. Types of artificial tourism and *city tour* activities tend to



be more dominant, especially in urban areas. In addition, timing of visits on weekends and national holidays increases the intensity of tourist mobility.

Mobility patterns show that Generation Z tends to be concentrated in crowded, connected, and easily accessible downtown areas, while Millennials tend to be more selective in their visits to specific destinations. On the other hand, spatial inequality was found: where some regions have high mobility but lack optimal digital facilities and exposure, while other regions have adequate facilities but relatively low mobility.

These findings underscore the importance of a data-driven approach and generational understanding in urban tourism development. Recommended strategies include increasing digital promotion, developing tourism facilities in high-mobility areas, and ensuring a more equitable distribution of destinations to suburban areas. By recognizing the travel patterns and preferences of the younger generation, tourism policies can become more adaptive, relevant, and sustainable, which ultimately strengthens the competitiveness of Malang City as an inclusive urban tourism destination that is responsive to contemporary changes.

This study has two shortcomings or limitations, namely, first, in the coverage of areas that only focus on Malang City and the use of cross-sectional data, so that it has not been able to capture the dynamics of changes in tourism mobility of the Millennial and Gen Z Generation from time to time. Second, the analysis is still a correlation and has not integrated socioeconomic factors, actual behavior of tourists, and the impact of mobility on sustainability and urban tourism governance. Therefore, further research is recommended to develop cross-urban comparative studies, using longitudinal approaches and spatial data based on actual behavior, and to link tourism mobility with policies, regional capacity, and urban tourism sustainability.

Confession

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AUTHOR PROFILE



Sucipto M.Sc.

<https://orcid.org/0000-0001-9956-0160>. He is a Lecturer in Tourism at Surabaya Open University who focuses on ecotourism, sustainable tourism, and community-based tourism, with a commitment to encouraging the development of competitive and sustainable tourism.

Siti Nuurlaily Rukmana S.T., M.T.

<https://orcid.org/0000-0002-5157-9679>. She is a Lecturer in urban and regional planning, and thematic of urban planning