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REIMAGINING HOSPITALITY FOR A MULTI-GENERATIONAL WORLD
THROUGH INNOVATION AND ENTREPRENEURSHIP
TOWARD SUSTAINABILITY

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THE 6th INTERNATIONAL HOSPITALITY ENTREPRENEURSHIP AND INNOVATION
CONFERENCE 2026

“Reimagining Hospitality for a Multi-Generational World through Innovation and
Entrepreneurship toward Sustainability”

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PREFACE

Om Swastyastu,

Dear Esteemed Participants and Presenters,

On behalf of the Organizing Committee, we are pleased and honored to welcome all participants and speakers to the 6th International Hospitality Entrepreneurship and Innovation Conference (InHEIC) 2026. The InHEIC conference has been successfully conducted every year over the past five years, from 2021 through 2025. In 2026, we adopt the theme “Reimagining Hospitality for a Multi-Generational World Through Innovation and Entrepreneurship Toward Sustainability.” This theme is intended to foster deeper discussions on the challenges and opportunities of adapting hospitality practices to meet the expectations of multiple generations through innovation and entrepreneurship while supporting long-term sustainability.

For the 6th InHEIC 2026, we have arranged a distinguished roster of speakers, consisting of three keynote speakers and six invited speakers who are experts in their respective areas. The conference also provides a platform for academics and industry practitioners to present their latest research and publish their work. All accepted papers will be included in the conference proceedings book with an ISSN after completing any required revisions.

We extend our best wishes for the 6th InHEIC 2026, hoping that it will bring great benefits to all of us and serve as a forum for exchanging ideas and enriching experiences.

Om Santih, Santih Santih Om,

Sincerely,

Kusmawan Aditya

Chairman of The Committee

WELCOME REMAKS

Director of Politeknik Pariwisata Bali



Dear Esteemed Participants, Distinguished Speakers, and Valued Partners,

On behalf of Bali Tourism Polytechnic, it is a great honor to extend a warm welcome to all participants of The 6th International Hospitality, Entrepreneurship and Innovation Conference 2026. It is conveyed with sincere appreciation that the presence of all distinguished guests, partners, and participants reflects a shared commitment to advancing knowledge, strengthening academic collaboration, and fostering meaningful global engagement within the hospitality community.

In light of today's rapidly evolving global landscape, the urgency to reimagine the future of hospitality has become increasingly significant. This year's theme, "Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability," underscores the critical need for the industry to adapt to demographic shifts, technological advancements, and sustainability challenges. The coexistence of multiple generations demands more inclusive, adaptive, and forward-thinking approaches. Therefore, this conference serves as a vital platform to encourage innovation, promote entrepreneurial mindsets, and cultivate sustainable solutions that are responsive not only to present needs but also to future transformations, while maintaining a collaborative and inclusive academic environment.

Special recognition is extended to Woosong University for its invaluable partnership and unwavering commitment to academic excellence. As a globally recognized institution, Woosong University has played a significant role in enriching this conference through its academic expertise, international perspective, and active contribution to knowledge exchange. This collaboration represents a strategic partnership that strengthens institutional capacity, expands global networks, and enhances the quality of education in alignment with international standards.

It is sincerely hoped that this conference will serve as a sustainable foundation for future collaboration, fostering innovation, resilience, and global competitiveness among all participants. Furthermore, the outcomes of this initiative are expected to contribute to the

development of human resources who are not only academically competent but also adaptable, creative, and prepared to address the complex challenges of the future hospitality industry. Through continued partnership and a shared vision, this collaboration aspires to generate long-term impact and support the advancement of a more resilient and sustainable global hospitality ecosystem.

Sincerely,

Dr. Drs. Ida Bagus Putu Puja M. Kes.
Director of Politeknik Pariwisata Bali

WELCOME REMARKS

Coordinator of Hotel Management Study Program



Om Swastiastu,

Dear Honorable Speakers, Distinguished Participants, and Valued Partners,

It is my great honor, as the Coordinator of the Hotel Management Study Program of Bali Tourism Polytechnic, to welcome you to The 6th International Hospitality, Entrepreneurship and Innovation Conference (InHEIC) 2026. I would like to express my sincere appreciation to our keynote and plenary speakers, collaborating institutions, presenters, industry partners, lecturers, and especially our students whose dedication and commitment make this conference possible.

Within our study program, this conference is an integral part of the Managerial Application course, where students are actively engaged in planning, coordinating, and executing an international academic event. Through this experience, students not only develop operational management skills, but also strengthen their leadership, teamwork, strategic thinking, and professional communication skills that are essential in the hospitality industry.

Aligned with this year's theme, *"Reimagining Hospitality for a Multi-Generational World through Innovation and Entrepreneurship toward Sustainability,"* this conference reflects our commitment to preparing future hospitality professionals who are adaptive, innovative, and responsible in addressing global challenges.

May this forum strengthen collaboration between academia and industry and generate impactful ideas for the advancement of the hospitality industry

Om Santih, Santih, Santih Om.

Sincerely,

Ni Made Suastini, SE., MM., CHE

Coordinator of Hotel Management

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Digital Visual Engagement and the Awareness-Priority Gap: How TikTok Shapes Gen Z Interest in Blok M

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Abstract

Social media, particularly TikTok, plays an important role in shaping the travel behavior of the younger generation; however, its influence on final destination selection remains unclear. Blok M, South Jakarta, a neighborhood popular among Generation Z due to its culinary offerings and visually appealing spots that frequently go viral on TikTok, serves as the focus of this research. This study aims to analyze the influence of TikTok content on Generation Z's tourism interest in Blok M. A quantitative approach was employed through a survey of 37 respondents using a five-point Likert scale questionnaire. The results indicate that TikTok strongly influences information exposure ($M = 4.46$), perception formation ($M = 4.16$), and curiosity ($M = 4.16$). However, despite this strong influence, its role in making Blok M a top-priority destination remains relatively limited ($M = 3.41$). These findings suggest that while TikTok is effective in attracting attention and generating interest, other factors continue to play a significant role in shaping the final decision to visit.

Keywords: TikTok, Generation Z, tourism interest, Blok M, visual content

Introduction

In recent years, social media has become a key factor in influencing tourist behavior, particularly among younger generations. Digital platforms enable users to access, create, and share information rapidly, which significantly affects how travel destinations are perceived and selected. Among various platforms, TikTok has experienced rapid growth due to its short-form, visually engaging, and easily accessible video content.

The development of TikTok has contributed to changes in the tourism sector. Many destinations gain popularity through viral content that highlights unique experiences, visual attractiveness, and engaging activities. One of the destinations that has gained increasing attention is Blok M, South Jakarta, which is widely recognized for its culinary diversity, unique spaces, and vibrant social atmosphere

frequently featured in TikTok content. However, despite its growing popularity in digital platforms, Blok M still presents practical challenges for visitors, particularly related to crowd conditions, accessibility, and individual preferences, as reflected in respondents' qualitative responses. These conditions indicate that high exposure on TikTok does not necessarily correspond to convenience or ease of visiting, highlighting a gap between digital attractiveness and on-site experience. This situation emphasizes the importance of examining not only how interest is formed, but also whether such interest translates into actual destination priority.

Previous studies have shown that social media plays an important role in shaping tourists' perceptions, interests, and visit intentions. Visual and engaging content can enhance emotional responses, increase curiosity, and influence decision-making processes. This phenomenon is particularly relevant to Generation Z, who tend to rely heavily on digital platforms as their primary source of information when exploring travel destinations. Focusing on Generation Z in the context of Blok M is particularly important because this group is highly responsive to short-form visual content, while Blok M represents a dense urban destination where digital visibility and physical experience are closely interconnected. Unlike many digital tourism studies that focus on general destination attractiveness, this study specifically examines how online engagement interacts with real-world constraints in a localized setting.

However, while previous research has generally confirmed the influence of social media on tourism interest, there is still limited understanding of how specific aspects of TikTok content influence different stages of tourist behavior. In particular, it remains unclear whether the influence of TikTok extends beyond generating interest to shaping actual destination priority. This issue becomes more critical in the case of Blok M, where strong digital exposure may generate high levels of awareness and interest, but does not necessarily ensure that the destination is prioritized by potential visitors.

Therefore, this study aims to analyze the influence of TikTok content on Generation Z's tourism interest and visit intention toward Blok M, South Jakarta. By examining both the level of interest and the extent to which it translates into destination priority, this study seeks to provide a more nuanced understanding of tourism behavior in a digital context. This study is expected to provide insights into the role of digital content in shaping tourism behavior and contribute to the development of effective digital marketing strategies in the tourism sector.

To address this objective, the research is guided by the following research questions:

1. How does TikTok content influence Generation Z's tourism interest toward Blok M?
2. Which aspects of TikTok content (cognitive, affective, and visual) have the strongest influence on tourism interest?
3. To what extent does TikTok influence visit intention compared to destination priority?

These research questions are intended to provide a clearer understanding of how TikTok influences different stages of tourism behavior among Generation Z, particularly in shaping interest, visit intention, and destination priority toward Blok M.

Literature Review

TikTok and Social Media Influence

Social media has become a powerful tool in shaping tourism behavior, especially among Generation Z. Among various platforms, TikTok plays a significant role due to its short-form video format, visual appeal, and algorithm-driven content distribution. TikTok content is able to influence users not only cognitively, by providing information about destinations, but also affectively, by creating emotional attraction and curiosity (Kaplan & Haenlein, 2010; Zeng & Gerritsen, 2014).

Generation Z is known as a digitally native generation that is highly exposed to social media and tends to rely on online content when making decisions. This generation is more responsive to visually engaging and trend-based content, making them more susceptible to influence from platforms such as TikTok (Priporas et al., 2017).

In the context of tourism, interest and behavioral intention are important indicators of potential tourist behavior. Interest reflects initial curiosity, while behavioral intention refers to a stronger commitment, such as planning to visit, recommending destinations, or revisiting in the future. According to the Theory of Planned Behavior, intention is a key predictor of actual behavior (Ajzen, 1991). Previous studies also suggest that visual content, social influence, and trust in information can significantly affect these behavioral outcomes (Filieri, 2016).

However, although many studies have discussed social media and tourism, limited research focuses specifically on how TikTok influences Generation Z's behavioral outcomes, particularly recommendation and revisit intention in local urban destinations such as Blok M. Therefore, this study aims to examine the relationship between TikTok influence and tourism behavioral outcomes among Generation Z.

Generation Z

Generation Z refers to people born between 1997 and 2012. In simple meaning, Generation Z is a group of young people who grow up with internet and digital technology. According to Apvianti et al. (2025), Generation Z uses social media as a space to express identity and lifestyle. They are very active in creating and consuming content online. This generation prefers visual, fast, and interactive information. They also tend to follow trends that are popular on social media.

Conceptually, Generation Z has different behavior compared to older generations. They are highly influenced by digital content, peer opinions, and online trends (Mu'awiyah & Jurana, 2025). Social media becomes an important factor in shaping their decisions. They often choose places that are viral and attractive on social media. In tourism context, they like destinations that are aesthetic and "Instagrammable" or "TikTok-able." This shows that their tourism interest is closely related to digital exposure.

Main characteristics of Generation Z (based on Apvianti et al., 2025; Mu'awiyah & Jurana, 2025):

1. Born between 1997–2012 (digital native generation)
2. Highly active on social media platforms
3. Influenced by trends, influencers, and viral content
4. Prefer visual, short, and interactive information
5. Use social media to express identity and lifestyle

Tourism Interest

Tourism interest refers to a person's intention or desire to visit a destination. In simple meaning, it shows how interested someone is in traveling to a place. In academic terms, tourism interest is often explained as behavioral intention toward visiting a tourism destination (Kulsum & Tjokrosaputro, 2025). This interest is influenced by information, experience, and perception. Social media plays an important role in shaping this interest.

According to Rizal et al. (2025), tourism interest is influenced by three main aspects: cognitive, affective, and behavioral. Cognitive aspect refers to knowledge and information about a destination. Affective aspect refers to feelings and emotions toward the destination. Behavioral aspect refers to intention or action to visit the place. Social media content, especially TikTok, can influence all these aspects. For example, videos provide information (cognitive), create excitement (affective), and encourage visits (behavioral). This shows that tourism interest is a complex process influenced by both information and emotion.

Research Methodology

This study employs a quantitative research approach using a survey method to examine the influence of TikTok on Generation Z's tourism interest in Blok M, South Jakarta. The primary data were collected through a structured questionnaire distributed online using Google Forms.

The questionnaire was designed based on two main variables, namely TikTok influence as the independent variable and tourism interest as the dependent variable. The instrument consisted of 22 statements measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The items were grouped into several dimensions, including TikTok influence, tourism interest and visit intention, activity and behavioral intention, as well as recommendation and final review.

The respondents of this study were Generation Z individuals selected using purposive sampling. The criteria for selection included active TikTok users who have been exposed to or are familiar with TikTok content related to Blok M. A total of 37 respondents participated in this study. Considering the relatively small sample size, this study is positioned as an exploratory study aimed at identifying initial patterns and insights rather than producing statistically generalizable findings.

The data collection process was conducted online, allowing respondents to complete the questionnaire independently. The collected data were then processed using Microsoft Excel to calculate descriptive statistics, particularly mean scores for each item and category. The results were subsequently presented in the form of tables and graphical visualizations to illustrate response patterns.

The data analysis in this study focused on descriptive analysis to identify the tendency of respondents' perceptions toward each variable. The analysis was conducted by calculating the mean value of each statement and grouping the results based on predefined categories. To address the limitation of the small sample size, this study also incorporates qualitative analysis of open-ended responses. These responses are analyzed to capture contextual factors such as crowd conditions, accessibility, and personal considerations, which may not be fully reflected in the structured questionnaire. This approach is intended to complement the quantitative findings and provide a more balanced and in-depth interpretation of the data.

This study assumes that respondents provided honest and accurate responses based on their personal experiences and perceptions. Additionally, it is assumed that exposure to TikTok content plays a role in shaping respondents' perceptions and interest in tourism destinations. However, the findings of this study should be interpreted with caution due to the limited number of respondents, and are intended to provide exploratory insights that can inform future research with a larger sample size.

Results and Discussion

TikTok Content Influence.

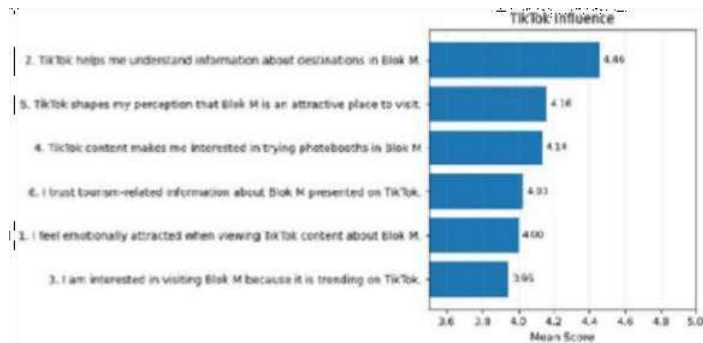


Figure 1. TikTok Influence

Source : Research Data (2026)]

The data regarding TikTok's influence on respondents shows the following patterns. The highest mean score was found in the statement "*TikTok helps me understand information about destinations in Blok M*" ($M = 4.46$).

This was followed by "*TikTok shapes my perception that Blok M is an attractive place to visit*" ($M = 4.16$) and "*TikTok content makes me interested in trying photobooths in Blok M*" ($M = 4.14$).

In addition, "*I trust tourism-related information about Blok M presented on TikTok*" recorded a mean score of ($M = 4.03$), while "*I feel emotionally attracted when viewing TikTok content about Blok M*" scored ($M = 4.00$).

The lowest mean score in this category was found in "*I am interested in visiting Blok M because it is trending on TikTok*" ($M = 3.95$).

Tourism Interest & Visit Intention

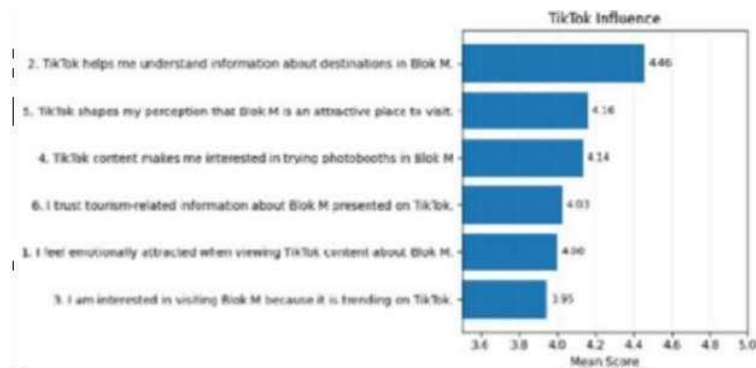


Figure 2. Tourism Interest and visit Intention Source : Research Data (2026)

The data regarding TikTok's influence on respondents shows the following patterns. The highest mean score was found in the statement "*TikTok helps me understand information about destinations in Blok M*" ($M = 4.46$).

This was followed by “*TikTok shapes my perception that Blok M is an attractive place to visit*” (M = 4.16) and “*TikTok content makes me interested in trying photobooths in Blok M*” (M = 4.14).

In addition, “*I trust tourism-related information about Blok M presented on TikTok*” recorded a mean score of (M = 4.03), while “*I feel emotionally attracted when viewing TikTok content about Blok M*” scored (M = 4.00).

The lowest mean score in this category was found in “*I am interested in visiting Blok M because it is trending on TikTok*” (M = 3.95).

Activity & Behavioral Intention

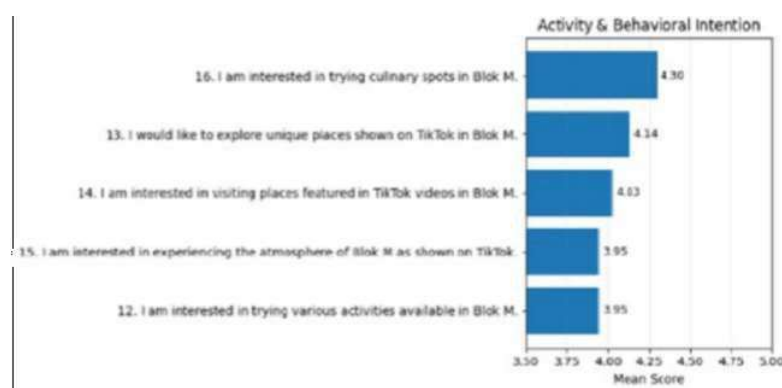


Figure 3. Activity and Behaviour intention
Source : Research Data (2026)]

The data on activity and behavioral intention indicates that the highest mean score was found in “*I am interested in trying culinary spots in Blok M*” (M = 4.30).

This was followed by “*I would like to explore unique places shown on TikTok in Blok M*” (M = 4.14) and “*I am interested in visiting places featured in TikTok videos in Blok M*” (M = 4.03).

Lower mean scores were found in “*I am interested in experiencing the atmosphere of Blok M as shown on TikTok*” and “*I am interested in trying various activities available in Blok M*”, both with a mean score of (M = 3.95).

Recommendation & Final Review

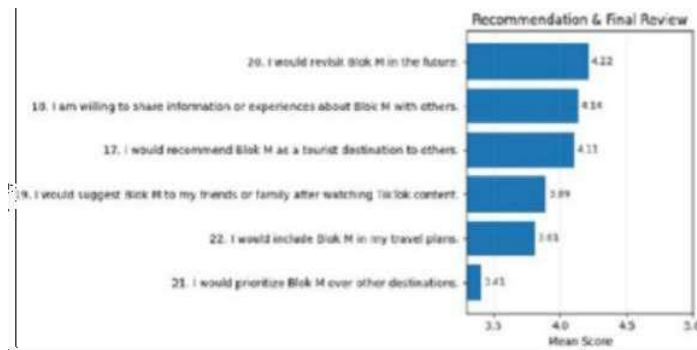


Figure 4. Respondents Recommendation and review

Source : Research Data (2026)]

The data on recommendation and final evaluation shows that the highest mean score was found in “*I would revisit Blok M in the future*” ($M = 4.22$).

This was followed by “*I am willing to share information or experiences about Blok M with others*” ($M = 4.14$) and “*I would recommend Blok M as a tourist destination to others*” ($M = 4.11$).

Lower mean scores were found in “*I would suggest Blok M to my friends or family after watching TikTok content*” ($M = 3.89$) and “*I would include Blok M in my travel plans*” ($M = 3.81$).

The lowest mean score was found in “*I would prioritize Blok M over other destinations*” ($M = 3.41$).

Open-Ended Responses Analysis

The open-ended responses provide deeper insights into respondents’ perceptions of Blok M after being exposed to TikTok content. The majority of respondents highlighted culinary attractions as the primary factor influencing their interest in visiting Blok M. Various responses emphasized the presence of trending food spots and diverse culinary options frequently featured in TikTok videos.

In addition to culinary aspects, respondents also frequently mentioned the visual appeal and aesthetic characteristics of Blok M. The area is commonly perceived as visually attractive, unique, and suitable for social media content. This indicates that visual representation plays an important role in shaping respondents’ impressions.

Furthermore, several respondents pointed out the atmosphere and overall environment of Blok M, describing it as lively, enjoyable, and engaging. These responses suggest that the perceived experience extends beyond specific attractions to include the general ambiance of the destination.

However, a number of respondents also identified practical considerations that may

influence their decision to visit, particularly related to crowd conditions, traffic congestion, accessibility, and personal comfort. These responses indicate that

although TikTok content successfully generates interest and positive perceptions, there are real-world factors that may limit respondents' willingness to prioritize Blok M as a main destination.

Examples of responses include:

1. "Blok M looks very interesting because of the food and aesthetic places shown on TikTok."
2. "I want to visit because many unique places are viral on TikTok."
3. "Blok M looks interesting, but it is often too crowded and busy."
4. "I am interested in visiting, but traffic and accessibility make me hesitate."

Overall, the open-ended responses reinforce the quantitative findings by showing that respondents' interest is primarily driven by culinary appeal, visual attractiveness, and perceived atmosphere, while practical considerations still influence their decision-making process.

Discussion

As an exploratory study, the findings of this study indicate that TikTok has a significant influence on Generation Z's tourism interest in Blok M, particularly in shaping cognitive understanding, visual perception, and behavioral intention. Given the relatively small sample size ($n = 37$), these findings are intended to provide initial insights rather than broad generalisations. Based on the results, the strongest influence is found in the informational aspect, where respondents highly agree that TikTok helps them understand destinations in Blok M. This supports previous studies which state that social media plays a crucial role as an information source for travel decisions, especially among Generation Z (Kumaradewi & Jelantik, 2025).

In addition, the visual aspect also shows a strong influence, as respondents perceive Blok M as an attractive destination after viewing TikTok content. This finding is consistent with research highlighting the effectiveness of visual-based platforms in enhancing destination attractiveness and shaping perceptions (Zheng et al., 2025; Klarissa et al., 2024). The high interest in specific attractions such as culinary spots and photoboos further reinforces the idea that visually engaging and experiential content plays an important role in influencing tourism interest.

Furthermore, the results show that TikTok significantly increases tourism interest and curiosity, as reflected in the high scores for visit intention and curiosity-related indicators. This aligns with previous findings that social media content can influence attitudes and behavioral intention toward travel (Tsabita & Alfansi, 2025; Dhia & Widodo, 2025). The open-ended responses also support this result, as most respondents emphasized culinary appeal, visual attractiveness, and the atmosphere of Blok M as key factors driving their interest.

However, an important finding of this study is that TikTok does not strongly influence respondents' priority in choosing Blok M as their main destination, as reflected in the relatively low mean score ($M = 3.41$). This indicates a clear gap between tourism interest and destination priority. Although respondents show high levels of attraction and curiosity, these responses do not fully translate into decision-making. Based on the open-ended responses, several respondents mentioned factors such as crowd conditions, accessibility, and personal comfort as key considerations. These findings suggest that while TikTok is effective in generating awareness and interest, real-world constraints continue to play a significant role in shaping final travel decisions.

This finding contrasts with some previous studies which suggest that TikTok can directly influence travel decisions (Alejo et al., 2025). Instead, the results of this study indicate that TikTok's influence is more prominent in the early stages of decision-making, particularly in shaping awareness, perception, and interest, rather than determining final destination choice.

This phenomenon can be interpreted as an awareness–priority gap, where high levels of digital exposure and interest do not necessarily lead to destination prioritization. This finding provides a more nuanced understanding of social media influence, showing that digital engagement alone is not sufficient to drive final decisions without considering practical and situational factors.

Moreover, the findings highlight that specific attractions, particularly culinary experiences, have a stronger influence on behavioral intention compared to general activities. This supports previous research emphasizing the importance of unique and experiential tourism elements in attracting visitors (Pratminingsih et al., 2025). In the context of Blok M, culinary diversity and visually appealing spaces appear to be key drivers of interest.

From a broader perspective, these findings can also be linked to the concept of tourism sustainability. The increasing popularity of Blok M driven by TikTok may lead to higher visitor concentration, which can potentially result in overcrowding and reduced visitor comfort. In this context, it is important to consider whether TikTok-driven tourism supports regenerative tourism or contributes to overtourism. Regenerative tourism emphasizes improving the local environment and community well-being, while overtourism is associated with excessive visitor pressure that negatively impacts the destination.

The results of this study suggest that while TikTok effectively enhances visibility and attracts visitors, it may also contribute to increased pressure on popular areas if not managed properly. Therefore, the sustainability of Blok M as a tourism destination depends not only on digital promotion, but also on effective visitor management, infrastructure readiness, and accessibility improvements.

Overall, this study contributes to the existing literature by providing a more detailed understanding of how TikTok influences tourism behavior. As an exploratory study, Unlike previous studies that generally focus on the overall impact of social media, this study demonstrates that TikTok's influence is stronger in shaping awareness and interest, but more limited in influencing destination priority ($M = 3.41$).

This priority gap is further explained by qualitative insights from respondents, who noted that practical barriers such as crowding and accessibility act as significant

deterrents. From the perspective of Regenerative Tourism, these findings suggest that while TikTok-driven virality successfully boosts visibility, it also risks creating overtourism that puts social and environmental pressure on Blok M. Therefore, this highlights the importance of integrating digital marketing strategies with practical improvements in destination management. Such a balanced approach is essential to ensure that social media influence leads to a more sustainable and regenerative tourism experience rather than temporary viral spikes.

Conclusions

This study aimed to examine how TikTok content influences Generation Z's tourism interest, identify the most influential content aspects, and assess whether such influence extends to visit intention and destination priority toward Blok M.

First, the findings show that TikTok has a strong influence on Generation Z's tourism interest, particularly in the early stages of behavior formation. TikTok effectively increases information exposure, shapes positive perceptions, and stimulates curiosity about Blok M. This indicates that the platform plays a significant role in attracting attention and building initial interest.

Second, among the different aspects of TikTok content, the cognitive (information-related) and affective (emotional and curiosity-driven) aspects emerge as the strongest influences, supported by high mean scores in understanding destinations ($M = 4.46$), perception formation ($M = 4.16$), and curiosity ($M = 4.16$). Visual appeal also contributes significantly by enhancing attractiveness and engagement, but its effect is most impactful when combined with informative and emotionally engaging content.

Third, while TikTok strongly influences tourism interest and moderate visit intention, its influence on destination priority remains limited. Although respondents show high interest (e.g., attractiveness $M = 4.27$), their willingness to prioritize Blok M as a main destination is relatively lower ($M = 3.41$). This indicates a clear gap between digital interest and actual decision-making.

The qualitative findings further explain this gap, revealing that real-world factors such as crowd density, accessibility, and personal preferences play a crucial role in shaping final decisions. Despite high digital attractiveness, these practical considerations reduce the likelihood of Blok M being prioritized over other destinations.

In conclusion, TikTok is highly effective in generating awareness, shaping perceptions, and stimulating interest, but it is not sufficient on its own to determine final destination priority. The findings highlight that tourism behavior among Generation Z is influenced by a combination of digital exposure and real-world conditions. Therefore, to convert online interest into actual visits, digital promotion must be supported by improvements in on-site experience, accessibility, and destination management.

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