

What motivates Generation Z to travel independently? Preliminary Research of solo travellers

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ABSTRACT

Nowadays, the segmentation of solo travel in the tourism market is growing faster than other categories of travel, particularly among those classified as Generation Z. However, few studies have examined solitary travel experiences and motivation. Therefore, the purpose of this study is to determine Generation Z's motivations for solo travel. This research employs a quantitative survey method with a Likert scale and a quantitative approach. In this investigation, 30 young people participated as respondents. The technique applied to data analysis is descriptive statistical analysis. According to the findings of this study, the majority of Generation Z solo travelers are female, work as students, and have traveled solo 1-2 times. The results of the study also indicate that the primary tourist motivation for solo travel is to enjoy the destination's tourist attractions. Furthermore, they consider various factors such as value for money, looking for an inspiration, interaction with local citizens, healing purposes, the influence of social media, and self-actualization. This study's findings can be adopted by destination managers to develop recommendations for responding to the necessities of Generation Z tourists, the largest proportion of tourists at this time.

Keywords: Travel motivation, independent tourist, Z generation, young travellers

ABSTRAK

Saat ini, segmen pasar wisatawan individual tumbuh lebih cepat dibandingkan jenis segmen pasar perjalanan lainnya, terutama pada segmen yang tergolong Generasi Z. Namun, hanya sedikit penelitian yang meneliti pengalaman dan motivasi perjalanan mereka. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui motivasi Generasi Z melakukan solo travel. Penelitian ini menggunakan metode survey kuantitatif dengan skala Likert dan pendekatan kuantitatif. Pada riset ini, 30 anak muda berpartisipasi sebagai responden. Teknik analisis data yang digunakan adalah analisis statistik deskriptif. Berdasarkan temuan studi ini, mayoritas wisatawan solo travel dari Generasi Z adalah perempuan, bekerja sebagai pelajar, dan telah melakukan solo travelling sebanyak 1-2 kali. Hasil penelitian juga menunjukkan bahwa motivasi utama wisatawan melakukan solo travel adalah untuk menikmati atraksi wisata yang ada di destinasi. Selanjutnya, mereka mempertimbangkan berbagai faktor seperti harga, tujuan mencari inspirasi, interaksi dengan warga setempat, alasan kesehatan, pengaruh media sosial, dan aktualisasi diri. Temuan studi ini dapat diadopsi oleh pengelola destinasi untuk mengantisipasi kebutuhan wisatawan Generasi Z, terutama mengingat proporsi segmen pasar ini merupakan yang terbesar saat ini.

Kata kunci : motivasi berwisata, wisatawan independen, generasi Z, wisatawan muda

INTRODUCTION

Tourism is currently interpreted differently by everyone, but it can be defined as an activity performed for leisure purposes and seeking pleasure. Academics have conducted extensive research on visitors, which has become increasingly fragmented and complex (Leiper, 2004; Wilson & Harris, 2004). Eventually, a segment of vacationers who prefer to travel alone develops, and the majority of them are women. According to McNamara & Prideaux (2010), solo female travellers are extremely self-assured, courageous, and intrepid.

According to Poon (1994), this type of tourism has evolved into "New Tourism," which is dominated by young people who are adaptable, independent, and interested in distinctive and intriguing travel experiences. Consequently, there has been a substantial transition from mass tourism to solo travel. According to Jordan & Gibson (2004), solo travel is a segment of the tourism market that is growing rapidly in comparison to other types of tourist excursions.

The majority of solo travellers are young, particularly members of Generation Z, or those born after 1995 Oblinger & Oblinger (2005). According to the 2020 population census conducted by the Central Bureau of Statistics at the end of January 2021, Generation Z constitutes 27.94% of Indonesia's total population. This number exceeds the percentage of the millennial generation, which was once predicted to be the nation's propelling force (BPS, 2020). 25.87%. Generation Z, which has grown up alongside rapid technological advancements, has effortlessly adapted novel behaviours and a different way of life. With the immense impact of social media, Generation Z has caught on to the trend of solo travel.

According to Aditya (2020), the solo traveller phenomenon is frequently considered as a low-cost journey to an exotic location that is rarely visited. Shen et al (2019), conducted additional research and concluded that independent travellers' activities are more specific due to their high curiosity and desire for experience and satisfaction from travel.

In 2019, the number of solo travellers increased from 31% to 385%, according to Luna & Hanifah (2020). Furthermore, according to data from SoloTravelerWorld

(2021), nine out of ten travellers decide on independent travel at some point during their vacation. As a result of a boost in the number of solitary travellers, additional research is required regarding solo travel in Indonesia, as this phenomenon is indicative of future tourism trends. In the future, the tourism industry will be able to take advantage of a greater understanding of the behaviour and interests of the millennial generation as prospective visitors. The purpose of this study is to determine the demographics and motivations of Generation Z solitary travellers. This research contributes to uniqueness by providing a greater understanding of the demographics and motivations of domestic solo travellers.

LITERATURE REVIEW

Solo Travelling

Solo can be interpreted literally as independent (doing something by oneself). In the meantime, travelling is defined as a lengthy journey (out of town) (KBBI, 2023b). Therefore, solo travel can be understood as a lengthy voyage undertaken alone. Solo travellers engage in this activity alone based on the advice of those in their immediate vicinity. According to Pereira & Silva (2018), solitary travellers engage in travel tourism activities involving physical activity, the natural environment, and culture. This trip's objectives include adventure, social interaction, education and self-awareness as well as freedom and enjoyment.

Motivation

Motivation can be interpreted literally as the conscious or subliminal emergence of encouragement for someone to carry out or carry out an action with a specific purpose. Motivated can be interpreted as being forced to do everything (KBBI, 2023a). Also encouraging a person to make a decision is motivation (Eddy, 2017). Indicators of motivational variables for solitary travel, compiled based on several prior studies:

First, Social Media. According to previous research, 87 percent of tourists use social media to plan their travels. In addition, social networking site visitors receive 40% more recommendations from other users (Fitriani, 2017). In other words, many decisions have been made based on what has been viewed on social media, and it is conceivable that

influencers who post content about solo travel on their social media accounts can inspire people to travel. Second, Price, according to Mahendrayani & Suryawan (2018), price plays a significant role in the decision to visit a tourist attraction, particularly for solitary travellers. Third, Value for Money, According to a survey conducted by the European Travel Commission (ETC), 47% of members of Generation Z who travel choose their vacations based on their value for money (Turner, 2020).

Then, Safety and Security, In addition to inexpensive airline tickets (45%), safety and security (42%) are the primary reasons why generation Z travels (Turner, 2020). Fifth, Visitor Attractions, According to Turner (2020), local cuisine and drink is a special attraction in 72% of locations. In addition to having cultural cuisine and drink, a location also influences Generation Z's (67%) desire to travel alone. Sixth, treatment, 51% of generation Z prefer domestic travel, according to a demographics survey, and 40% of generation Z's trips are taken to unwind and avoid stress (Luggagehero, 2020). Generation Z travels domestically to alleviate stress or become accustomed to being called healing. Travel and a change of scenery can help to calm the psyche (Makarim, 2020).

Then, indicator of self-Actualization, In the Frame A Trip notes, it is no longer a secret that Generation Z's primary source of income is "likes" and that 92% of travellers prefer to take selfies with an outdoor background. Friends (Pertiwi, 2018). Eighth, Inspiration, With so many available studies, journals, and articles, the Z generation's motivation to travel has increased. Because reading alone can enhance one's motivation to travel alone. Then, the last indicator, community interaction, Cahyadi (2009) stated that vacationers prefer educational and exciting tourist attractions. In addition, sites that showcase the local culture and offer opportunities to interact with locals are sought after by tourists.

Z Generation

At the moment, Generation Z has the highest proportion. By 2020, Generation Z will account for 27.94% of the Indonesian population (Databoks, 2021). Stillman & Stillman (2017), defines Generation Z as people born between 1995 and 2012. The difference between Generation Z and Generation Y is that Generation Z is more technologically advanced,

has a more open mind, and is less concerned with norms. According to Noordiono (2016), generation Z is always yearning for technology. Furthermore, Wiweka et al (2019) claim that Generation Z is highly reliant on technology. According to Cho et al (2018), Generation Z is eager to participate in social activities, is concerned about the environment, and is excited about tourism activities that lead to voluntourism. Travel affordability are also a key consideration for Generation Z (Damanik et al., 2023).

RESEARCH METHOD

This research takes a quantitative method to investigate the ways in which the demographics of the millennial generation and the motivations that drive them could be possible objects for solo travel. The population of this study consisted of domestic tourists from Indonesia, and the sample consisted of domestic tourists from Generation Z who had travelled alone at least once. The population of this study consisted of domestic tourists from Indonesia. According to Roscoe in Sekaran, (2006), sample size of 30 is an adequate quantity to use when doing research using a quantitative methodology. The participants in this study included 30 individuals. In light of this, the method of sampling utilised in this investigation is known as purposive sampling. According to Stillman & Stillman (2017), Generation Z consists of people who were born between the years 1995 and 2012. A questionnaire was employed as the instrument for the research, and it had questions concerning demographics and motivation. These questions were evaluated using a Likert scale that ranged from 1 to 5, with 1 representing strongly disagreeing and 5 representing strongly agreeing (Sugiyono, 2014). Descriptive analysis is the method of data analysis that is applied, and it involves computing the frequency distribution and the mean before interpreting the results. Figure 1 depicts, in general, every stage of the research.

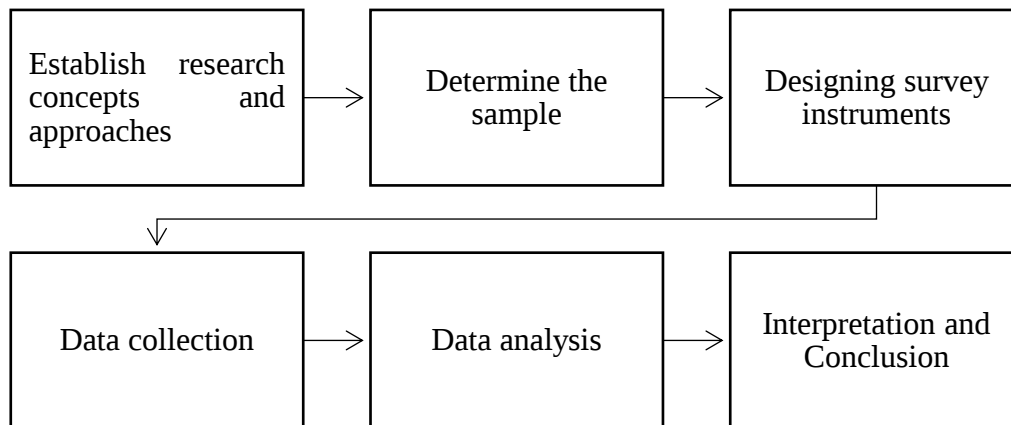


Figure 1. Research flowchart

RESULTS AND DISCUSSION

Results

Profile and Characteristics of Travelers

According to the findings of a demographic poll of respondents, the vast majority of members of Generation Z who travel by themselves are female; specifically, 67% of these individuals. The average age of a member of Generation Z who travels by themselves is 21,

representing a percentage of 30%. In terms of employment, the majority of people are still students; specifically, as much as 43%, while as much as 37% are employed in the private sector. As a consequence of this, the majority of recent graduates are from senior high schools. Table 1 presents the demographic breakdown of the vacationers.

Table 1. Profile and Characteristics of Respondents

Demographics	Options	Frequency (%)	Demographics	Options	Frequency (%)
Gender	Man	33	Occupation	Content Creator	7
	Woman	67		Freelancer	3
Age (years old)	17	10		Private sector employee	37
	18	7		College	43
	19	3		Student	10
	20	27	Education	High school	70
	21	30		3-year diploma	10
	22	3		4-year diploma	13
	23	3		Bachelor	7
	24	10	Destinations	Natural tourism	37
	25	7		Culinary tour	60
	26	0		Historical Tourism	3
	1-2 times	73			
	3-5 times	13			

Frequency of Solo Traveling	>5 times	13
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(Source: Primary Data, 2023)

The majority of respondents who travelled alone did so between one and two times, accounting for as much as 73% of the total sample. The remaining 13% is three to five times or more than five times the original amount. Furthermore, based on the destination, the majority of generation Z travellers visit culinary tours up to 60 percent of the time and natural attractions up to 37 percent of the time.

Motivation for Generation Z to Travel Solo

In the meantime, a motivational survey was administered to respondents in order to determine how Generation Z travels alone. According to Table 2, the primary reason Generation Z travellers travel alone is to visit tourist attractions. Because they offer new and distinct experiences, interesting attractions tend to encourage tourists to travel alone.

Table 2. Generation Z's Motivation for Solo Traveling

No	Motivation Indicator	Average	No	Motivation Indicator	Average
1	Tourist Attractions	4,46	6	Interaction with local residents	4,12
2	Price	4,25	7	Healing	4,1
3	Safety and Security	4,18	8	Social media	3,92
4	Value for Money	4,15	9	Self-actualization	3,17
5	Inspiration	4,13			

(Source: Primary Data, 2023)

Furthermore, according to the average score for second place, tourists of Generation Z are inspired to conduct solitary travels since they meet their considerations regarding cost. on addition, the third place on the list of reasons why people travel is occupied by the need for safety and comfort. Then, after that, the indicators of value for money, the inspiration, the engagement with local inhabitants, the healing, the social media, and eventually the motivation to self-actualize will be discussed. Following this, each assertion will be discussed in terms of all motivational indicators, beginning with the highest order and working its way down to the lowest.

Tourist Attractions

In light of the information provided in Table 3, it is possible to deduce how the opinions of the respondents are connected to their reasons for visiting tourist attractions. It is generally agreed among tourists of Generation Z that they

will choose to travel to destinations that are both unique and interesting. This is in line with the median value of the answers provided by the respondents, the majority of whom indicated that they strongly agreed with the questions posed in the questionnaire.

Table 3. Motivation of Generation Z tourists related to tourist attractions

Tourist Attractions		
No	Statement	Mean
1	I will look for tourist destinations that have something unique	4,43
2	I travel to interesting tourist spots	4,4

(Source: Primary Data, 2023)

Price

The cost of an experience is an important factor for travellers of Generation Z. This is seen by the responses given by the respondents in Table 4.

Table 4. Motivation of Generation Z tourists related to price

Price		
No	Statement	Mean
1	I consider the price of transportation in traveling	4,2

(Source: Primary Data, 2023)

According to Table 4, while travelling alone, one of the most important factors that Generation Z considers is the cost of both transportation and accommodation. This is supported by the fact that the majority of respondents selected the option of agreeing or strongly agreeing with the statement.

Safety and Security

The next reason for members of Generation Z to vacation on their own is the desire to travel to sites that are secure, including places that are good for their health. Table 5 displays the replies received from respondents about their levels of motivation regarding safety and security.

Table 5. Motivation of Generation Z tourists regarding Safety and Security

Safety and Security		
No	Statement	Mean
1	I will go to a safe destination	4,17
2	I will travel to a safe destination for my health	4,2

(Source: Primary Data, 2023)

The majority of respondents agree or firmly agree that they are motivated to go to a safe place, including in the morning for their health, as shown in Table 5.

Value for Money

Value for money is the fourth most important factor for Generation Z solitary travellers. The responses of respondents are shown in Table 6.

Table 6. Motivation of Generation Z tourists regarding Value for Money

Value for Money		
No	Statement	Mean
1	I take into account the finances spent with what I get	4,07
2	I'm looking for a destination that provides a different experience	4,23

(Source: Primary Data, 2023)

According to Table 6, the majority of Generation Z tourists agree or firmly agree that they weigh the cost of a trip against the value of the experience gained.

Inspiration

Concerning the question of how one's inspiration might serve as a source of motivation for solo travel among members of Generation Z, the answer is that it can. Table 7 presents the findings of the survey for your perusal.

Table 7. Motivation of Generation Z tourists related to inspiration

Inspiration		
No	Statement	Mean
1	I travel to get a new experience	4,23
2	I made solo traveling for inspiration	4,03

(Source: Primary Data, 2023)

According to the results of Table 7, it is clear that the vast majority of respondents agree or strongly agree that they travel so that they can obtain new experiences and ideas.

Interaction with local residents

Interacting with members of the local community is the second reason why members of Generation Z enjoy going on trips alone. According to Table 8, it is common knowledge that the majority of respondents agree or strongly agree that one of the most enjoyable aspects of travelling alone is the opportunity to meet new people and engage in conversation with locals.

Table 8. Motivation of Generation Z tourists related to interactions with local residents

Interactions with local residents		
No	Statement	Mean
1	I like to make new friends when traveling solo	4,03
2	I like to interact with local people when traveling solo	4,2

(Source: Primary Data, 2023)

Healing

Healing from anomalies in the body and mind, or the ability to heal oneself from such abnormalities, is the next motive for tourists of Generation Z to travel alone. Table 9 displays the findings obtained from the descriptive analysis that was performed.

Table 9. Motivation of Generation Z tourists regarding Healing

Healing		
No	Statement	Mean
1	I will travel when I have a high stress level	4,10
2	I travel to refresh my mind	4,10

(Source: Primary Data, 2023)

It is obvious from looking at Table 9 that the vast majority of people who responded agreed or strongly agreed that they travel when they are experiencing significant levels of stress and are looking to cleanse their minds.

Social media

In order to determine whether or not members of Generation Z utilise social media as a source of inspiration for solo travel, an investigation into social media was carried out, and the results of that investigation are presented in Table 10.

Table 10. Motivation of Generation Z tourists related to social media

Social media		
No	Statement	Mean
1	I use social media as a reference for solo traveling	4,07
2	I did solo traveling because I saw trends on social media	3,77

(Source: Primary Data, 2023)

According to Table 10, it is common knowledge that the use of social media is one of the emerging sources of motivation in a lone traveller. This is due to the fact that the vast majority of respondents are of the opinion that social media is utilised as a reference when travelling alone. The things that are getting a lot of attention on social media serve as inspiration for people to go vacations by themselves.

Self-actualization

The subsequent motivation to be examined is self-actualization. Table 11 shows the results of the descriptive analysis.

Table 11. Motivation of Generation Z tourists related to self-actualization

Self-actualization		
No	Statement	Mean
1	I made solo traveling to gain recognition from others	2,67
2	I am proud of doing solo traveling	3,67

(Source: Primary Data, 2023).

According to the information in Table 11, Generation Z tourists do not concur-quite agree that they travel solely to receive recognition from others. But Generation Z tourists generally concur that they are delighted to travel alone.

Discussion

Generation Z's Pattern of Solo Traveling

The majority of solitary travellers, or 67%, are women, according to the research findings. ATTA (Adventure Travel Trade Association) reports that more women are travelling alone and in groups (Ramadhian, 2021). This demonstrates that women have a greater interest in travel, particularly solo travel. According to Laesser et al (2016), the desire for freedom and flexibility, self-empowerment, independence, and exploration motivate women's interest in travelling alone.

Moreover, based on age, the respondents who actively travel are between the ages of 21 and 22. This is consistent with Momongan's (2019) findings that solo travel is more appealing to younger visitors. This is evidenced by the fact that 85% of the population is Generation Z and

80% is Generation Y. According to Wachyuni et al (2018), generation Z and generation Y have great potential for various industries in the future.

Students with a SMA/SMK as their most recent level of education hold the preponderance of jobs among the respondents. According to Alma (2019), these are transitory periods of life during which respondents enter the workforce and are regarded as challenging.

According to the frequency of solitary travel, the majority of Generation Z travelled 1-2 times in the past three years, while only four respondents travelled more than five times. Furthermore, it is fascinating to note that culinary tours dominate their destination of choice for solo travel. In fact, culinary tourism is in first place, surpassing nature tourism in second place and historical tourism in third place. This is supported by Wachyuni's research et al (2021), which indicates that Generation Z, specifically 54.6%, participates in the most culinary excursions, with many of them participating more than three times. This is due to the fact that culinary is a draw for generation Z tourists seeking novel, distinctive, and memorable experiences (Wachyuni et al., 2022).

Solo Traveling Motivation

According to research, the primary reason Generation Z travels alone is to experience unique and fascinating tourist attractions. Tourist attractions are items that are provided at tourist attractions, and tourist attractions can offer visitors a unique experience Suryadana (2020). This finding is corroborated by research by Marini et al (2022), which indicates that millennial solo travellers have a strong interest in tourism objects with tourist attractions. This finding is also supported by research Widayati & Widiastuti's research (2022) which shows that there is a positive influence of tourist attraction on the decision to visit tourists.

Moreover, price motivation influences visitors' travel expenditures, particularly lodging and transportation costs. This is supported by Mahendrayani & Suryawan (2018), who state that prices have a significant impact on whether or not tourists visit tourist attractions. Similarly, Marini et al (2022) asserted that tariffs are a determining factor for the millennial generation's solitary travel, as some members are not yet

financially independent. Especially for the still-student members of generation Z.

Moreover, the motivation for safety and security is positioned third. A good tourist destination must have assured security, not just things that attract tourists without regard for their safety and health (Khalik, 2015). Additionally, Marini et al (2022) stated that the millennial generation's perception of a destination must provide convenience and safety.

The next motivation for solo travellers to visit destinations is value for money. Generation Z will evaluate their expenditures in relation to the experience and value they receive. According to Marini et al (2022), individual travellers' tourism activities are motivated by curiosity, the pursuit of satisfaction, and experience. Regarding obtaining the desired value, they will compare it to the amount of money spent.

Consequently, the pursuit of inspiration becomes the fourth motivation. Generation Z typically travels independently for inspiration. According to Makarim (2020), travel can provide inspiration and new understanding by relieving tension and burdens and clearing the mind. Also, intriguing is the fact that Generation Z is motivated to interact with local residents.

Healing, a term presently in vogue, is the next reason Generation Z will travel alone. According to Redho et al (2019), self-healing is a method of treating illness without the use of medication by releasing pent-up sentiments and emotions. A high level of tension will encourage tourists of Generation Z to travel to reduce their stress levels. Changing up one's routine can reduce tension (Makarim, 2020). Solo travel is therefore one method for Generation Z travellers to heal.

Moreover, based on the results of a descriptive analysis, as technology becomes more advanced, social media encourages Generation Z travellers to travel alone. Generation z likes things that are practical and efficient (Kusumaningrum & Wachyuni, 2020). Currently, social media is a resource for solitary travellers due to its accessibility. According to Wachyuni et al (2021), social media is the primary reference source for tourists on culinary excursions.

Moreover, in the final position, self-actualization motivation is mentioned. According to the results of the descriptive analysis, the

majority of members of Generation Z disagree that they travel for the purpose of gaining external recognition. More respondents concurred that they were proud to travel alone. According to Luna & Hanifah (2020), one of that generation's lifestyles is travel, which is the embodiment of freedom and an adventurous character.

CONCLUSION

On the basis of the study's findings, it can be surmised that the majority of solo travel trends are favoured by Generation Z women. Moreover, the primary motivation for Generation Z solo travellers is the enjoyment of tourist attractions, followed by price, safety and security, value for money, inspiration, interaction with locals, healing, social media, and self-actualization. This study has both theoretical and practical ramifications. Theoretically, it is known that Generation Z travels alone in order to obtain a unique and fascinating experience at destinations, and there are a number of identified factors that encourage Generation Z to travel alone. In the meantime, the practical implications of knowing Generation Z's primary motivation for travelling alone can serve as a suggestion for the government, destination administrators, and communities in developing tourist destinations based on tourist demand. For instance, culinary tourism and nature tourism are the most in-demand categories of tourism among Generation Z. In addition, provide information on readily accessible social media channels so that they can serve as a resource for tourists.

LIMITATIONS AND FUTURE RESEARCH

This study's only quantitative approach and simple statistical analysis methodologies are its limitations. To analyse the motivation of Generation Z, suggestions for future research may employ a variety of methodologies. It is anticipated that a qualitative approach will allow for the investigation of motivational indicators not included in this study.

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