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How Perceptions of Travel Influencers on Instagram Affect Visit Intention? A Research on Generation Z from Zanzibar

Instagram'daki Seyahat Influencerlarına Yönelik Algılar Ziyaret Niyetini Nasıl Etkiler? Zanzibar'da Z Kuşağı Üzerine Bir Araştırma

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ABSTRACT

This study was carried out to measure the perceptions of the Z generation living in Zanzibar towards social media influencers and to try to understand how these perceptions affect their travel intention. For this purpose, research is a type of quantitative study in which data are collected using online questionnaires and analyzed using the SPSS 21 program. 530 young people aged between 18 and 25 living in Zanzibar participated in the survey, and these young people are social media users who follow travel influencers on Instagram. Correlation and regression tests were performed to determine the relationship between variables. Significant relationships were found between self-disclosure, influencer's self-reflection, attitude towards post and visit intention used in the research. The findings show that travel influencers on Instagram play an important role in encouraging young local tourists to visit local attractions, which is good for the local economy.

ÖZ

Bu çalışma Zanzibar'da yaşayan Z kuşağı'nın sosyal medya influencerlarına yönelik algılarını ölçmek ve bu algıların onların seyahat niyetini nasıl etkilediğini anlamaya çalışmak amacıyla gerçekleştirilmiştir. Bu amaçla araştırma, verilerin çevrimiçi anketler kullanılarak toplandığı ve SPSS 21 programı kullanılarak analiz edildiği nicel bir çalışma türüdür. Ankete yaşları 18 ile 25 arasında değişen ve Zanzibar'da yaşayan 530 genç katılmış olup, bu gençler Instagram'da seyahat influencerlarını takip eden sosyal medya kullanıcılarıdır. Değişkenler arasındaki ilişkiyi belirlemek için korelasyon ve regresyon testleri yapılmıştır. Araştırmada kullanılan kendini açma, influencerın kendini yansıtma biçimi, paylaşma yönelik tutum ve tekrar ziyaret niyeti arasında anlamlı ilişkiler bulunmuştur. Bulgular, Instagram'daki seyahat influencerlarının yerel ekonomi için iyi olan genç yerel turistleri yerel cazibe merkezlerini ziyaret etmeye teşvik etmede önemli bir rol oynadığını göstermektedir.

1. Introduction

Tourism is currently one of the most profitable worldwide economic growth industries and one of the primary sources of income for many governments throughout the world (PrakashYadav & Rai, 2017). According to a report from World and Tourism Council (WTTC), the tourism industry

accounted for roughly 11% of global GDP in 2019, making it the world's largest economic sector (Vieira et al., 2020). Today's information technology has enabled tourism stakeholders, particularly the youngest generation, to connect, trade, and share vital information based on their experiences, for example through social media (Alalwan et

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al., 2017; PrakashYadav & Rai, 2017; Alalwan, 2018; Caraka et al., 2022), are that younger generations, particularly Generation Z, are much more active in using the internet to plan their vacations, searching for information about their vacation destinations from start to finish. Users can create, exchange, self-disclosure, share self-expression, attitudes, and discuss ideas and experiences as well as influence others on social media, which is an interactive platform. Gen Z is increasingly considering social media influencers as important individuals in their daily lives since they engage often with these virtual platforms to express their orientations and habits and use social media for searching information, leisure and entertainment purposes (Vieira et al., 2020).

Generation Z, or simply Gen Z, refers to persons born between the middle of the 1990s and the late 2000s. They are the first generation of fully technical users who have benefited from the internet and social media (Yilmazdoğan et al., 2021). The members grew up during the global digital revolution, which was marked by the rapid evolution of the internet, the widespread adoption of Facebook, Twitter, YouTube, Tik Tok, and other forms of e-commerce and e-learning, as well as the widespread use of smartphones, tablets, and laptop computers. Without a doubt, all of these inventions and inventiveness have a huge impact on human lifestyles and needs (Yilmazdoğan, et al., 2021). As a result, younger Generation Z is more likely to be influenced by the intention to visit local tourism attractions. Gen Z already accounts for 23% of the worldwide population and is a significant portion of global society, with highly level of qualified, modern technologically experienced, creative, and innovative individuals and in the coming years, this society is likely to be the driving force behind digitized operator and customer behavior (Vieira et al., 2020). Therefore, indeed, social media platforms constitute a new area where people, organizations, governments, and international corporations can commercially, socially, politically, and educationally interact with one another and exchange information, attitudes, opinions, products, and services (Caraka et al., 2022). Entina et al. (2021) discussed in depth about Gen Z. The authors portrayed that Gen Z has surpassed both Millennials and Baby Boomers as the world's largest generation, accounting for 32 percent of the world's population, or 2.47 billion of the planet's 7.7 billion people. As a result, this generation's purchasing power continues to grow, and it becomes increasingly important for the global economy and specific industries such as tourism and hospitality because their purchasing behavior differs from that of previous generations (Entina et al., 2021). The researchers, on the other hand, described that the majority of businesses began using social media at different times approximately 65.6 percent began using it in the last five years, 31.1 percent in the last six to ten years, and 3.3 percent in the last ten years (Entina et al., 2021; Caraka et al., 2022). Tourism industry in Zanzibar generates 20% of foreign exchange and contributes 25% of Zanzibar's GDP (Maione, 2021). This economical industry influence convenience

qualified and well experienced substantial growth with highest level of the intensification of use the digital communication and internet and social media influencers in paying intention in engagement and attachment for visiting the touristic zones among the younger generations. According to Tanzanian census of 2012, about 345,000 residents in Zanzibar over 15 (22.4 percent internet users).

According to Vieira et al., (2020), only in 5 years, there was a 34% growth in the total number of online consumers for tourism services and products. Social media digital communication and other new technologies such as mobile phone and its applications have become a vital parts of people's lives around the world, according to the global review report of 2020. According to this global report on technology, the number of people using social media has surpassed 3.8 billion, while the number of people using the internet has exceeded 4.5 billion, and the current raw data also shows that about 60 percent of the world's population uses the internet (Onofrei et al., 2022). With the exception of Zanzibar, there are no official studies that demonstrate when, in what quantities, and by which generation Z engaged in social media platforms like Facebook, Twitter, Telegram, Tik Tok, and WhatsApp. As a result, this study is almost certainly a formal study to show how the Gen Z generation uses social networking services and to track social network influencers in the provision and access of tourist information, as well as the implementation of this generation's decisions in the tourism industry. Globally, Facebook, Instagram, Tik Tok, Twitter and other social media inspire and influence about 50 percent of millennials and Generation Z's travel planning (Caraka et al., 2022). These media significantly affect how the users and consumers manage and obtain the information and share their experiences, self-expressive attitudes toward indicating the tourism services and products, including tourism destination and activities as well as touristic suppliers (hotels, tours operators and entertainment institutions). Studies reveal that social media users for academic connections are expanding, with 2.16 billion global users in 2016 and 2.33 billion users in 2017, but there is still a lack of reliable data for studies to show how Gen Z uses social media or influencers to find tourism information (Pfeiffer et al., 2014). As a result, social media is frequently used for academic reasons as well as advertising and promoting enterprises. For example, the Facebook platform has over 1.59 billion monthly active users, and over 1 million small and medium-sized businesses are projected to use it (Masele & Rwehikiza, 2021).

Tanzania's population is currently 59.73 million (as of 2020) and is expected to reach 86.87 million in 2052, an increase of 41.9 million over a 40-year prediction horizon, or 1.7 percent annual population growth (Mwandiri et al., 2018), while number of internet users in United Republic of Tanzania has reached 14.72 million of local people, according to the Digital 2020 Report, while social media users have crossed 4.50 million people in January 2020 (Khamis & Geng, 2021). The main report also shows that

internet dissemination in the country has increased to 25%, indicating a significant growth in online users, which will have ramifications for individual and community lives (Khamis & Geng, 2021).

However, there is presently no study in Zanzibar that demonstrates how social media may be effectively used to inspire gen Z from Zanzibar to pay sufficient attention to local tourist attractions within Zanzibar. In recent years, many academics focused on the usefulness and efficiency of social media in promoting hotels and other lodging facilities, revealing varying and sometimes lacking proof of usefulness in influencing public opinion, particularly among the Z generation, in terms of tourism engagement and development. Other academics have advocated for more research and attention to social media and emerging technologies as an inclusive public mass communication approach (PrakashYadav & Rai, 2017).

As a result, this circumstance bolstered this study, which was aimed to look at the linkages between self-disclosure, self-expressive influencers, and perceptions about visit intention among Zanzibar's Generation Z. Therefore, the main purpose of the research is to try to understand the role of social media influencers in encouraging Generation Z to visit local tourist attractions.

2. Theoretical Background and hypothesis

The invention of technology has resulted in the development of social media which establishes interaction with consumer's engagement through social media. The growth of technology has great link with the online marketing strategy because of the internet which offer opportunity for promotion of the product (Zhang et al., 2022), social media platforms help customer to interact, talk and share the experience of a products according to how they have interact with other (Zhang et al., 2022). They are the first generation of fully technical users who have benefited from the internet and social media (Yilmazdoğan et al., 2021), Z generation has high preference of social media and social interaction in social platform usage, the development has moved to social e-commerce example of social platform include Instagram, TikTok and WhatsApp and others which are active all the day and interact with different people (Kastenholz,2022). The increasing uses of smart phone has result the huge competition of the shopping inspiration, entertaining or even in content creations in capturing the audience attention (Kastenholz, 2022.), also content creators of social media most of them are Z generation.

2.1. Self-disclosure

Sharing to other about our self will result relief to others which result high persuasive to other to engaged in sharing of personal information a certain brand on social media platforms with other so as to create a relationship with followers (Leung et al., 2022), posting of personal preferences, experiences, feelings, and opinions help in

creating sense of closeness with followers through different interactive features on social media platforms which result the competition in technology and this has become new strategy for marketing as to use their consumer feedback in promotion of their brands and products as virtual in social media content (Leite and Baptista, 2021). In building these relationships, individuals have to make sure follow someone in social media platform especially in gathering of information self-disclosure help in building trust (Greene et al., 2006). In gathering of the certain information through self-disclosure can allow intimacy relationship in searching of the certain information through social media (Derlega et al., 2008), self-disclosure it helps in construction of the interpersonal trust and reduce doubts (Greene et al., 2006), which refers to "the perceived credibility and benevolence of a target of trust" (Doney and Cannon, 1997, p. 36). In this context, the following hypothesis was proposed.

H1: Self-disclosure has a positive effect on social self-expressive influencer

H2: Self-disclosure has positive effect on inner self-expressive influencer

2.2. Self-expressive influencers

Through social media, it is easier to influence other on what you are doing on branding formation by engaged on the promotion of destination online (Song & Kim, 2022), different platform of social media allowed expression of individuals on what they are posting on the platform which result good network with different people and help in forming the brand on social media (Wallace et al., 2021). In selecting a social platform you should consider different factors on how it's going to affect your branding identity and social influencer's interaction so as to win the truth on your visual platform. Nowadays social media has become crucial important especial for communication, self-expressive and entertainment for different generation which can result huge understand in different ways on how they are interact with their surrounding environment, with more interaction with technology and even on how they can change the world by using different social shifting (Dimock, 2019). The increasing number of user of social media because of the availability of internet which result huge interaction of generation Z with social media platform, the advanced of technology which provide access to different social network platform such as Instagram, Facebook or Tiktok for content creators (Vitelar, 2013) which allow self-expressive on the virtual platform.

2.3. Inner self-expressive

According to Carroll and Ahuvia, 2006, p. 82 define "the customers' perception of the degree to which the specific brand enhances one's social self and/or reflects one's inner self" (Song & Kim, 2022). The emotion attached to the social media platform can encourage the consumer to select a certain brand through social platform networks (Song &

Kim, 2022). Building consumer emotions on the product through social media is the result of superiority and identity sharing together with a high level of emotion attached to the reflection of inner self (Carroll and Ahuvia, 2006). On this basis, it is hypothesized that attitudes towards posts in social media platforms are more likely to reflect their inner self. This has been tested by the following hypothesis

H3. Inner self –expressive influencer has positive effect on attitude toward post.

2.4. Social self-expressive

According to APA Dictionary of Psychology define social self as ‘the facade that an individual may exhibit when in contact with other people, as contrasted with his or her real self’(APA Dictionary of Psychology), through different channel of social media platform by shearing the experience by using photo or virtual through different channel like Facebook, WhatsApp, Instagram, Tiktok or other social platform which contribute to image of what has been showed through different brand (Carroll & Ahuvia, 2006), social self-contribute on what people thinks on other especially Z generation whereby for them it is easier to be attracted on how the society persuasive them on the image they construct and the message which they deliver on a certain content of photo or virtual which can attract customer to visit in a destination. The development of technology, especially internet evolution, has been one among the motives of using social platforms for generation Z to get exposure to others and even tourists who demand information, especially virtual information (Xie et al., 2021). This has been tested by the following hypothesis

H4. Social self –expressive influencer has positive effect on attitude toward post.

2.5. Attitude toward post

An increase of smartphones together with internet services has motivated many users to interact on social media especially on their attitude towards posting of their pictures or short video and recommendation towards posting which can affect consumer preferences (Lu et al., 2014). This attitude has result the advertisement of the product although has result the killing of traditional advertisement of TV broadcasting which was very expensive (Boateng & Okoe, 2015) although it is the best way for understanding consumer needs and want through different consumer review on the social platform when they comment and give the feedback on the product. (Lu et al., 2014) . In addition, understanding users' perceptions of the produced content will make it easier to understand the actions that these perceptions affect. As the attitude towards the post is positive, the impact rate of that content also increases. In this context, the following hypothesis was proposed.

H5. The attitude towards post has a positive effect on visit intention

2.6. Visit intention

One among the characteristic nature of tourism product is intangibility, through online platform can motivate people to visit a certain destination because of the way of advertisement which can motivate customer to plan to visit a certain destination because of the what he or she saw during advertisement of social media as an evidence in selecting destination because of the attractiveness of the image of the destination and even the comment of the posting (Jaya & Prianthara, 2020),the Z generation promote destination through social media platforms which increasing marketing of the product, has great impact on the consumer attitude towards visiting to the destination online word-of-mouth (WOM) and positively impacts travel intention for consumer to visit in a destination (Chen et al., 2022) example the short video of swimming in Forodhani in Zanzibar has emotional attached allot of people to visit Zanzibar because of the online platform. The online platform has result online word-of-mouth (WOM) as authenticity determinations of consumer consciousness of product, environment and services of the destination during their trip planning (Kim & Kim, 2020), Z generation through social media platform has been the best recommending for the people who are searching for the information on a place that they wishing to travel to different destination because of the networks, millions of photo and video which are posting through different social network like Facebook, Instagram, TripAdvisor, YouTube every day, and even reviewing of travel experience from other through virtual or image of the destination has great impact on customer decision (Kim & Kim, 2020), social media platform has been best sources of information in any tourism destination in constructing of the image communication to attract potential customer and promotion of their products through online platform.

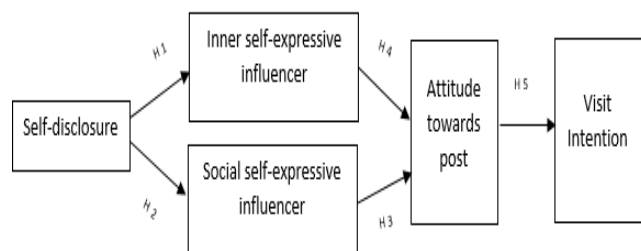


Figure 1. Research model

3. Methodology

3.1. Sampling and data collection

The study's geographical scope was limited to two types of academic environments: on-campus and off-campus. This study only targeted State University students on campus, with the goal of reaching those who had graduated from the university. In light of the study's objectives, the primary

target group for this study was Generation Z residents (either graduates or non-graduated students) of the Zanzibar Islands, who were born between the mid-1990s and the late 2000s and are the first generation of fully technical users to benefit from the internet and social media. The online survey work was carried out from April to May, 2022 and data analyzed by SPSS statistics version 21.0 carried out the descriptive analysis of the data.

During the data collection procedures, the researchers were assisted by State University (SUZA) lecturers and officials in the distribution of online questionnaires and the gathering of the data. The existing literature was examined and made potential to meet the objectives.

This is a quantitative method, techniques or other paradigm characteristics in one overall study were performed in a statistical manner (Arafa et al., 2019). Statistical Package for the Social Sciences or "SPSS" used for the data analysis process. A Likert-type 5 scale applied, ranging from strongly disagree to strongly agree. The researchers were given online questionnaires to complete about the impact of social media influencers on persuading generation Z to visit Zanzibar's domestic tourism sites.

3.1.1. Sample and Population

The participants in this study are members of generation Z, who are local tourism stakeholders and, for the most part, are graduates of the State University of Zanzibar. This generation employs a big number of people in the tourism business and is much more adept at utilizing social media and current technology in the community. Volunteers were encouraged to read about their social media experiences and how online influencers influenced their decision to visit a local tourism hotspot in Zanzibar after obtaining informed permission. The survey asked about self-determination when it comes to using social media and making decisions about where to go. Before beginning the questionnaire, participants were asked to answer two screening questions: whether they were currently residing in Zanzibar and whether they had any direct experience with tourism on the Zanzibar islands. In addition, the participants were asked whether they use Instagram and whether they follow travel influencers on Instagram, and it was determined that travel influencers should be followed on Instagram as a prerequisite. The convenience sampling method was used as the sampling method.

3.1.2. Data Collection

To obtain primary data from the key respondents (Gen Z) in Zanzibar, the researchers chose to create online surveys using Google Forms, where by the online link was send to Zanzibar universities which include Gen Z. The participants who are included in this study are only Gen Z who are using Instagram although 584 participated in the survey but only 530 met the criteria and were qualified in the study. This current research survey is notable for its low costs, as the

survey questions and responses are automatically delivered and captured, eliminating the need for professional researchers to ask face-to-face questions or input data, and therefore reducing data entry errors (Ball, 2019; and (Dobre et al., 2021). After analyzing a number of survey options, Google Forms stood out for its unlimited responses, ability to export to Microsoft Excel, and flexibility to drive participants to other websites based on their responses, which is crucial in the first two admission requirement questions. As a result, Arafa concluded that online polls had a better chance of yielding higher-quality responses (Arafa et al., 2019).

The survey was sent by email or as a link as well as social media platforms such as WhatsApp, Instagram, Facebook, and Twitter. To facilitate digital distribution and access, the questionnaire was given a QR code. Additionally, relevant potential participants were emailed the QR code or link to the questionnaire via Facebook and Instagram.

4. RESULTS

4.1. Reliability Analysis

Cronbach's alpha is used to examine the inter-correlation between variables as well as their consistency. A reliability study was conducted on the five-items of Gen Z's intention to visit touristic locations in Zanzibar, as influenced by social media and online influencers' attitudes about intention to visit scale. While Streiner (2003) believes that a value of roughly 0.6 is appropriate for early phases of study, such as this thesis, most other sources claim that a value of 0.7 is acceptable. As a result, an appropriate Cronbach's alpha is not required, as it should be used to assess one-dimensionality and reliability (Streiner, 2003). According to (Vaske et al., 2017) the value of Cronbach's alpha is also dependent on the number of variables tested; the more variables measured, the higher the value becomes, making the test biased.

As a result, a satisfactory and strong Cronbach's alpha of 0.986 was required, as it should only be used to assess one-dimensionality and consistency. Furthermore, according to Streiner (2003) and Vaske et al., (2017) the value of Cronbach's alpha is dependent on the number of variables tested; the higher the number of variables measured, the higher the value becomes, making the test biased.

The findings obtained from the research are as follows.

4.2. Demographic Findings

The findings of the demographic characteristics of the participants in the study are presented in Table 1.

Table 1. Demographic Variables

Variable	Number	%
Gender		
Female	219	41.3
Male	308	58.1
Prefer not to say	3	0.6
Total	530	100
Age		
18-20	195	36.8
21-25	335	63.2
Total	530	100
Income (USD)		
0-250	480	90.6
251-500	44	8.3
501-750	3	0.6
751-1000	2	0.4
1001 and above	1	0.2
Total	530	100
Education		
Certificate or below	136	25.7
Diploma	225	42.5
Bachelor Degree	169	31.9
Total	530	100
Marital Status		
Single	473	89.2
Married	42	7.9
Prefer not to say	15	2.8
Total	530	100
Instagram Using Experience		
Less than 1 year	104	19.6
1-3 years	220	41.5
4-6 years	120	22.6
Above 6 years	86	16.2
Total	530	100

When looking at the data at table above, it is clear that 41.3 percent of the participants are female and 58.1 percent are male; 63.2 percent are between the ages of 21 and 25, 90.6 percent have a monthly household income of \$250 or less, and 25.7 percent have only a certificate education. Most of the respondents are using Instagram for years. After examining the demographic variables, correlation and regression analyzes were performed. The results show that the five hypotheses are all supported by the empirical research as seen in the chart below .

4.3. Findings Related to Correlation and Regression Analysis

The findings for the correlation analysis between the variables are given in Table 2.

Table 2. Correlation Analysis

	x	s.d.	SD	ISE	SSE	ATP	VI
SD	14.82	4.87	-				
ISEI	14.9	4.85	.853**	-			
SSEI	15.1	4.76	.823**	.921**	-		
ATP	15.84	4.65	.737**	.801**	.826**	-	
VI	15.88	4.65	.736**	.775**	.827**	.945**	-

According to the correlation analysis performed, it is seen that there is a statistically positive relationship between all variables.

Table 3. Regression Analysis (SD-SSEI)

Variable	B	S.E.	β	T	p
SD	3.692	.378	-	9.773	0,000
SSEI	.807	.029	.807	33.837	0,000
R=.827 ^a R ² =.684 Δ R ² = .684					
F=1144.95 p < 0,000					

According to the regression analysis results shown in the table above, the model constructed for the effect of self-disclosure (SD) on social self-expressive influencers (SSEI) is significant (p=0,000). The rate of influence of self-disclosure on social self-expressive influencers was determined as 68.4%. (R²= .684) and it was determined that there was a high level of a positive relationship between the two variables. As a result of the analysis, H1 was supported.

Table 4. Regression Analysis (SD-ISEI)

Variable	B	S.E.	β	T	p
SD	4.801	.413	-	11.619	0,000
ISEI	.744	.026	.026	28.206	0,000
R=.775 ^a R ² = .601 Δ R ² = .600					
F=795.589 p < 0,000					

According to the results of the regression analysis, it is seen that the model established for the effect of self-disclosure (SD) on inner self expressive influencers (ISEI) is significant (p=0,000). The rate of influence of self-disclosure on inner self expressive influencers was determined as 60.1%. (R²=,601) and it was determined that there was a high level of a positive relationship between the two variables. As a result of the analysis, H2 was supported.

Table 5. Regression Analysis (ATP-ISEI)

Variable	B	S.E.	β	T	p
ATP	3.692	.378	-	9.773	0,000
ISEI	.807	.024	.827	33.837	0,000
R=.801 ^a R ² = .641 Δ R ² = .641					
F=943.511 p < 0,000					

According to the results of the regression analysis, it is seen that the model established for the effect of attitude toward post (ATP) on Inner self-expressive influencer (ISEI) is significant (p=0,000). The rate of attitude toward post on Inner self-expressive influencer was determined as 64.1%. (R²=,641) and it was determined that there was a high level of a positive relationship between the two variables. As a result of the analysis, H3 was supported.

Table 6. Regression Analysis (ATP-SSEI)

Variable	B	S.E.	β	T	p
ATP	1.696	.416	-	4.082	0,000
SSEI	.847	.025	.826	33.619	0,000
R=.826 ^a R ² = .682 Δ R ² = .681					
F=1130.23 p < 0,000					

According to the results of the regression analysis, it is seen that the model established for the effect of attitude toward post (ATP) on social self-expressive influencer (SSEI) is significant ($p=0,000$). The rate of influence of attitude toward post on social self-expressive influencer was determined as 68,2% ($R^2=.682$) and it was determined that there was a high level of a positive relationship between the two variables. As a result of the analysis, H4 was supported

Table 7. Regression Analysis (VI-ATP)

Variable	B	S.E..	β	T	p
VI	.910	.235	-	3.871	0,000
ATP	.946	.014	.945	66.408	0,000

R=.945^a R²=.893 ΔR^2 = .893
F=4410.01 p < 0,000

The model built for the influence of visit intention (VI) on attitude toward post (ATP) is significant ($p=0,000$), this because of the regression analysis results. Whereby the rate of influence of attitude toward post on visit intention was found to be 89.3 percent. ($R^2=.893$), and it was established that the two variables had a high level of positive association. H5 was found to be supported as a consequence of the investigation.

5. Conclusion, Theoretical Contribution, Managerial Implications, Limitations & Recommendations For Future Researches

5.1. Conclusion

This research focuses on the relations between self-disclosure, self-expressive influencers, attitude toward post and visit intention. All hypotheses are accepted and relationships between variables are proven. This study shows that travel influencers on Instagram have a direct impact on Gen Z's intentions to visit local tourism destinations. The results show that the more influencers in this study are influenced by travel influencers on Instagram, the more likely they are to visit places they see in the content.

SD influence; thus, the more the SD influence, the higher the perceived inner and social self-expressiveness. Previous research on the ISE and SSE suggests that the evolution of technology, particularly the internet, is one of the motivations for using social platforms for generation Z to connect with others and even tourists seeking knowledge, particularly virtual information (Xie et al., 2021). Furthermore, ATP exchanges have a beneficial impact on how Gen Z perceives the accumulation of smart phones combined with internet services, motivating many users to communicate on social media, particularly their attitudes toward publishing photographs or short video content to support visit intention. In summary, the self-disclosure, sincerity, and self-expression of travel influencers on Instagram positively affect the travel intention.

5.2. Managerial Implications and Recommendations for Future Researches

It's no secret that Generation Z is waking up to the power and supremacy of social media and dedicating more online social media influencers to making decisions on local tourist destinations in Zanzibar, particularly rural resources. Despite money issues, Gen Z recognizes the necessity of using social media and online influencers, according to the data, with the majority of respondents having a monthly salary of less than USD 250. This study suggests that all stakeholders, including central and local governments, non-governmental organizations (NGOs), and younger people who are reliant on Gen Z, increase their financial and managerial resources to ensure that this generation becomes a source of domestic tourism and goodwill. All restricting issues, such as inadequate allocation of budget cultural concerns, and related-infrastructure aspects, such as tools and equipment, should be linked to upper management support, which, if supplied, support to produce constructive results among generation Z. Furthermore, considering the role of travel influencers on using of social media in persuasive GenZ to visit in certain destination, tourism destinations should pay the attention travel influencers who create more sincere and related contents.

Moreover, in managerial perspectives, this study offer recommendation for the Zanzibar authorities especially those who are responsible in tourism sector they should use travel influencers in advertising and marketing tourism products which are founded in Zanzibar. GenZ, who was born in the age of technology and uses social media very actively despite their young age, is more influenced by the influencers who reveal themselves, produce sincere content and express themselves on Instagram, and this affects Gen Z's travel intention more. Therefore, managements should pay attention to how sincere their content is perceived and that it matches Gen Z's expectations, apart from the fact that the influencers they will deal with have a large number of followers on social media.

Future researchers may conduct research in different regions and different samples. In addition, researchers who will conduct research on these variables in the future can focus on comparative analyzes of different generations, different countries, and different education groups.

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