Tiktok made me book it: The impact of tiktok on tourism destination selection of generation Z and millennials in Manila

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Abstract

The advent of social media, with TikTok at the forefront, has transformed the way individuals access information and make decisions, particularly in the context of tourism destination selection. In Manila, the capital city of the Philippines, TikTok's impact on the travel choices of Generation Z and Millennials holds significant relevance. This research is dedicated to investigating the impact of TikTok on the tourism destination selection process of these generational cohorts in Manila, delving into how this platform shapes their perceptions, impacts decision-making, and ultimately contributes to the tourism industry. The goal of the study was to close the gap left by Wang's (2022) claim that respondent data collection is insufficient they aimed to gather information about young adults in Generation Z and Millennials from many nations; however, the data collection was limited to China. The researchers collected data from Millennials and Generation Z here in Manila to close the gap. The researchers have gathered total respondents of 397, whose age category is Gen Z and Millennial. Using the Purposive Sampling approach, researchers discovered that 35.52% of the 141 respondents, or most respondents, had previously scheduled a tour because of viewing TikTok videos. Because of this, TikTok had a similar impact on Generation Z and Millennials' decisions to schedule tours and select travel destinations in terms of sounds, story, and details. As a result, TikTok had the same impact on respondents' decisions to schedule a tour and their choice of travel destination in terms of sounds, tales, and information for all five age groups.

Keywords: *social media, booking, destination, Gen Z, millennial*

1. Introduction

Nowadays, social media plays an important role for most people. When it comes to trends, may it be fashion, food or travel, and social media is the way to go. Perhaps, one of the most used social media platforms is TikTok where, according to Cambridge Dictionary, short videos are created by its own users that can be viewed by anyone. In fact, travelling at the present time has been transformed since the existence of TikTok (Tamang and Maharjan, 2022). More so, TikTok can be installed using a mobile phone or can be accessed on personal computers with the use of browsers. Wang (2022), aimed to conduct study from other different countries due to inadequate number of data particularly with generation Z and millennials. However, only in China were collected. And with such possibilities on today's modern technology, searching for a place to visit whether it's for recreation, relaxation, or personal dilemmas, TikTok is one of the many tools that can provide.

According to Dhewi et al. (2023), the behaviour of tourists can be modified that makes it vital for social media so tourism services will be enjoyed. Moreover, intercommunications between social media platforms like TikTok allowed people to express one's ideas and impressions and share snapshots and places visited by people (Kalinic & Vujicic 2022). In line with this, an exceptional acumen is observed that can help cultural tourism destinations and its advancement because of generous data provided by the social media. In the study conducted by Wengle et al. (2022), social media dependency had found a higher percentage of tourists that are interested in the emotional dimensions of travel. However, Stavska (2023), argued that travelers who seek entertainment solely for travel destinations should not be considered as tourism performs an important role in a country's economy. Although this may be true, some people are looking for a specific travel destination and understand the reason behind it whilst some are for relaxation, escape, enjoyment, and exploration.

Uniquely, according to Ruby (2023), it shows that there are 1.53 billion users on TikTok with 1.5 billion who are active users, compared to other social media platforms, each month. On the other hand, people who use TikTok looking for travel destinations shows that such social media is not only influencing users' attention but also their behavior. To put it another way, National Survey Shows that after witnessing TikTok travel videos, about 52.5 million (35%) of TikTok users in the United States have traveled to new cities, beaches, and parks including 45% of millennial TikTok users. According to Beresford Research (2023), that ages 11-26 years old are Generation Z while ages 27- 42 years old are Millennials.

Meanwhile, Wahid et al. (2023), acknowledged that either on views or shares, cover sound has no direct effect. Any marketer generated content in impacting customer engagement (i.e., shares and views) cover sound has no interaction effects, whereas according to Kantar (2021), consumers are 66% more likely to describe the sound on TikTok as "fun" than other platforms with muted audio. To explain, sound does make video contents on TikTok more appealing and adds to the experience of the viewers. However, contents on TikTok with no sound or audio sometimes creates plain experience of the viewers in TikTok. On the other hand, adding sound is essential when making a content in TikTok because the video makes sense rather than having no sound at all. For instance, sound allows the message to reach the viewers.

According to Hutchinson (2022), on social media Today, there are infinite opportunities with the usage of sound. Firstly, sound is flexible to be augmented including those of different brands. In fact, an expensive crowd online and/or popularity of a certain video can be achievable by just using sound. Secondly, it determines the frame of the mind and patterns which means sound is a factor for mood and rhythm. Triwidyatu and Pangastuti (2021), acknowledged that storytelling affects viewers through media where audiences appreciate stories created that are successfully conveyed and understood. Furthermore, facts and proper analysis of data used to support a story is considered for audiences whether to get information on in videos watched or not.

With over 800 million users across the globe, TikTok is currently one of the fastest-growing social media sites as well as the social media network with the youngest audience of 69%. Such users are aged 16 to 24 (Molla, 2021). According to Cambridge Dictionary (2023), TikTok is a type of social media service where users can upload and share short movies frequently of themselves performing an activity with sounds. More so, TikTok has completely changed how people tell stories. For instance, TikTok creators prioritize the type of sound and specific video content to post. Sounds highlights important moments and attract users to pay attention to the video (TikTok, 2023).

According to the MMGY Global's Annual Portrait of American Tourist poll, travel content is the most popular on such platform. Markedly, approximately 34% of tourists in 2022 have been impacted by TikTok and increased by 10% from 2021. Therefore, TikTok, as a medium for tourism marketing, is growing. On the other hand, it appears that users of TikTok between ages 25 and 54, where most of its members are millennial and Gen Z, spend more

than 45 minutes a day on such application (Yuen, 2023) forecast for time spent on social platforms by age.

Further, this post-pandemic era, where limitations in every country are progressively easing, allowed people who have been reluctant to travel for a long time to leave their houses. In line with this, TikTok gives travelers the opportunity to develop a platform and offer suggestions for future visits. Above all, Tham et al. (2019), discovered that tourist destination marketing has also attempted to capture people's fragmented time and use social media sites to influence travel decisions among netizens and the user base is growing. Given these points, with TikTok's popularity especially during the pandemic, undertook destination promotions and aid tourism recovery.

The purpose of this study is to determine the impact of TikTok on young adults' decisions about their travel destinations, including those made by Millennials and Generation Z. It also seeks to determine whether there are any appreciable differences between the perspectives in the Manila from Generation Z and Millennials regarding the effects of TikTok on their choices of travel destinations and their demographic profiles. The researchers wanted to fill in the gap in Wang's study (2022), in which he stated that data collection is inadequate in terms of respondents. This study was supposed to collect data from different countries on the young adults of Generation Z and Millennials, but they only collected data in China. To fill in the gap we will be gathering the data of Generation Z and Millennials here in Manila.

2. Literature Review

TikTok Usage and Importance

Users may make, view, and share 15-second films using webcams or mobile devices on the well-known social networking site TikTok. The application is renowned for its incredibly engaging user base and addictive character because of its tailored feeds that include humorous short video combined with music and sound effects (D'Souza, 2023). The most recent nationwide survey was conducted by Nandi (2023), an entire-service communication and marketing firm with a focus on tourism marketing. TikTok has become into a valuable resource for visitors looking for fresh adventures, suggestions for traveling, and more, especially for those looking to check out the hottest places that are currently trending on the app. TikTok's ability to provide personalized and engaging content to its users has been a key factor in its success.

In 2016, TikTok, initially named Douyin, originated in the Chinese market. TikTok, a social networking service for sharing videos, has experienced tremendous growth in recent times. As stated by Wu et al. (2022), The present COVID-19 epidemic has had an impact on numerous international industries, including travel and tourism, which has contributed significantly to the worldwide service industry, as well as worldwide financial and health issues.

The previous year was difficult, as all are aware. All people went through the lockout for our own safety and travel restrictions, to keep us apart. As a result, individuals have flocked to new platforms like Facebook and TikTok, as well as older platforms (Molla, 2021). TikTok is currently the world's sixth most popular social network and has been the most downloaded mobile app in the US. In Q4 2021, it had 1.2 billion monthly active users, with projections suggesting that it will hit 1.8 billion by 2022. In addition to that USA Today (2022), stated that both inquiries have received more than 6 billion views on TikTok. The #traveltok hashtag has 2.3 billion views compared to the #travel hashtag's close to 86 billion on the mobile application. The platform's success can be attributed in part to its innovative design, which allows users to create and share short-form videos of up to one minute in length. These videos can be edited with various filters, effects, and soundtracks, making them a fun and creative way for users to express themselves and share their unique perspectives with others. TikTok's popularity has also been fueled by its ability to attract a diverse and engaged user base. What sets TikTok apart from other social networks is its exceptional user engagement, which enables the effective and rapid spread of information (Fiallos and Figueroa, 2023).

According to TikTok for Business (2022), most of our users also claim that TikTok has a significant impact on their booking decisions. It appears that most of their users believe that TikTok has a significant impact on their booking decisions. This suggests that TikTok, as a platform, has the power to impact tourist booking decisions in a meaningful way. Based on the study of Dixon (2022), TikTok had the fastest growth rate over the outbreak in the US. Short films dominate TikTok, according to a conference held by Byte Dance, and most of them are about travel. Given the present worldwide pandemic, the appraisal of the tour's visual attractiveness is the main element impacting travelers' choice of location (Rogach et al., 2020). According to Jiang et al.'s report from 2022, the COVID-19 pandemic has had a major impact on traditional tourism.

Local governments have utilized short video accounts to broadcast tourist promotion short movies for publicizing and marketing, influenced by the uncertainties of the present pandemic, to restore the development of tourism and local economies. Now that we are in the post-pandemic period, every government continues to impose limitations on reducing, and those who have been resisting for a while can now finally break free of their journey from residences. It's a fantastic moment for marketers to benefit from TikTok's growing popularity to aid with destination marketing and the rehabilitation of the tourism industry during the epidemic.

The most popular and reliable resource when selecting a destination is social media (Alonso et al, 2019). Social media is where Generation Z travelers go for inspiration for vacation destinations and samples of activities to include in their itineraries. Instagram and TikTok, where millennials spend most of their free time, are essential platforms for the tourism industry's communication needs (Oaky, 2023). Social media has become an essential part of our daily lives in the present world. When it comes to travel, TikTok has become one of the prime sources of inspiration and information for travelers. According to Wengel et al. (2022), in the modern days, social media also has become a crucial tool for tourism promotion, and TikTok's unpredictability can unquestionably benefit the promotion of destinations.

Research has investigated the satisfaction of consumers who use TikTok for purchasing products, seeking information on tourist attractions and services. However, Kwat et al. (2021), stated that TikTok is not the best option for responders when seeking out about vacation. Only about 13.7% of respondents say they always or frequently use TikTok as their main source for travel information, compared to 62.4% of respondents who said they never use the app to look for travel information. In contrast, based on Harvard (2023), the current MMGY Global survey, TikTok's impact among travelers will expand by 10% in 2022. It just got to the seventh-largest social networking platform overall.

Travelers are turning more frequently to online resources like TikTok to help us plan and direct our vacation plans as we grow more tech-savvy than ever. (Hussein, 2022) As more and more people turn to TikTok for travel inspiration, it is likely that the platform will continue to play a more prominent role in the travel planning process in the years to come. In the recent survey of Loss (2022), he found out that 77% of the platform's users claim that material they watched on TikTok encouraged them to visit a destination or buy a travel-related product, while 49% of them have already booked a trip or made a purchase.

According to Winterflood (2022), major travel firms, OTAs, and tourism boards are quickly switching to TikTok, the short-form video-sharing app that is most popular with Gen Z consumers. The statistics speak for themselves: on the Chinese-owned app, the hashtag "travel" has had 890 billion views globally, and travel is one of the two fastest-growing content categories there.

Stated in the July 2022 survey, 77% of Asia Pacific users were inspired to investigate a trip after viewing travel-related TikTok content, and 58% of users made a booking for a travel-related good or service. Supporting to that, there is a recent study that shows a staggering 35% of all U.S. Users of TikTok, or roughly 52.5 million people, have travelled to a new location after viewing a video there. (Carufel, 2023).

According to Zhou et al. (2023), as a social media platform for sharing videos, it has become more and more important to the tourism industry due to its communication and storytelling capabilities in terms of promoting places. TikTok is regularly used by the younger generation of travelers to choose their travel places. As indicated by Zhang (2022), the research has revealed that TikTok is preferred by nearly half of Gen Zees to Google as their search tool. Future generations can now use this platform to learn, which will help them make decisions. This trend strengthens further when motivation can be purchased with only a tap thanks to TikTok Shop. Along with Gen Z, Gen Alpha may also make up part of your future client base. Zhou et al. (2023), argues that 470 million users of the site exhibit a desire to travel, with younger users favoring it more than older users. TikTok is seen as useful by travelers in helping them choose better destinations for their trips.

The behavioral intention of travelers to use TikTok to select a location is favorably influenced by performance expectations. Zhou et al (2023), also indicated that TikTok was utilized by 58.9% of users in relation to travel. More than half of the respondents said they had been to a location because of watching an excellent travel film. Most of the respondents said that seeing an excellent travel film may make them want to visit a certain location.

Supported by MGH Public Relations (2023), the survey shows that 60% of those who use TikTok have gotten fascinated with attending an unfamiliar location (city, beach, park, etc.) after viewing a video uploaded to TikTok about it. TikTok, with its newly disclosed 150 million users in the U.S., has a significant impact on the tourism and traveling business.

Essential Features of TikTok that Influence Decisions in Booking a Tour

Sounds. Musicians would undoubtedly be interested in the prospect of fusing their own sound with the sound of another creative to create a new blend, especially in times of social isolation (Jinwook & Hyuntae, 2022). This type of collaborative music-making may -- and frequently does -- happen between people who were previously strangers, which is unusual, at least in the professional sense. Wahid, et al. (2022) asserted this to prove that many TikTokers record, layer, and mix the sound of their Duets using separate musical software before using the resulting file in place of the Duet's "organic" sound. Actually, this is especially true for individuals that strive to have the finest online and social media presence and presentation possible (Radovanovi, 2022).

However, the results are consistent with the idea that emotional information is shared and liked more frequently than logical (i.e., transactional, and factual) content. But as acknowledged by et al. (2023), rational posts—those that are transactional and informative—get more likes and shares than sentimental ones. Original sounds and influencers, meanwhile, have a positive effect on likes and shares. In a similar vein, Fang et. TikTok, a Chinese firm started in 2017, has created a worldwide craze with its brief videos as of (2023).

For instance, "Music + short video" has shown to be the most effective method for advertising new hit songs among TikTok's video offers. Additionally, Zrinka (2023), investigates the influence of macro influencers on the travel decision-making process of Generation Z, whereas the current study investigates the specific impact of TikTok sounds on the destination selection process of Generation Z and Millennials in Manila in the post-pandemic era.

Furthermore, the study conducted by Tran (2022), focuses on discovering the features of travel vlogs that affect LAB University of Applied Sciences students' trip location selections. The study investigates the influence of different elements on students' decision-making processes, such as narrative, destination depiction, and vlogger credibility. The study gives significant insights into the tastes and motives of the target audience when it comes to picking trip locations by evaluating the travel vlogs and polling the students.

These findings may be useful for the present study on the effect of TikTok on tourist destination choices among Manila's Generation Z and Millennials. Because TikTok is a popular platform for sharing travel-related material, knowing the major variables that affect travel choices can aid in appreciating TikTok's special impact as a medium on the destination

decision process of the younger generations. The findings of Tran's study may be used to develop a framework for measuring TikTok's effect on travel decisions, as well as give light on the dynamics of the post-pandemic era.

In the study conducted by Camatti (2023), it shows that useful insights into the travel habits are of interest of Generation Z tourists. The study investigates the generation's distinct traits and motives, concentrating on the Australian context but also providing a larger global perspective. The study uses a comprehensive framework to understand Generation Z's needs, expectations, and travel patterns, providing a useful foundation for the current study on the impact of TikTok on tourist attraction selection in the post-pandemic era of Generation Z and Millennials in Manila. The current study can draw on the developed understanding of Generation Z travelers and apply it specifically to the context of TikTok's influence on traveling decisions by referencing Camatti's work, enriching the analysis, and providing an improved comprehension of this emerging phenomenon.

According to Yong et al. (2022), the research presents a thorough review of the available literature on gourmet tourism. The authors examine a diverse set of research publications published between 2000 and 2021 to identify major themes, research gaps, and prospects in this field. The study underscores the importance of gastronomy tourism as a rising niche sector, as well as the importance of culinary experiences in drawing in and retaining tourists. This literature review can help the current study on the impact of TikTok on a destination for tourism selection by providing insights into the broader context of gastronomy tourism and aiding in the understanding of Generation Z and Millennials' motivations and preferences when it comes to dining experiences.

The current study can get a better knowledge of the interaction between gastronomy tourism and social media platforms like TikTok, as well as how these platforms impact the destination choices of younger visitors in Manila's post-pandemic age, by adding data from the review. The study conducted by Dong et al. (2020), appeared that Chinese millennials' production and distribution of short-form trip films on TikTok or Douyin was investigated. Certainly, the researchers emphasized the importance of these films in recording and sharing people's trip experiences. Their findings offer light on the reasons for creating and disseminating such material, providing useful insights into the effect of social media platforms such as TikTok on travel behavior. Building on Dong et al.'s research, the present investigation may dig deeper into the specific effects of TikTok stories on the destination choices of

Generation Z and Millennials in Manila, particularly in the context of the aftermath of the pandemic.

The study conducted by Zhou et al. (2023), titled "Using TikTok in tourism destination choice: A young Chinese tourists' perspective" investigates the impact of TikTok on tourism destination choices among young Chinese visitors. By evaluating user-generated material on the site, the authors analyze TikTok's function in changing travelers' views and decision-making processes. By shedding light on the impact of social media, particularly TikTok, in the context of travel destination choice, the study contributes to the body of existing information. The current study can benefit from the insights provided by Zhou et al. (2023), the previous study illustrates the potential of TikTok as a significant instrument in influencing destination selections by considering the perspective of young Chinese visitors. Manila, as a major tourist destination, may use the results from the perspective of Chinese tourists to better understand and capitalize on the influence of TikTok tales in attracting Generation Z and Millennials. This insight can assist tourism stakeholders in Manila in developing focused marketing strategies that successfully reach and interact with the intended audience, eventually boosting tourist growth in the post-pandemic period.

Radcliffe et al. (2021), research findings can be extremely useful in the context of the present study. Understanding how the Middle Eastern people interacted with TikTok and used it for diverse reasons might give significant insights into TikTok's possible influence on tourist destination choices. This data may be used to examine the influence of TikTok in influencing Generation Z and Millennials' decision-making process while choosing tourism sites in Manila, particularly in the post-pandemic era. The study can use Radcliffe et al. (2021), results to explore the specific ways TikTok has influenced the tourist sector and the elements that influence users to pick specific places depending on the material they consume on the site.

Nowadays, most people use social media including in tourism due to its function of being a visual medium. In fact, according to Ong (2022), there are 74.4 billion TikTok users recognized travel videos on TikTok while on Instagram, about 624 million people have uploaded travel contents. Another key point is that promoting travel destinations and marketing it appears to be a more compelling method with the use of social media (Magar, 2022). Frequently, social media is used by 1 in 3 tourists in choosing a travel destination with a greater number of younger travelers. Correspondingly, Arrivia, a travel business brand, acknowledged

that objectives in traveling and other related activities to it on social media are often on Gen Z (60%) and millennials (40%) (Ong, 2022).

According to Zhou et al. (2023), TikTok-inspired tourism continues to be becoming increasingly popular in China, where 57% of users utilize the social media site as a source for travel information and 52% actively look for details before traveling. These findings suggest that TikTok is playing an increasingly important role in shaping travel trends and influencing consumer behavior in the tourism industry. This has important implications for travel companies and destinations seeking to attract Chinese tourists, as they will need to consider the role of TikTok and develop strategies to effectively engage with potential visitors on these platforms. In fact, Roostika and Yumna (2023), claimed that audiences from TikTok firmly recognize the aspects of travel contents with destination image and destination awareness. As indicated by Rowland (2023), though TikTok is primarily renowned for its ability to entertain users, the travel and tourism sector is also being significantly impacted by it.

An extremely graphic platform is TikTok. Users may now easily scroll through and view a lot of stuff in a short period of time. In addition, TikTok provides a special kind of entertainment that is ideal for people with short attention spans. More so, TikTok users and their engagements to different brands impact the quality that is undoubtedly discerned including the purpose of visiting a destination.

Meanwhile, Ofitserova (2021), stated that social media platforms including TikTok are a predominant choice for virtual communication and marketing by organizations related to travel. On the other hand, it appears that TikTok produced a distinct interaction towards the audience compared to Instagram. Be that as it may, trust and quality of travel contents made are fundamental amongst all. The results of this study show that trust favorably influences information sharing and decision-making, and that trust positively influences self-efficacy and hedonic value. However, this study's findings also show that knowledge sharing is unaffected by self-efficacy. Information sharing and utilitarian value have no discernible impact on decision-making or trust.

Gan et. al (2023), looked at how visual perspective and visual content interacted. The findings showed that, by fostering enhanced visual fluency, first-person (as opposed to third person) viewpoint and activity-centric (as opposed to site-centric) content matches create higher travel intention. More so, when first-person perspective and activity-focused content

are combined with rational (as opposed to emotional) narration messages, travel intention increases, with affect intensity playing a key mediating role.

Meanwhile, grounded theory approach to analyze audience comments regarding short form travel videos. Based on persuasion theory and customer inspiration theory, the study identified by Fang et. al (2023), appears to have seven fundamental characteristics of short form travel videos that inspire travel in three different attractiveness categories. Moreover, Fang et. al (2023), found that via the chain mediation of inspired-by and inspired-to of travel inspiration, presenter, destination, and video design each had a substantial positive effect on travel intention. This finding was based on the stimuli-organism-response framework. Additionally, it was discovered that the effects of presenter and destination attractiveness on travel inspiration were positively moderated by openness to experiences.

Gesmundo et al. (2022), analyzes the influence of TikTok as a marketing channel on millennial purchasing intentions. The researchers look at how TikTok-facilitated brand knowledge and memory impact millennials' probability to buy. They conducted a poll of millennials and used statistical tools to examine the findings. The data show a substantial positive association between brand knowledge, brand memory, and purchase intentions, showing that TikTok may successfully contribute to millennial marketing initiatives. In addition, Arkansyah et al. (2021) stated that the widespread use of Tik Tok in Indonesia makes it a perfect platform for tourism organizations to promote undiscovered tourism in their region by creating videos and adding the hashtag #wisatahidenparadise in the Tik Tok application. However, there are several factors that determine which videos Tik Tok users watch, like, and share the most frequently.

According to the study by Santos (2022), it analyzes the impact of TikTok on the selection process of Generation Z and Millennials while choosing vacation locations, especially in Manila. The study intends to discover how TikTok, a prominent social media platform, impacts the travel preferences of these target categories in the post-pandemic era. The study investigates and evaluates the impacts of TikTok's influence on tourist destination choices, including user-generated content, viral challenges, and destination marketing. By focusing on this unique environment, the study contributes to a better understanding of TikTok's role in determining travel preferences and provides useful information for tourism stakeholders in Manila and beyond.

The study by Vancia et al. (2023), studies the impact of Generation Z visitors on the tourism industry, with a focus on their disruptive potential in the digital age. The study studies numerous elements that influence Generation Z visitors' decision-making process and investigates the effect of digital platforms, such as TikTok, in determining their vacation destination selections.

The researchers investigate the impact of TikTok on tourist destination choices in the post-pandemic era, specifically among Manila's Generation Z and Millennials. This study is pertinent to the current study because it gives insights into Generation Z travelers' disruptive potential and their usage of digital platforms such as TikTok in the context of tourism. The study offers insight into the impact of the given platform on the target demographic's travel preferences by studying the impact of TikTok on tourism destination selection.

Demographics as Determinants of Tourism Destination Selection

Tourism is a vital source of revenue for many countries, and the selection of a destination by tourists is influenced by various factors. Kara and Mkwizu (2020), claims that age, gender, and family size, as demographic determinants, had a substantial impact on local and foreign travelers' enthusiasm to travel. Demographics are the statistics that describe populations and their characteristics. The population is referred to as "demographic" when it comes to factors like age, race, and sex. It also refers to statistically reported socioeconomic information, such as work, education, income, marriage, birth, and death rates (Hayes,2022). As indicated by Jenny (2020), a June 2019 ad proposal that had been leaked said that 60% of TikTok users are female and 69% of users are from Generation Z.

In the US, TikTok has more than 30 million monthly active users who log in daily for an average of 46 minutes. In addition, Guest Radar (2023), stated that given its brief and interesting video content, TikTok has an 8% influence in the travel industry. The 26–36 age frame, who are prone to book after viewing TikTok commercials or content, is quite popular. The ADR for reservations affected by TikTok is well around $500. Users of TikTok are more likely to book directly (28%) than through an OTA (55%). The impact of demographics on tourism destination selection has been the subject of ongoing research, with scholars exploring the relationships between factors such as age, gender, income, education, and ethnicity, and the choices that tourists make. People's travel habits, interests, and intentions can be influenced by these factors.

Based on the study of Zhang et al. (2022), explored the impact of demographic factors on the destination selection of Chinese outbound tourists to Japan. The research found that age, education, and income were significant predictors of destination choice, with younger, more educated, and higher-income tourists showing a preference for cultural and urban experiences. The members of Generation Z plan family vacation activities are more aware of travel finances and aim to have a pleasurable trip experience by meticulously pre-planning while millennials on the other hand make sure that their trip plans are well-prepared, millennials are more driven and engaged while engaging in travel-related activities (Hysa et al., 2021).

Despite their enthusiasm in tourist activities, members of Generation Z are constrained by their financial circumstances because they have less disposable income than millennials and a significant number of them have not yet started working (Puiu, et al., 2022). Aside from that due to their lower earnings, increased price sensitivity, and decreased importance of travel right now, Generation Z seems to be a less profitable and more transient audience (PhocuswrightResearch, 2021). Overall, because of limited financial resources and lack of independence, younger travelers were more price sensitive.

Millennials' desire to travel is increased by social media sharing of other people's travel experiences, which also serves as a valuable resource to discover information about new travel destinations to visit. In a similar vein, millennials like boasting and sharing about their travel adventures (Siegel & Wang, 2019). Millennials are motivated to travel by seeing other people's travel experiences shared on social media platforms.

This sharing of travel experiences through social media also serves as a valuable resource for discovering new travel destinations to visit. Furthermore, Millennials enjoy sharing their own travel adventures on social media. This suggests that social media serves not only as a source of inspiration but also as a means of self-expression for this generation. As such, the travel industry can benefit greatly from leveraging social media as a marketing tool to target this generation. The use of influencers and user-generated content can help to create more authentic and relatable travel content that resonates with Millennials.

Overall, these studies suggest that demographics play a significant role in tourists' destination selection. The findings have implications for tourism policymakers and destination marketers, who can use this knowledge to better target their marketing efforts towards specific demographic groups. As tourism continues to grow in popularity, understanding the

relationship between demographics and destination selection will become increasingly important in shaping the future of the tourism industry.

3. Methodology

3.1 Research Design

This study employed a descriptive survey approach along with quantitative research methodology. According to Creswell (2023), quantitative research design is a method for evaluating objective ideas by looking at the connection between variables. These variables may be measured frequently with the use of equipment to enable statistical analysis of numerical data. Descriptive survey methods specifically entail preparing questionnaires or polls, giving them to respondents, and having them reply to the questions (which are often closed-ended questions). The researchers used this research design to collect and analyze information about specific characteristics, perspectives, or actions of a particular group. In this case, the researchers aim to understand how TikTok, a popular social media platform, impacted the tourism destination selection of millennials and Gen Z in Manila.

By utilizing the descriptive survey approach, the researchers designed a survey questionnaire to gather data from a representative sample of individuals from the target group. The survey includes questions about the participants' frequency of using TikTok and how TikTok content impacts their tourism destination selection process when choosing a place to visit.

The descriptive method provides a comprehensive understanding of how TikTok influences the choices of Generation Z and Millennials when selecting tourism destinations in Manila. Additionally, this research design acknowledges the preferences and behaviors of these generations in the digital age, recognizing the growing significance of social media platforms like TikTok in shaping travel decisions. It aims to provide valuable insights for both the tourism industry and content creators on TikTok, helping them adapt to the changing dynamics of travel promotion and decision-making in the digital era.

Overall, the descriptive survey approach provides a systematic and structured method for gathering and analyzing data, allowing researchers to explore the relationship between TikTok and the tourism destination selection of millennials and Generation Z in Manila.

Population, Sample Size, and Sampling Technique

The Generation Z and Millennial respondents who had already made a travel reservation because of TikTok are the study's total population, whose age range is 18–22-year-old and 23–26-year-old for Gen Z, while on the other hand 27–31-year-old, 32-36 year old and 37-42 year old for Millennial. By narrowing the focus to Generation Z and Millennials, the researchers gained an in-depth understanding of the specific demographics that are more influenced by TikTok in their travel choices. This provided insights into the unique preferences, motivations, and behaviours of these generations, which may differ from other age groups. The selection of Generation Z and Millennials who have booked a tourism destination due to TikTok as respondents for this study is based on the relevance of their experiences to the research topic, the need for meaningful and applicable insights, and practical considerations regarding sample size and resources.

The sampling technique that was used to choose the respondents of this study is purposive sampling. The researchers used purposive sampling because they purposively choose the respondents based on the given qualifiers. The sample size was determined with a 95% confidence interval and a margin of error of 5%. The proportion of Generation Z is 90.6%, while the proportion of millennials is 9.4%. The sample size determination formula used is n=z2p(1-p)2. where n = sample size, z= z score, = margin of error, and p = population proportion. The actual computation of sample size: n=1.962(0.906) (0.094)0.052=130.87130 each for Gen Z and Millennials. The proportion for the target population, which is Gen Z and Millennials, cannot be determined; the assumed proportion of the population of Gen Z and Millennials is 0.5 in the overall population in Manila. The actual computation of sample size: n=1.962(0.5) (0.5)0.052=384.16384. The sample size will be determined with a 95% confidence interval and a margin of error of 5%. The researcher assumed that the population proportion (Gen Z + millennials) is 0.5 of the total population.

Profile of the Respondents

PROFILE	F	%
Gender		
Female	209	52.64
LGBTQ	42	10.58
Male	146	36.78
Total	397	100.00

Age		
18-22-year- old (Gen Z)	155	39.04
23-26-year- old (Gen Z)	94	23.68
27-31-year- old (Millennial)	54	13.60
32-36-year- old (Millennial)	55	13.85
37-42-year- old (Millennial)	39	9.82
Total	397	100.00
Employment Status		
Employed	182	45.84
Self-employed	41	10.33
Unemployed	174	43.83
Total	397	100.00
Educational Status		
Highschool	17	4.28
College	319	80.35
Master/Doctorate	61	15.37
Total	397	100.00
Approximately Monthly Income/Allowance		
5,000 pesos - 10,000 pesos	133	33.50
11,000 pesos - 15,000 pesos	41	10.33
16,000 pesos - 20,000 pesos	40	10.08
21,000 above	183	46.10
Total	397	100.00

Research Instrument

This study's research tool is a questionnaire that is researcher-made. It was separated into three sections: the survey questions, the message to the respondents, and the respondents' profiles. Researchers chose the closed-ended question to be able to determine the specific answer for the respondents who will answer our survey questionnaire. This also showed that a closed-ended question will be an easier method since our study is quantitative research.

The following questions on gender, age, employment status, education status, approximate monthly income/allowance, if they are a TikTok user, and how many times they were able to book a tour through watching were asked of the respondents in the section on their profile. A five-point Likert scale was used in the survey questionnaire to gauge how strongly respondents agree or disagree with the following statements about the respondents' age, gender,

and frequency of use of TikTok, as well as the impact of the app's sounds, stories, and other specifics. There are a total of 23 items on the questionnaire.

The research instruments were validated by jurors, three (3) internal who are professors in Lyceum of the Philippines University and two (2) external, who are specialists in the field of Tourism and Hospitality Management. The jury members completed the assessment form and assessed the validity of the questions to make sure that all were accurate and necessary to be included in the questionnaire. The assessment of the jurors on the survey questions was calculated based on CVI Computation Formula to check its validity. In the CVI computation, with a result of 0.97, which is relatively high, the research instruments were not changed considering the jury members' assessment and final advice.

Thirty (30) target respondents pre-tested for the study instrument. Thirty of the target respondents took part in the pre-testing, which was conducted in Manila during the first semester of the academic year 2023–2024. The researchers did pre-testing to guarantee that all the instrument's questions were understandable by respondents and that all of the items were present in the research instrument. With the help of a statistician, a Cronbach alpha coefficient was computed for the details, sounds, and story scales using Jamovi software. The Cronbach's alpha coefficient was evaluated using the guidelines suggested by George and Mall (2016), where > 0.9 excellent > 0.8 good > 0.7 acceptable > 0.6 questionable > 0.5 poor, and unacceptable. From the 17 Likert scale questions, the computed Cronbach's is 0.77, which is a relatively high output; thus, it is considered to have acceptable reliability. It also suggests that the three variables/domains are reliably correlated.

Data Gathering Procedures

The physical distribution of the survey forms is printed on short bond paper, and it took place in Intramuros, Rizal Park, Binondo, National Museums, and other tourist destinations in Manila during the first semester of the 2023–2024 academic year. Before including any qualifying respondents in this study, the researchers got their permission. The respondents were informed of the goals and rationale behind the study and given guarantees about the privacy of any supplied data, including replies. The responders are provided with a printed survey questionnaire and sample time to complete it with their responses.

The mode of administration that the researchers used was by giving survey questionnaires face-to-face and through Google Forms. The researchers are on hand to react to

inquiries from respondents about various matters that require clarification. The survey forms are instantly collected by the researchers after completion. Online distribution of the survey form took place on social media platforms like Facebook and Instagram, where the researchers posted it publicly where the qualified respondents accessed and answered it. The data obtained from the questionnaires are analyzed, interpreted and drawn conclusions about the impact of TikTok on tourism destination selection among Generation Z and Millennials in Manila.

Ethical Considerations

Respecting and Protecting Participants' Autonomy and Decision-Making: Researchers must ensure that participants have the freedom to make informed decisions about their involvement in the research study. This includes providing comprehensive information, obtaining voluntary consent, and respecting the participant's right to withdraw at any time without penalty. Researchers should also consider the capacity and vulnerability of participants, making accommodations for individuals who may have limited autonomy, such as minors or those with cognitive impairments. Respecting participants' autonomy promotes ethical conduct and upholds the principles of informed consent.

Data Analysis

Data analysis for this study involved the use of statistical methods to analyze numerical data and draw conclusions about the relationships between variables. The statistical tools used in treating the collected data of this study include Frequency Distribution/Percentage, Weighted Mean, Standard Deviation, and ANOVA.

4. Findings and Discussion

The second concern of the study is how frequently the Generation Z and Millennials use TikTok in selecting a tourism destination. Table 4.2 below presents the frequency and percentage of the findings.

Table 4.2

Frequency of Using TikTok in Tourism Destination Selection

Criteria	F	%
Many times	101	25.44
Thrice	40	10.08
Twice	115	28.97
Once	141	35.52
Total	397	100.00

As shown in the table above, most of the respondents with a frequency of 141 or 35.52% watched TikTok only one time and have selected a tourism destination immediately. It is followed by 115 or 28.97% of respondents who booked a tour by watching TikTok for 2 times. Meanwhile, 101 or 25.44% respondents need to watch TikTok first for many times before finally selecting a tourism destination while and 40 or 10.08% respondents had to watch it for three times before coming up with the decision which tourism destination should they select.

Table 4.2 shows that most of the respondents watched just once in terms of choosing a tourist destination and were able to quickly arrange a tour of that particular location. Because people frequently use the TikTok app to choose their vacation destinations, the industry benefits greatly from the simple fact that after seeing a video on a destination they are interested in, they have already made a reservation to travel there and have the experience they want. According to TikTok (2022), 58% of people who saw a travel product or service on TikTok made an inquiry. Users can be retargeted while browsing on TikTok by an In-Feed Ad that encourages them to finish their reservation for a certain location.

Furthermore, the influence TikTok has over its users in other locations may be advantageous for resorts and hotels. The study discovered that 32% of users had booked a stay at a new resort or hotel they had seen there, and 28% of users had visited an attraction (such as a waterpark, amusement park, aquarium, museum, or historical site) they had seen on TikTok (MGH, 2023). In addition, by Winterflood (2022), the numbers speak for themselves: on the Chinese-owned app, the hashtag "travel" has had 890 billion views globally, and travel

is one of the two fastest-growing content categories there. According to a July 2022 survey, 77% of Asia Pacific users were inspired to investigate a trip after viewing travel-related TikTok content, and 58% of users made a booking for a travel-related good or service.

Impacts of the Elements of TikTok on Tourism Destination Selection

The third problem of this study focused on identifying the impacts of the elements of TikTok on the tourism destination selection of Generation Z and Millennials that made them book a tour in terms of its sounds, story, and details.

Tables 4.3, 4.4 and 4.5 reveal the findings of these impacts.

Table 4.3

Impacts of TikTok Elements in Terms of Sound

Statements	Mean	SD	Interpretation
I find the sound catchy in travel vlogs that I have watched that makes me more interested to finish the video.	4.41	0.64	Strongly Agree
I find TikTok music background pleasing, that gives me the audacity to pay more attention to the TikTok video.	4.39	0.69	Strongly Agree
I find sound an important element in every travel vlog that I have watched on TikTok.	4.34	0.69	Strongly Agree
I find background sounds on TikTok attractive in deciding for my travel destination	4.33	0.72	Strongly Agree
I find background sounds on TikTok relevant for viewers in deciding for my travel destination.	4.27	0.74	Strongly Agree

Legend: *Strongly Agree 4.21-5.00 Agree 3.41-4.20 Neutral 2.61-3.40 Disagree 1.81-2.60 Strongly Disagree 1.00-1.80*

Table 4.3 shows that the first statement got the highest weighted mean which is 4.41 with the Interpretation of Strongly Agree. The respondents strongly agreed that they find the sound catchy in travel vlogs that they watched that made them more interested to finish the video. The second statement got the weighted mean of 4.39 with the Interpretation of Strongly Agree. The respondents strongly agreed that they find TikTok music background pleasing, that it gave them the audacity to pay more attention to the TikTok video.

Meanwhile, the third statement got the weighted mean of 4.34 with the Interpretation of Strongly Agree also. The respondents strongly agreed that they find sound an important element in every travel vlog that they watched on TikTok. The Fourth statement got the weighted mean of 4.33 with the statement of Strongly Agree. The respondents strongly agreed that they find the background sounds on TikTok attractive in deciding for their travel destination. The last statement, which is the lowest with the weighted mean of 4.27 and the Interpretation of Strongly Agree. The respondents strongly agreed that they find the background sounds on TikTok relevant for viewers in deciding for their travel destination.

TikTok has become an appealing communication tool for a variety of businesses and brands, with travel-related topics becoming the most popular. One may wonder what a platform like TikTok, well-known for distracting young people from important topics, has to do with historical landmarks like increasing the reputation of travel destinations, in addition marketing professionals use the platform to inform the world about travel destinations (Garland,2022). The sounds in TikTok make the whole video appealing, allowing the viewers to be engaged in the content. That is why in terms of marketing a travel destination, most of the marketers are using the platform TikTok to promote and inform the people or travelers about a certain travel destination.

Likewise, TikTok helps to get a wider audience to inform about the existing travel destinations. The sounds in TikTok videos make it more appealing compared to the TikTok videos that do not have any audio at all. Without sounds or audio in TikTok videos, the viewers might not watch until the end of the TikTok video. According to Kantar (2021) consumers are 66% more likely to describe the sound on TikTok as "fun" than they are on other platforms with the audio off. Additionally, users believed that the audio on TikTok was more interesting, enticing, and informative.

Table 4.4 interprets the impact of TikTok on tourism destination selection based on the story. With a total weighted mean of 4.14 Respondents therefore agreed that stories have an impact on their decision making in booking their next travel destination. According to Agung et al., TikTok can aid in reviving Bali's tourism in 2021 by producing entertaining videos on the island's existing tourist attractions. According to the results of a poll with 484 participants, both agreed and strongly agreed that TikTok video travel material influenced their decision to select and book a specific location. Giving viewers a whiff of interest that influenced the responders and assisted them in selecting their next holiday location, TikTok video travel

content with in-depth and educational aspects provides for effective advertising in a particular region. Stated in the study of Ling Ma et al, (2022) study results highlighted how (off-the-beaten track) destination was impacted by unintentional promotion through TikTok. While on the other hand, respondents disagreed that TikTok travel vloggers' experiences on a certain destination helped them in selecting a travel destination.

Table 4.4

Impacts of TikTok Elements in Terms of Story

Statements	Mean	SD	Interpretation
I find travel contents uploaded on TikTok convenient in looking for a travel destination.	4.57	0.59	Strongly Agree
TikTok travel reviews impacted me in whether to select or not to select a certain travel destination.	4.56	0.65	Strongly Agree
TikTok travel vlogs helped me to validate and evaluate a certain destination before I select and choose a certain destination.	4.52	0.66	Strongly Agree
TikTok story travel narration catches my attention to book a tourist destination.	4.52	0.60	Strongly Agree
I find the story on TikTok useful in providing information in choosing a tourist destination.	4.46	0.66	Strongly Agree
TikTok travel vlogger's experiences on certain destination helped me in selecting a tourist destination	2.18	1.44	Disagree

Legend: *Strongly Agree 4.21-5.00 Agree 3.41-4.20 Neutral 2.61-3.40 Disagree 1.81-2.60 Strongly Disagree 1.00-1.80*

Table 4.5 entails that Gen-Z and Millennials decision making in booking their next travel destination was impacted due to TikTok travel video details. The table shows the total weighted mean, which is 4.53, where in the legend 4.53 is under Strongly Agree. Therefore, respondents strongly agreed that details have an impact in booking their next travel destination. As indicated by Truyols M., (2022), "We've established that more than half of TikTok users are Gen Z and young millennials. These generations are tech-savvy and rely on online stories

information when making travel decisions" The research survey results employ that the respondents strongly agreed that TikTok travel video gives them an introduction about a certain destination that drives their curiosity and makes them choose that destination, where travel content TikTok videos with details make it more appealing in their decision making for their next travel destination. On the other hand, the respondents agreed that travel content details (captions and subtitles) on TikTok are helpful in deciding for their next travel destination.

Table 4.5

Impacts of TikTok Elements in Terms of Details

Statements	Mean	SD	Interpretation
TikTok travel video gives me an introduction about a certain destination that drives my curiosity and makes me choose that destination.	4.58	0.58	Strongly Agree
Travel content TikTok videos with details make it more appealing in decision making for a next travel destination.	4.55	0.59	Strongly Agree
TikTok details notify a more specific information that makes me want to go to a certain travel destination.	4.53	0.66	Strongly Agree
TikTok video details impacted my decision making in booking a certain destination.	4.50	0.65	Strongly Agree
I find travel content details (captions and subtitles) on TikTok helpful in making a decision for my next travel destination	4.48	0.67	Strongly Agree

Legend: *Strongly Agree 4.21-5.00 Agree 3.41-4.20 Neutral 2.61-3.40 Disagree 1.81-2.60 Strongly Disagree 1.00-1.80*

The fourth problem of the study dealt on finding if there is significant difference between the insights of the Generation Z and Millennials on the impacts of watching TikTok on their tourism destination selection that made them book a tour and their demographic profile. Its finding is presented in the succeeding tables.

Table 4.6

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection using Independent Sample t-test

Elements	N	Mean	Mean Difference	Variance	Df	p-value	Decision
Sounds			-0.1035		395	0.0821	Accept
Generation Z	249	4.3100		0.3335			
Millennials	148	4.4135		0.3166			
Story			-0.0327		395	0.4159	Accept
Generation Z	249	4.1238		0.1465			
Millennials	148	4.1565		0.1595			
Details			-0.0599		395	0.2793	Accept
Generation Z	249	4.5076		0.2739			
Millennials	148	4.5676		0.3015			

Based on the result of the independent sample t-test, there is no sufficient evidence to say that there is a significant difference between the insights of Generation Z and Millennials on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of sounds, story, and details. Therefore, the impact of TikTok on their tourism destination selection made them book a tour in terms of sounds, story, and details is the same for Generation Z and Millennials.

Based on the study of TravelPerk (2022), Gen Z is the first generation to be born at the native level in the digital age and is widely regarded as the generation with an innate affinity for all things technological. An unprecedented internet presence, explosive expansion in the tech industry, and increased worldwide awareness all contribute to a shift in consumer values, expectations, and travel preferences. Generation Z uses technology to explore and discover new things and places to which they can travel.

By using TikTok, it can help them to search for destinations which they can book next on their travel. Young travelers are more likely to explore new places, use technology while traveling, obtain personal cultural advantages, and contribute to the places they visit, according to recent research by the European Travel Commission (2022). They are also more likely to return to locations and generate more value over time. In terms of noises, stories, and details, Generation Z is more likely to capture their attention. TikTok-inspired tourism is now a hot subject in China, where 57% of users use the platform as a conduit for travel information and

52% actively hunt for information before traveling, according to a report released in August 2022 by Zhou et al. (2023). By seeing the opinions and experiences of travelers, TikTok travel videos may assist viewers in making vacation plans and decisions. When choosing a place, viewers may use the reviews as guidance.

The findings from the independent sample t-test implies that there isn't sufficient evidence to suggest a significant difference in the perceptions between Generation Z and Millennials regarding TikTok's influence on their tourism destination selection, specifically in terms of sounds, story, and details. Consequently, it appears that the impact of TikTok on their decisions to book a tour related to these aspects is similar for both generations.

Table 4.7

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection and their Age using Analysis of Variance (ANOVA)

Age	N	Mean	Variance	Df1	Df2	p-value	Decision
Sounds				4	139.0103	0.2767	Accept
18-22 (Gen Z)	155	4.2852	0.3527				
23-26 (Gen Z)	94	4.3511	0.3025				
27-31 (Millennials)	54	4.3519	0.3727				
32-36 (Millennials)	55	4.4509	0.2285				
37-42 (Millennials)	39	4.4462	0.3715				
Story				4	133.6268	0.3847	Accept
18-22 (Gen Z)	155	4.1151	0.1001				
23-26 (Gen Z)	94	4.1383	0.2244				
27-31(Millennials)	54	4.1019	0.2080				
32-36 (Millennials)	55	4.2152	0.1067				
37-42 (Millennials)	39	4.1496	0.1488				
Details				4	134.4179	0.6443	Accept
18-22 (Gen Z)	155	4.5213	0.2216				
23-26 (Gen Z)	94	4.4851	0.3625				
27-31(Millennials)	54	4.5111	0.3543				
32-36 (Millennials)	55	4.6109	0.2258				
37-42 (Millennials)	39	4.5846	0.3440				

Based on the Analysis of Variance (ANOVA) result, there is no sufficient evidence to say that at least one age group has different insights on the impacts of TikTok on their tourism

destination selection that made them book a tour in terms of sounds, story, and details. Therefore, the impact of TikTok on the tourism destination selection of the respondents that made them book a tour in terms of sounds, story, and details is the same for the five age groups. The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection, specifically regarding sounds, story, and details, has yielded significant findings. The results do not provide sufficient evidence to assert that at least one age group holds significantly different insights on this matter. In other words, the impact of TikTok on the tourism destination selection, considering sounds, story, and details, appears to be relatively consistent across the five age groups represented in the study. This suggests that TikTok's influence, in terms of these aspects, does not significantly vary with age and is equally effective in shaping the tourism choices of individuals from different age demographics. These findings can be valuable for marketers and content creators seeking to engage a diverse audience through TikTok, indicating that its impact is relatively uniform in influencing tourism decisions across various age groups.

Based on the article written by Ramgade, people in the 2021 Millennial and Gen Z generations include individuals are between the ages of 18 and 34. 50% of tourists are anticipated to use them by 2025, The hospitality sector must establish its utilizing demographic-based techniques, Characteristics and routines of this generation travel frequently and use technology quickly and they appreciate individualized attention and are spontaneous.

The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection, specifically concerning sounds, story, and details, has indicated that there isn't adequate evidence to suggest differing insights among the five age groups represented in the study. This implies that the influence of TikTok on the respondents' choices to book tours, focusing on sounds, story, and details, remains consistent regardless of age group. Essentially, TikTok's impact on tourism destination selection seems to exhibit uniformity across various age demographics, as the findings suggest that no age group perceives TikTok's influence differently in these aspects. These results hold significance for marketers and content creators looking to engage a diverse audience via TikTok, indicating that its effectiveness in shaping tourism decisions remains consistent among individuals from different age groups.

Table 4.8

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection and their Gender using Analysis of Variance (ANOVA)

Gender	N	Mean	Variance	Df1	Df2	p-value	Decision
Sounds				2	110.9704	0.3536	Accept
Female	209	4.3100	0.3799				
LBGTQ	42	4.4333	0.4134				
Male	146	4.3795	0.2310				
Story				2	103.7514	0.2823	Accept
Female	209	4.1483	0.1384				
LGBTQ	42	4.0040	0.3502				
Male	146	4.1564	0.1050				
Details				2	107.2505	0.8684	Accept
Female	209	4.5435	0.2758				
LGBTQ	42	4.5095	0.4589				
Male	146	4.5164	0.2503				

Based on the Analysis of Variance (ANOVA) result, there is no sufficient evidence to say that at least one Gender has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of sounds, story, and details. Therefore, the impacts of TikTok on the tourism destination selection of the respondents that made them book a tour in terms of sounds, story, and details is the same for the Female, LGBTQ, and Male respondents.

As shown in the table above, the insights of the respondents are compared based on their Gender (Female, Male, LGBTQ) according to Sounds, Story, Details. On the Details Category of the table, the p-value is 0.8684, followed by Sounds Category with a p-value of 0.3536, and lastly Story Category with a p-value of 0.2823. Table 4.8 reveals the Categorized Comparison of the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection that made them book a tour based on sounds, story, and details according to their Gender. The findings on the first section show a total mean of 4.3742 and a p-value of 0.3536 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection based on their Gender according to Sounds have no significance. The findings on the second section show a total mean 4.1029 and a p-value of 0.2823 which means that the insights of Generation Z and

Millennials on the impact of watching TikTok on the tourism destination selection based on their Gender according to Story have no significance. The findings on the third section show a total mean 4.5231 and a p-value of 0.8684 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection based on their Gender according to Details have no significance.

Studying the relationship between tourist destination choice and gender is important for several reasons, as it can provide valuable insights into the field of tourism and have practical implications for various stakeholders. Analyzing how gender influences tourist destination choices can help researchers and industry professionals gain a deeper understanding of travel behavior (Cheng, et. al. 2023). This understanding can be used to create more targeted marketing strategies and tailor travel experiences to different gender preferences. They can use gender-specific messaging and imagery to attract a wider range of tourists, diversify their visitor base, and increase visitation rates (Pan, et. al. 2020). Nonetheless, there is no consensus in the literature regarding how men and women differ in their decision-making processes when choosing travel destinations (Deng & Liu, 2021).

The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection concerning sounds, story, and details reveals that there isn't sufficient evidence to suggest differing insights among the Female, LGBTQ, and Male respondents. Therefore, this implies that the influence of TikTok on the tourism destination selection, specifically in terms of sounds, story, and details, appears to be consistent across these gender categories. The statistical comparison, as presented in Table 4.8, indicates that the p-values for sounds, story, and details categories are 0.3536, 0.2823, and 0.8684, respectively, signifying a lack of significant differences in insights among these gender groups regarding TikTok's impact. These findings demonstrate that regardless of gender identity, TikTok seems to hold a consistent level of influence on tourism decisions related to sounds, story, and details among respondents, highlighting a uniformity in the platform's impact across diverse gender groups.

Based on the Analysis of Variance (ANOVA) result, there is sufficient evidence to say that at least one Employment status has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of story. On the other hand, there is no sufficient evidence to say that at least one Employment status has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of sounds and details. Therefore, the impacts of TikTok on the tourism destination

selection of the respondents that made them book a tour in terms of sounds and details is the same for the Female, LGBTQ, and Male respondents but differs when in terms of TikTok story.

Table 4.9

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection and their Employment Status using Analysis of Variance (ANOVA)

Employment Status	N	Mean	Variance	Df1	Df2	p-value	Decision
Sounds				2	104.8499	0.1185	Accept
Unemployed	174	4.3000	0.3157				
Employed	182	4.4132	0.2831				
Self-employed	41	4.2683	0.5732				
Story				2	100.9256	0.0227	Reject
Unemployed	174	4.1197	0.1274				
Employed	182	4.1914	0.1085				
Self-employed	41	3.9593	0.3914				
Details				2	102.9339	0.2709	Accept
Unemployed	174	4.5162	0.2531				
Employed	182	4.5747	0.2405				
Self-employed	41	4.4049	0.6050				

As shown in the table above, the insights of the respondents are compared based on their Employment status (Unemployed, Employed, Self-Employed) according to Sounds, Story, Details. On the Details Category of the table, the p-value is 0.2709, followed by Sounds Category with a p-value of 0.1185, and lastly Story Category with a p-value of 0.0227. Table 4.9 reveals the Categorized Comparison of the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection that made them book a tour based on sounds, story, and details according to their Employment Status.

The findings on the first section show a total mean 4.3271 and p-value of 0.1185 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection according to their Employment Status based on Sounds have no significance. The findings on the second section show a total mean 4.0901 and p-value of 0.0227 which means that the insights of Generation Z and Millennials on the impact of

watching TikTok on the tourism destination selection according to their Employment Status based on Story have significance to at least one Employment Status. The findings on the third section show a total mean 4.4986 and a p-value of 0.2709 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection according to their Employment Status based on Details have no significance.

Recent studies also indicate that employment status is one of the factors that affect travelling decisions (Wong et al., 2021). Studying the relationship between tourist destination choice and employment status is important because it provides insights into how employment and economic factors influence tourism behavior. Within the tourism sector, there is a contention that individuals who are employed are more probable to visit tourist destinations as opposed to those who are unemployed. (Bama & Nyikana, 2021).

In the study of sociodemographic variation on tourism expenditure in Melaka UNESCO World Heritage Area, Amir et al. (2017) found that differences exist between the tourist expenditure of students, self-employed, government servants, pensioners, private employees, and unemployed tourists. Tourism is a significant contributor to the economy in many regions. Understanding how employment status affects tourist destination choices can help destinations and businesses anticipate economic fluctuations and plan for tourism-related employment opportunities.

The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection reveals differing insights among respondents based on their Employment status concerning story but not sounds and details. There is sufficient evidence to suggest that at least one Employment status category holds different perceptions regarding TikTok's influence on tourism destination selection in terms of story. Conversely, for sounds and details, the ANOVA results indicate no significant differences among the Employment status groups. Specifically, the statistical comparison in Table 4.9 showcases p-values of 0.1185 for sounds, 0.0227 for story, and 0.2709 for details categories, highlighting the significance of story impact across Employment statuses but not for sounds and details. This implies that TikTok's effect on tourism destination selection in terms of sounds and details remains consistent among Female, LGBTQ, and Male respondents, while differing perceptions emerge concerning story impact based on Employment status. These findings underline the importance of considering Employment status when analyzing the platform's influence on narrative aspects related to tourism decisions.

Table 4.10

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection and their Educational Status using Analysis of Variance (ANOVA)

Educational Status	N	Mean	Variance	Df1	Df2	p-value	Decision
Sounds				2	39.637 8	0.1068	Accept
Highschool	17	4.4706	0.2447				
College	319	4.3191	0.3370				
Masteral/Doctorate	61	4.4689	0.2958				
Story				2	45.237 7	0.0814	Accept
Highschool	17	4.1961	0.2144				
College	319	4.1170	0.4003				
Masteral/Doctorate	61	4.2186	0.3396				
Details				2	38.671 6	0.0899	Accept
Highschool	17	4.4000	0.5099				
College	319	4.5116	0.5314				
Masteral/Doctorate	61	4.6623	0.5348				

Based on the Analysis of Variance (ANOVA) result, there is no sufficient evidence to say that at least Educational Status has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of sounds, story, and details. Therefore, the impacts of TikTok on the tourism destination selection of the respondents that made them book a tour in terms of sounds, story, and details is the same for the respondents in High School, College, and Masteral/Doctoral.

As shown in the table above, the insights of the respondents are compared based on their educational status (Highschool, College, Masteral/Doctoral) according to Sounds, Story, Details. On the Sounds Category of the table, the p-value is 0.1068, followed by Details Category with a p-value of 0.0899, and lastly Story Category with a p-value of 0.0814. Table 4.10 reveals the Categorized Comparison of the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection that made them book a tour based on sounds, story, and details according to their Educational Status.

The findings on the first section show a total mean 4.4195 and a p-value of 0.1068 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection according to their Educational Status based on Sounds have no significance. The findings on the second section show a total mean 4.1772 and a p-value of 0.0814 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection according to their Educational Status based on Story have no significance. The findings on the third section show a total mean 4.5246 and a p-value of 0.0899 which means that the insights of Generation Z and Millennials on the impact of watching TikTok on the tourism destination selection according to their Educational Status based on Details have no significance.

Studying the relationship between tourist destination choice and educational status is important for several reasons as it provides valuable insights into the tourism industry, marketing strategies, and destination management. Crompton came to the conclusion that place had a substantial influence on travel behavior and recommended that socio-psychological motivation be taken into account when creating tourism goods and marketing plans. Tourism-related firms and destinations may successfully segment their markets by recognizing how educational attainment affects travel preferences.

There is a study by Najib et al., in 2020 that states, that tourists' socio-demographic characteristics also wield substantial influence in molding their preferences and the way they make choices when picking a travel destination. These characteristics encompass various factors like age, gender, marital status, educational background, occupation, and income level, all of which play a vital role in explaining variations in lifestyles and travel motivations. Considering the educational backgrounds of visitors, the one-way ANOVA suggests that individuals with bachelor's and master's degrees tend to exhibit a higher degree of consensus when it comes to their trust in travel information sources on social media platforms (Berhanu & Raj 2020). Highly educated tourists often have a greater interest in culture, history, and art. Understanding this relationship can help destinations with rich cultural heritage market themselves more effectively to attract educated travelers. According to a study by Katsikari et al. in 2020, it seems that the educational background of tourists has an impact on their attraction to the "culture/history" aspect as a pulling factor. The higher their educational attainment, the more inclined they are to be drawn in and influenced by social media content related to historical or cultural subjects.

The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection implies that there isn't sufficient evidence to suggest differing insights among respondents based on their Educational Status concerning sounds, story, and details. Therefore, it appears that TikTok's influence on the tourism destination selection, in terms of sounds, story, and details, remains consistent across respondents in High School, College, and Masteral/Doctoral educational statuses.

The statistical analysis, as presented in Table 4.10, illustrates p-values of 0.1068 for sounds, 0.0814 for story, and 0.0899 for details categories, signifying the lack of significant differences in insights among these educational status groups regarding TikTok's impact. These findings indicate a uniformity in the platform's influence on tourism decisions related to sounds, story, and details among respondents across different educational backgrounds, suggesting that educational status might not significantly alter perceptions concerning TikTok's role in tourism destination selection.

Table 4.11

Significant Difference Between the Insights of the Generation Z and Millennials on the Impacts of the Elements of TikTok on their Tourism Destination Selection and their Approximate Monthly Income or Allowance using Analysis of Variance (ANOVA)

Approximate Monthly Income or Allowance	N	Mean	Variance	Df 1	Df2	p-value	Decision
Sounds				3	105.1883	0.0025	Reject
5,000-10,000	133	4.2782	0.3193				
11,000-15,000	41	4.2146	0.3448				
16,000-20,000	40	4.1800	0.4591				
21,000 and above	183	4.4667	0.2819				
Story				3	99.5266	0.1746	Accept
5,000-10,000	133	4.4842	0.0949				
11,000-15,000	41	4.4488	0.1918				
16,000-20,000	40	3.9792	0.4519				
21,000 and above	183	4.1776	0.1095				
Details				3	107.2681	0.0902	Accept
5,000-10,000	133	4.4842	0.2638				
11,000-15,000	41	4.4488	0.2355				
16,000-20,000	40	4.4300	0.4381				
21,000 and above	183	4.6033	0.2710				

Based on the Analysis of Variance (ANOVA) result, there is sufficient evidence to say that at least one estimated monthly income or allowance category has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of sounds. On the other hand, there is no sufficient evidence to say that at least one monthly allowance category has different insights on the impacts of TikTok on their tourism destination selection that made them book a tour in terms of story and details. Therefore, the impacts of TikTok on the tourism destination selection of the respondents that made them book a tour in terms of story and details is the same for the four estimated monthly allowance categories but differs when in terms of TikTok sounds.

As shown in the table above, the insights of the respondents are compared based on their approximately monthly income or allowance (5,000-10,00, 11,000-15,000, 16,000-20,000, 21,000 and above) according to sounds, story, and details. On the story category table, the p-value is 0.1746, followed by the details category table with a p-value of 0.0902, and lastly the sounds category table with the p-value of 0.0025. Table 4.11 reveals the categorized comparison of the insights of generation z and millennials on the impact of watching TikTok on the tourism destination selection that made them book a tour based on their approximately monthly income or allowance. The findings on the first section show a total mean of 4.2848 and p-value of 0.0025 which means the insights of generation z and millennials on the impact of watching TikTok on the tourism destination selection according to their approximately monthly income or allowance based on the sounds have significance to at least on approximately monthly income or allowance.

The findings on the second section show a total mean of 4.2724 and p-value of 0.1746 which means the insights of generation z and millennials on the impact of watching TikTok on the tourism destination selection according to their approximately monthly income or allowance based on the story have no significance. The findings on the third section show a total mean of 4.4915 and p-value of 0.0902 which means the insights of generation z and millennials on the impact of watching TikTok on the tourism destination section according to their approximately monthly income or allowance based on the details have no significance. According to Zhou et al (2023), nearly half of the respondents said they had been to a location because of watching an excellent travel film. Most of the respondents said that watching an excellent travel film might make them want to visit a particular location. In addition, from Ni et al (2022), TikTok travel influencers have a helpful and major impact on people's decisions

regarding where to visit. The findings show that followers make selections about travel locations more quickly the more frequently travel influencers post on TikTok.

The Analysis of Variance (ANOVA) conducted on the impacts of TikTok on tourism destination selection reveals varying insights among respondents based on their estimated monthly income or allowance regarding sounds, but not story and details. There is sufficient evidence to suggest that at least one estimated monthly income category holds different perceptions regarding TikTok's influence on tourism destination selection concerning sounds. However, for story and details, the ANOVA results indicate no significant differences among the estimated monthly allowance categories. Specifically, the statistical comparison in Table 4.11 demonstrates p-values of 0.0025 for sounds, 0.1746 for story, and 0.0902 for details categories, indicating the significance of sound impact across estimated monthly income or allowance categories but not for story and details.

This implies that TikTok's effect on tourism destination selection in terms of story and details remains consistent among respondents in different monthly income brackets, while differing perceptions emerge regarding sound impact based on estimated monthly income or allowance. These findings highlight the importance of considering monthly income when analyzing the platform's influence on specific aspects related to tourism decisions, particularly concerning sounds.

5. Conclusion

The respondents can travel to the tourist destination that they wish for because they book a tour at least once just because of watching TikTok videos. Also, both Generation Z and Millennials has the same effects on their choice of travel destination in terms of sounds, stories, and details as well as their decision to book a tour. Based on the result of the survey, it was revealed that the three factors of the impact of tourism destination selection which are the story, details and sounds has the same effects from TikTok on their travel choices.

Based on the results of the Analysis of Variance (ANOVA), several conclusions can be drawn regarding the impact of TikTok on tourists' destination decision-making based on various demographic factors. Employment Status, The ANOVA results indicate that there is enough evidence to conclude that at least one Employment status category has different viewpoints on the effects of TikTok, specifically in terms of TikTok stories, influencing their tourist destination decision. However, there is no significant difference in viewpoints when it

comes to TikTok sounds and details among the different Employment status categories. Gender, (Female, LGBTQ, Male), The analysis suggests that for the Female, LGBTQ, and Male respondents, the impact of TikTok on their tourism destination choices is similar in terms of TikTok sounds and details. However, there are differences in how TikTok stories affect their decisions, indicating that the storytelling aspect has varying impacts on these demographic groups. Educational Status (High School, College, Masteral/Doctoral), The results suggest that, for respondents with different levels of educational status (High School, College, Masteral/Doctoral), the impact of TikTok is consistent in terms of sounds, story, and details on their tourism destination choices. In summary, the ANOVA results highlight that TikTok's influence on tourist destination decisions varies by demographic factors. Employment status and gender appear to play a role in shaping how TikTok impacts decision-making, specifically TikTok stories. On the other hand, educational status does not seem to significantly influence the impact of TikTok, as it remains consistent across different educational backgrounds in terms of sounds, story, and details. These findings can be valuable for marketing and tourism professionals looking to target specific demographic groups effectively through TikTok.

The ANOVA results provide enough evidence to conclude that at least one estimated monthly allowance category has different viewpoints on the effects of TikTok on their destination decision, particularly when it comes to TikTok sounds. This implies that the impact of TikTok sounds on tourism destination choices varies among the different monthly allowance groups. In contrast, there is insufficient evidence to suggest that at least one monthly allowance category has differing perspectives on the impacts of TikTok on their tourism destination choices when it comes to TikTok story and details. This indicates that the influence of TikTok in terms of story and details is consistent across the four presented monthly allowance groups.

Some suggestions for future research in this regard are (a) Age stratification: This involves the analysis of how various age segments within the Gen Z and Millennial demographics react to the influence of TikTok. For instance, conducting distinct evaluations for the younger and older subgroups of these generations can unveil whether TikTok's effects differ among various age ranges.

Differentiating Between Urban and Rural Upbringing: Investigate whether disparities between urban and rural backgrounds influence how TikTok molds preferences for travel destinations. Is the influence of TikTok content more pronounced on city residents, or does it yield comparable effects on individuals from rural areas?

Cultural Heritage and Ethnicity: Examine if cultural heritage and ethnic background play a role in how TikTok content is interpreted and its influence on destination preferences. People from various cultural heritages might exhibit different reactions to TikTok content related to Manila. By examining these socio-demographic profiles in conjunction with TikTok's influence on destination selection among Gen Z and Millennials in Manila, future research can provide a more nuanced understanding of how different demographic characteristics interact with social media platforms to shape travel behavior.

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