

Innovation practices, behavioral intention and marketing mix for Gen Zs on hotels in National Capital Region: Basis of a framework for marketing strategies

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Abstract

This study aimed to develop a framework of marketing strategies for 4-star hotels in Metro Manila, focusing on Filipino Gen Z travelers' preferences and behavioral intentions. Employing a quantitative research approach, the study analyzed relationships between innovations, behavioral intentions, and marketing mix with a sample of 372 Gen Z respondents from 22 DOT-accredited 4-star hotels. Data were collected through adapted instruments and assessed using a Likert Scale, with statistical analyses including the Shapiro-Wilk Test, independent sample t-test, and ANOVA to determine significant differences. The study identified product, technical, and service innovations as key predictors of enhanced guest experiences in hotels, with preferences including wireless internet, modern surveillance systems, and eco-friendly technologies. Word-of-mouth emerged as a significant behavioral intention, with satisfied guests likely to recommend the hotel and boost its reputation. For the marketing mix, Gen Z travelers prioritized clean rooms, competitive pricing, strategic location, engaging promotions, and excellent staff service. These findings emphasized the need for hotel operators to prioritize authentic product and service enhancements, manage their reputation effectively, and align marketing strategies with guest experiences. This approach appealed to Filipino Urban Gen Z travelers and enhanced hotel management and marketing in NCR.

Keywords: behavioral intention, Filipino Gen Z, innovation, marketing mix, National Capital Region

Innovation practices, behavioral intention and marketing mix for Gen Zs on hotels in National Capital Region: Basis of a framework for marketing strategies

1. Introduction

Hotel is a crucial component of the tourism and hospitality industry, providing essential lodging options for visitors. With Gen Z emerging as a major market segment (Padfield, 2021; O'Neill et al., 2023; Stylos et al., 2021; Yearout (2022), hoteliers must deeply understand their preferences and behaviors to create effective marketing strategies. Gen Z travelers, shaped by their digital upbringing, seek unique experiences that blend local culture with modern technology, such as smart TVs and digital room controls (Sharma et al.,2023). They also prioritize sustainability, favoring eco-friendly practices and community support (Hosseini et al., 2023; Schönherr et al.,2024), while affordability is important, often found through comparison websites (Hosseini et al., 2023; Gambini, 2023). Social media influences their choices, making visually appealing and socially responsible hotels more attractive. In the Philippines.

Gen Z's preferences align with global trends but include a strong interest in accommodations that offer immersive cultural experiences. They place high importance on affordability, using comparison platforms extensively, and demand amenities like high-speed internet and smart technology. Their environmental consciousness and community engagement are complemented by significant reliance on social media for decision-making, driven by appealing visuals and user-generated content. In the National Capital Region (NCR), preferences reflect a demand for affordable, culturally rich accommodations with advanced technology and sustainability practices (Alvaira et al., 2022). Influencer marketing and interactive digital strategies tailored to a mobile-savvy audience are essential for engaging this demographic (Ramirez, 2023). With Gen Z's substantial impact on global tourism, hotels must adapt their strategies to meet these evolving preferences, leveraging digital marketing to reach and engage this tech-savvy generation effectively. Gen Z travelers face distinct challenges in their experiences with hotels, influenced by their digital upbringing and evolving preferences. Research has established that globally, Gen Z values unique and authentic experiences over conventional travel options (Tata et al., 2023; Singh et al.,2023). This preference is particularly pronounced among Filipino Urbanite Gen Zs, who are deeply connected to their cultural heritage and navigate a rapidly changing urban environment (Diamantopoulos, 2023). Despite this, many hotels struggle to meet these expectations. Filipino Urbanite Gen Zs, for instance, show a strong affinity for accommodations that blend local culture with modern amenities, yet often find that traditional hotels fall short in delivering such immersive experiences (Dañez et al., 2023; Ramirez, 2023). Additionally, their reliance on social media and user-generated content for travel decisions adds pressure on hotels to present visually appealing and socially endorsed environments (Dy-Zulueta,2024). Many hotels fail to effectively leverage influencer marketing and personalized content, missing opportunities to connect with this demographic (Vancia et al., 2023). Moreover, while Gen Z travelers seek authenticity, they also expect high standards of technology and sustainability, which not all hotels are equipped to provide (Ozdemir-Guzel et al.,2021). This gap highlights a broader issue: hotels often struggle to integrate the sophisticated and tech-savvy expectations of Gen Z with traditional service models. Understanding and addressing these specific challenges can help hotels better cater to Gen Z's needs and enhance their overall travel experience.

This study explored the interconnected concepts affecting Filipino Urbanite Gen Zers' decisions regarding hotel stays, focusing on innovation practices, behavioral intentions, and marketing strategies (Choirisa et al.,2021). Hotels' innovation practices, such as integrating smart technology, eco- friendly amenities, and Instagrammable spaces, are crucial in attracting Gen Z travelers and enhancing their guest experience (Sahu, 2024; Bilgihan et al.,2023; Castillo et al., 2023). Gen Z values unique and authentic experiences that reflect their cultural curiosity and social media presence, influencing their choice of accommodations (Dy-Zulueta, 2024). Marketing strategies tailored to Gen Z, including influencer campaigns and personalized social media content,

significantly impact their decision-making (Vancia, 2023; Sharma et al., 2023). The relationship among innovation, behavioral intentions, and marketing strategies is cyclical: innovations drive positive behaviors, which in turn push hotels to innovate and refine marketing tactics (Morgan, 2020; PwC, 2023). Understanding this cycle is essential for hotels to capture and retain Gen Z loyalty in a competitive market. The study views innovation practices and behavioral intentions as independent variables, with marketing strategies as the dependent variable.

Examining innovation practices, behavioral intentions, and marketing mix in hospitality revealed their interconnected roles through various theoretical perspectives and sources. Innovation in hotel offerings significantly impacts consumer perceptions and behaviors. Research by Al-Hyari et al. (2023) and Shin et al. (2022) show that AI-driven personalized services and sustainable initiatives attract and retain guests by enhancing satisfaction and fostering loyalty. Studies by Singh et al. (2023), Bilgihan et al. (2019), and others reveal that hotel innovations can be categorized into product, service, marketing, and technical types. Product innovation includes amenities like smart room technologies, while service innovation improves guest interactions through personalized services. Marketing innovation focuses on digital engagement and storytelling, and technical innovation involves advancements in operational technology. These innovations are crucial for attracting Gen Z, who value seamless and meaningful experiences. Tailored marketing strategies using the traditional marketing mix elements help hotels align with Gen Z preferences. Understanding and leveraging these innovations and strategies drive loyalty and growth in the competitive hospitality industry. Behavioral intentions, such as loyalty and willingness to pay more, are influenced by attitudes and norms (Fishman et al., 2020; George et al., 2024; Boston University School of Public Health, n.d.). These intentions guide hotel strategies, prompting innovations like eco-friendly amenities and smart technologies to align with Gen Z preferences. Innovations, including new product features and technological advancements, act as independent variables that shape behavioral intentions and marketing strategies (Mutonyi et al., 2021; Centers for Medicare & Medicaid Services, 2024; Interaction Design Foundation, 2024; Springer, 2023). Hotels that introduce cutting-edge technologies or sustainable practices attract Gen Z travelers and influence their perceptions. These innovations drive the need for marketing strategies to communicate unique offerings effectively. Marketing strategies, shaped by innovations and consumer preferences, involve product offerings, pricing, distribution, and promotional activities (Chaulagain, 2024; Ozturk et al., 2023). Hotels adjust their marketing based on Gen Z preferences, using insights from behavioral intentions and innovations (Kaur, 2023). For example, positive reviews and revisit intentions may lead to increased investment in digital marketing and eco-friendly campaigns. This continuous cycle of innovation and adaptation helps hotels attract and retain Gen Z travelers.

The relationship between innovation practices, behavioral intentions, and marketing mix is dynamic and interdependent. Innovations influence guest perceptions and preferences while behavioral intentions drive hotels to innovate and adapt to Gen Z's evolving expectations. Marketing strategies then adapt as dependent variables to reflect these changes. Theories like the Theory of Reasoned Action, Diffusion of Innovations, and Resource-Based View help explain how these variables interact within the hospitality industry. Hotels that align these elements strategically can better meet Gen Z preferences, enhance guest satisfaction, and stay competitive.

Given the above, the study aimed to develop a marketing framework for hotels in NCR tailored to Filipino Gen Z travelers. It sought to provide insights that enhance guest satisfaction, occupancy rates, and competitiveness in the local market. By understanding Gen Z's preferences, hotels can better align their offerings and marketing strategies. The study emphasized the importance of integrating innovative practices in product, service, marketing, and technology to attract and retain Gen Z guests. By assessing behavioral intentions like revisit rates and loyalty, hotels can refine their strategies and optimize the marketing mix to increase occupancy and profitability in the NCR. The study's intended output, which is a comprehensive framework for marketing strategies tailored to hotels in NCR benefits several key stakeholders. The Department of Tourism (DOT) benefits from the study by gaining comprehensive insights into the preferences and behaviors of Filipino Gen Z travelers, which can inform national strategies to enhance tourism initiatives, promote sustainable practices, and attract a key demographic to the local hospitality sector. Hotel associations can benefit from the study by using its results to develop industry-wide best practices and guidelines that align with Gen Z preferences, helping

member hotels enhance their appeal and competitiveness in attracting this key demographic. Hotel operators gain valuable insights into the specific preferences and behavioral tendencies of Filipino Gen Z travelers, enabling them to tailor their offerings and marketing efforts more effectively. Hospitality managers can leverage the study's findings to implement innovative practices such as digital integration, eco-friendly initiatives, and culturally immersive experiences, which are crucial for attracting and retaining Gen Z guests. Marketing professionals benefit from understanding how to craft strategies that resonate with Gen Z's values and expectations, improving customer engagement and loyalty. ICT firms benefit from the study by identifying opportunities to provide tailored technological solutions and innovations that address the specific needs and preferences of Gen Z travelers, enhancing their digital experience and driving growth in the hospitality sector. On the whole, the study's results help hotels in NCR to optimize their operations, increase occupancy rates, and maintain a competitive edge in the local market, contributing to the broader success and growth of the hospitality sector. This study examined 4-star hotels in NCR or Metro Manila, accredited by DOT for 2023 and 2024. These hotels were selected due to their significant role and influence in the region's hospitality sector, including their appeal to Gen Z travelers. The research aimed to understand Gen Z's preferences, behaviors, and satisfaction levels by surveying guests over a one-month period. A random convenience sampling method was used to ensure a representative sample, drawing on historical data from similar hotels for statistical relevance. Limitations included potential biases from convenience sampling and the study's timeframe, which might not capture seasonal variations or long-term trends. Despite these limitations, the study provided valuable insights for hotel management and marketing strategies to better address the needs of Gen Z travelers.

Objectives of the Study - The study aimed to determine the predictors to marketing mix for 4-star hotels in NCR. The findings aided in the formulation of a marketing framework for hotels in NCR that targets Filipino Gen Z travelers, taking into account as independent variables innovation practices introduced by hotels and behavioral intentions of Gen Z guests. This framework addressed the Gen Z's preferences for unique experiences, digital interactions, and sustainability. By focusing on these aspects, the study sought to offer actionable strategies that enhance guest satisfaction, boost occupancy rates, and improve competitiveness in the local hospitality market. Specifically, the study determined the innovation practices in terms of: product, service, marketing and technical innovations; assessed the behavioral intention in terms of: revisit intention, word of mouth, willingness to pay more and loyalty; evaluated the marketing mix in terms of: product or service, price, place, promotion, people, process and physical evidence; tested the significant relationship of marketing mix to innovation practices and marketing mix to behavioral intentions; identified the best predictors of marketing mix; and proposed a framework to improve the marketing strategies of hotels to Gen Zs.

2. Methods

Research Design - In this study, a quantitative descriptive research design was utilized, specifically employing descriptive correlation analysis to explore and quantify relationships between variables. This approach is well-suited for examining patterns and associations within data without manipulating the variables under investigation. According to Creswell et al. (2023), quantitative descriptive research aims to provide a detailed account of phenomena by collecting and analyzing numerical data to describe and interpret various aspects of a population or phenomenon. Descriptive correlation analysis was applied to assess the strength and direction of relationships between variables. Weighted mean and ranking were used to evaluate the innovation practices in terms of product innovation, service innovation, marketing innovation, and technical innovation; assessed the behavioral intention in terms of: revisit intention, word of mouth, willingness to pay, and loyalty; and identified the marketing mix in terms of: products or services, price, place, promotion, people, processes, and physical evidences. The result of Shapiro-Wilk Test (Malato, 2023) revealed that p-values of the main variable was greater than 0.05 which means that the data set is normally distributed. All data were treated using a statistical software known as PASW version 26 to further interpret the result of the study. This method allows the researcher to determine how closely related the variables are, though it does not imply causation. These analyses helped clarify whether and how strongly the variables are related, providing insights that are critical for drawing

conclusions and making informed recommendations based on the study's findings.

Participants of the Study - Participants in this study were selected from Gen Z individuals who had stayed in DOT-accredited 4-star hotels within the NCR. The sample size was determined based on the actual number of Gen Z guests recorded at these hotels. According to hotel records, there were a total of 11,164 Gen Z guests per month across 22 4-star hotels. Utilizing the Raosoft Sample Size Calculator with parameters set at a 5 percent margin of error, 99 percent confidence level, and assuming a response distribution of 50 percent, the calculated sample size was determined to be 372 individuals. To allocate participants among the 22 hotel establishments, the sample size was proportionally distributed based on the number of Gen Z guests per hotel. This method ensured that each hotel contributed a representative number of respondents to the study, reflecting the diverse experiences and preferences of Gen Zs in their hotel stays within the bustling metropolitan area of Metro Manila.

Table A

Respondents from 4 Star Hotels in the National Capital Region

4-Star Hotels in NCR	Monthly Gen Z Guests	Sample per Hotel
Hotel A	1,490	50
Hotel B	1,315	44
Hotel C	1,145	38
Hotel D	774	26
Hotel E	720	24
Hotel F	703	23
Hotel G	640	21
Hotel H	603	20
Hotel I	561	19
Hotel J	529	18
Hotel K	461	15
Hotel L	438	15
Hotel M	356	12
Hotel N	271	9
Hotel O	265	9
Hotel P	259	9
Hotel Q	182	6
Hotel R	145	5
Hotel S	121	4
Hotel T	73	2
Hotel U	71	2
Hotel V	41	1
Total	11,164	372

Data Collection Instrument - The survey questionnaire was adapted by the researcher from established survey instruments used in previous studies, such as those by Wiastruti et al. (2020) for the demographic profile of respondents, which include sex, age, marital status, and education, along with the reasons for a 4-star hotel visits in Metro Manila. It also explored the psychographic profile, focusing on their preferences and behaviors related to hotels, technology, and communication channels. This included ranking preferred sources of information, prioritizing factors influencing hotel stays, and analyzing social media usage to assist hotels in customizing their services and digital strategies to better align with Generation Z's expectations; Torralba (2023) for the innovation practices by hotels, such as the four types of innovation namely product, service, marketing, and technical innovations; Borbon et al. (2022) for behavioral intentions, such as revisit intentions, word-of-mouth, willingness to pay more, and loyalty; and Yu (2021) for the marketing mix, which covers the 7 Ps of marketing. Adaptations and modifications were made to ensure the questions are aligned closely with the specific sub-variables of this research. More specifically, the finalized survey instrument was comprised of the following parts: The "Qualifiers" section of the questionnaire gathered specific information about respondents' demographics and their experiences with 4-star hotels in Metro Manila. Respondents first confirmed if they fall within the 18 to 27 age range, enabling targeted analysis of this demographic. They then indicated whether they had stayed at a 4-star hotel in the region for at least twice, and list specific hotels they had experienced, offering insights into their familiarity and preferences for higher-end accommodations.

Part I of the questionnaire focused on gathering detailed demographic information and understanding the specific reasons for hotel visits in Metro Manila. Initially, respondents provided their sex, age group, marital status, and highest educational attainment, crucial for profiling hotel guests in the region. Following this, respondents selected from a range of options to specify the purpose of their recent hotel visit, such as family vacations, visiting friends or relatives, attending celebrations, or participating in professional gatherings.

Part II of the questionnaire explored Gen Z's psychographic profile regarding their preferences and behaviors related to hotels, technology, and communication channels. Initially, respondents ranked their preferred sources of information when gathering details about hotels, including friends, family, social media, and official hotel websites. Additionally, respondents prioritized factors crucial to their hotel stay decisions, such as service quality, location, price, safety, and personal experiences. This ranking helped uncover Generation Z's priorities and considerations, guiding hotels in tailoring their services to better meet these expectations. The questionnaire also examined Generation Z's social media usage across platforms like Facebook, Instagram, and TikTok, providing insights into preferred channels for hotels to engage this demographic effectively. Further sections covered preferences for messaging platforms, mobile brands, gadgets, and online booking platforms, offering comprehensive data to enhance hotels' digital strategies and customer engagement efforts.

Part III of the questionnaire evaluated hotels' innovation practices in Product, Service, Marketing, and Technical domains. Respondents rated these innovations on a scale of 1 to 4, indicating adoption levels from Very Low to Very Great Extent, respectively. Product Innovation examined new guest amenities like local snack baskets and tech upgrades such as modern surveillance and Wi-Fi access. Service Innovation assesses enhancements in customer service processes, including self-check-in systems and electronic order-taking devices. Marketing Innovation analyzed strategies in aesthetic design and digital promotion, exploring virtual reality and new sales channels like online platforms. Technical Innovation reviewed technological advancements such as key card systems and smart room controls, aiming to improve guest experiences and operational efficiency.

Part IV of the questionnaire evaluated customer behavior in terms of Revisit Intention, Word of Mouth, Willingness to Pay More, and Loyalty. Respondents rate these aspects on a scale of 1 to 4, indicating their agreement levels from Strongly Disagree to Strongly Agree, respectively. Revisit Intention assessed the likelihood of guests returning to the hotel, reflecting its appeal as a future destination. Word of Mouth measures the likelihood of guests recommending the hotel to others based on positive experiences, which aids in attracting new customers through referrals. Willingness to Pay More gauges guests' openness to spending extra on hotel services like dining, wellness, and shuttle services, indicating the perceived value of these amenities. Loyalty evaluated guests' commitment to the hotel, including their intention to choose it for future stays and their overall brand loyalty.

Part V of the questionnaire assessed key factors influencing guests' hotel choices across the marketing mix. Respondents rated each category (Products or Services, Price, Place, Promotion, People, Processes, Physical Evidences) on a scale of 1 to 4, indicating their agreement levels from Strongly Disagree to Strongly Agree, respectively. Under Products or Services, Gen Z guests, as respondents, evaluate room comfort, cleanliness, facility quality like smart TVs and Wi-Fi, room variety, and service consistency to ensure their satisfaction during their stay. Price considerations focused on affordability, value for money, competitive pricing, and consistent policies, impacting guests' booking decisions based on budget and perceived hotel value. Place factors included geographic coverage, location convenience with transport and parking, enhancing accessibility for guests. Promotion assessed advertisement effectiveness, loyalty benefits, brand appeal, online booking discounts, and special offers, influencing guests' choice of accommodation. People factors rated staff friendliness, knowledge, promptness, and service efficiency, crucial for positive guest experiences. Processes evaluated reservation efficiency, service timeliness, and reliability, contributing to perceptions of professionalism. Physical Evidences assessed hotel facilities, cleanliness, decor, and outdoor areas, shaping guest impressions of ambiance and quality standards.

The finalization of the survey questionnaire went through a process. Consultations with the dissertation adviser and a grammarian refined the questionnaire to align with the study's objectives and prior literature. The revised draft was validated by hotel managers and industry professionals which include: (a) a Faculty Member and Former Hotel Manager; (b) a Duty Manager of a 5-Star Hotel, and (c) a Senior Manager of another 5-Star Hotel. The conduct of a pilot run of the instrument with 30 Filipino Gen Z participants in NCR ensued. The results of the pilot run were subjected to a reliability assessment, which indicated acceptable reliability across all components according to Cronbach's Alpha. More specifically and procedurally, all the indicators for innovation, behavioral intention and marketing mix were assessed based on their Cronbach's Alpha values. The results indicated the internal consistency reliability of the measurement scales used in the study.

Table B

Summary of the Reliability Assessment

Indicators	Cronbach Alpha	Remarks
Product Innovation	0.073	Acceptable
Service Innovation	0.778	Acceptable
Marketing Innovation	0.740	Acceptable
Technical Innovation	0.763	Acceptable
Products or Services	0.729	Acceptable
Price	0.763	Acceptable
Place	0.729	Acceptable
Promotion	0.860	Good
People (Hotel Personnel and Staff)	0.800	Good
Processes	0.871	Good
Physical Evidence	0.780	Acceptable
Revisit intention	0.886	Good
Word of Mouth	0.812	Good
Willingness to Pay More	0.835	Good
Loyalty	0.848	Acceptable

Data Gathering Procedure - The researcher collaborated with all DOT-accredited 4-star hotels to conduct a survey targeting Gen Z guests. Permission was obtained from each hotel to distribute hard copies of the survey questionnaire. All participating hotels agreed to allow the researcher access to Gen Z guests in common areas, contingent upon the guests' consent to participate in the survey. The survey questionnaire was administered face-to-face to a selected sample of Filipino Gen Z hotel guests in NCR using a combination of non- systematic random sampling techniques, specifically convenience and purposive sampling. Convenience sampling facilitated the selection of respondents based on their availability during the survey period, while purposive sampling ensured representation of Gen Z participants based on relevant demographic criteria.

Data Analysis - Following the completion of data collection, the study advanced to crucial phases of sorting and analyzing gathered information. An electronic spreadsheet was initially utilized in sorting and tallying survey responses. To ensure methodical data processing and rigorous analysis, a University Statistician was engaged. To perform data analysis, the following statistical tools were used. Weighted mean and ranking were used to evaluate the innovation practices in terms of product innovation, service innovation, marketing innovation, and technical innovation; assessed the behavioral intention in terms of revisit intention, word of mouth, willingness to pay, and loyalty; and identified the marketing mix in terms of: products or services, price, place, promotion, people, processes, and physical evidences. The result of Shapiro-Wilk Test revealed that p-values of the main variable was greater than 0.05 which means that the data set is normally distributed. The following Likert Scale was used in assessing the variables: 3.50- 4.00 = Very Great Extent; Strongly Agree; Very Important; 2.50-3.49 –Great Extent; Agree; Important; 1.50 — 2.49 –Low Extent; Disagree; Not Important and 1.00 — 1.49 — Very Low Extent; Strongly Disagree; Not Very Important. In addition, all data were treated using a statistical software known as PASW version 26 to further interpret the result of the study using alpha level of 0.05 and 0.01.

Ethical Considerations - The research, in line with the Data Privacy Act of 2012, was committed to protect

and secure personal information obtained in the process of performance of its mandate. Personal and other information provided by respondents manually in the survey questionnaire were processed and utilized solely for research purposes only. The researcher ensured the respondents that collected personal information will be kept/stored and accessed only by the researcher and will not be shared with any outside parties unless written consent is secured. More specifically, in the conduct of the study, the following ethical considerations were observed: (a) sought permission from respondents (e.g., hotel managers and professionals in the hospitality industry) on their willingness to participate in the validation of the survey questionnaire; (b) sought permission from respondents (i.e., the Gen Zs in the National Capital Region) for the pilot run and actual conduct of the survey; (c) subjected the validated and final version of the survey questionnaire to a review by the designated Ethics Board or Committee; (d) kept responses and identities of respondents, i.e., individuals and hotel establishments, in utmost confidentiality; (e) ensured academic integrity in the conduct of all activities related to this research undertaking.

3. Results and discussion

Table 1

Summary Table on Innovation Practices

Indicators	Weighted Mean	Verbal Interpretation	Rank
Product Innovation	3.51	Very Great Extent	2
Service Innovation	3.45	Great Extent	3
Marketing Innovation	3.39	Great Extent	4
Technical Innovation	3.64	Very Great Extent	1
Composite Mean	3.50	Very Great Extent	

Legend: 3.50 – 4.00 = Very Great Extent; 2.50 – 3.49 = Great Extent; 1.50 – 2.49 = Low Extent; 1.00 - 1.49 = Very Low Extent

Table 1 provides a comprehensive overview of Gen Zs' perceptions and priorities regarding different innovation practices in the hospitality sector, ranked by their weighted mean scores and composite mean. The composite mean of 3.50 categorized as very great extent across all innovation practices underscores Gen Zs' expectation for hotels to innovate across multiple dimensions. Hotels that excel in these areas not only differentiate themselves in a competitive market but also align closely with Gen Zs' evolving preferences for enhanced guest experiences driven by technology, personalization, and sustainability.

At the forefront is Technical Innovation with a weighted mean of 3.64, categorized as a very great extent. Following closely is Product Innovation, with weighted mean of 3.51 also categorized as a very great extent. Gen Z values hotel innovations such as room key card systems, mobile app room controls, eco-friendly technologies, and virtual concierge services because these advancements align with their preference for modern, tech-forward accommodations. Gen Z, accustomed to digital convenience, values seamless technology and personalized interactions in travel. They also favor eco-friendly practices, choosing hotels with energy-efficient solutions and recycling programs. These innovations enhance the guest experience and set hotels apart in a competitive market. Promoting these features through digital marketing can attract Gen Z travelers by aligning with their preferences for modern convenience and environmental responsibility. Generation Z values technological advancements in hospitality, such as mobile app controls, eco-friendly technologies, and virtual concierges (Bilgihan et al.,2019; Johansson, 2023). These innovations enhance convenience, sustainability, and guest experience, aligning with Gen Z's preference for modern, tech-driven accommodations (Torralba, 2023). This trend highlights the need for hotels to integrate advanced technologies to stay competitive and meet the expectations of younger travelers.

Service Innovation, with weighted mean of 3.45, ranks third and Marketing Innovation, with weighted mean of 3.39, ranks fourth and last, but nonetheless, categorized as a great extent. Marketing innovation indicators being ranked the least but still considered important by Gen Z hotel guests can be understood through practical and observable reasons. Marketing innovation ranked lowest among Gen Z because they prioritize tangible aspects of their hotel experience, such as room quality, service efficiency, and technological amenities,

over marketing tactics. While marketing innovations like VR and AR can enhance brand appeal, they are viewed as supplementary to the practical benefits of a stay. Gen Z, familiar with digital platforms, often finds creative marketing less compelling compared to direct improvements in service and amenities. They value authenticity and transparency, so marketing must align with these values to be effective. Thus, marketing innovations, though important, are considered less crucial than immediate, substantive enhancements to their hotel experience. Previous studies reveal why marketing innovation ranked lower for Gen Z. While inventive strategies like aesthetic upgrades, digital promotions, and immersive technologies are valuable (Redbord, 2021; Ramirez, 2023; Belanche et al., 2021), they are secondary to more immediate aspects of the hotel experience. Gen Z prioritizes tangible benefits such as room quality and service efficiency over marketing tactics. They are more influenced by practical improvements and technological amenities that directly impact their stay. Though innovative marketing can capture interest, it often ranks lower because Gen Z values authenticity and substantive changes over flashy promotions (Barbe et al., 2021; Khan, 2024). For Gen Z, effective marketing must align with real improvements and resonate with their preference for reliability and genuine experiences, rather than being seen as merely an attractive but non-essential addition.

Table 2

Summary Table on Customer's Behavioral Intention

Indicators	Weighted Mean	Verbal Interpretation	Rank
Revisit Intention	3.36	Agree	2
Word of Mouth	3.51	Strongly Agree	1
Willingness to Pay More	2.98	Agree	4
Loyalty	3.18	Agree	3
Composite Mean	3.26	Agree	

Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 - 1.49 = Strongly Disagree

Table 2 presents a comprehensive overview of Filipino Gen Zs' behavioral intentions across four dimensions based on their hotel experiences. Each dimension was assessed by weighted mean scores, verbal interpretations, and ranks. The composite mean of 3.26, categorized as "Agree," reflected the overall behavioral intentions of Filipino Gen Zs towards hotels. This composite score underscored a generally positive disposition across all dimensions measured, indicating a propensity for both advocacy and repeat business, albeit with varying degrees of enthusiasm for additional expenditures. These insights are valuable for hotel management in tailoring their strategies to enhance customer satisfaction, foster loyalty, and capitalize on word-of-mouth promotion among this demographic.

Topping the indicators with a weighted mean of 3.51 and ranking first was "Word of Mouth." Following closely in second place was "Revisit Intention," with a weighted mean of 3.36 and an "Agree" verbal interpretation. The prevalence of "Word of Mouth" as the leading response among respondents indicates a robust inclination to enthusiastically recommend hotels to others. Gen Z's choice to share positive hotel experiences underscores their proactive advocacy. They are likely to influence friends and family through authentic endorsements, valuing peer recommendations over traditional advertising. This behavior is fueled by their trust in personal recommendations and the power of social media to amplify their voices. Platforms like Instagram and TikTok enable Gen Z to spread positive experiences widely, impacting hotel reputation globally. Their advocacy reflects a broader trend towards experiential marketing, where memorable experiences are shared as social currency. Thus, Gen Z's strong preference for Word of Mouth highlights their role as influential brand advocates, enhancing hotel reputation through genuine recommendations. The strong preference for "Word of Mouth" among Gen Z, supported by Morgan et al. (2000), Rane et al. (2023), and Salam et al. (2024), underscores the importance of personal recommendations in their hotel choices. Gen Z trusts peer recommendations more than traditional advertising and actively shares positive experiences to influence their social circles (Cheung et al., 2012). Their use of social media amplifies these endorsements, positioning them as trendsetters within their networks. Hotels that consistently exceed expectations benefit from this advocacy, as emphasized by Rajput (2022) and Singh et al. (2023). In summary, Gen Z's preference for Word of Mouth highlights their reliance on peer recommendations and the strategic need for hotels to deliver exceptional

experiences to leverage this influential form of promotion.

In third place, "Loyalty" got a weighted mean of 3.18 and also an "Agree" verbal interpretation. The dimension with the lowest weighted mean and ranking fourth was "Willingness to Pay more," with a score of 2.98 and an "Agree" verbal interpretation. The low ranking of "Willingness to Pay More" among respondents suggests a cautious approach towards additional expenditures on hotel services and amenities. This reluctance is driven by practical concerns such as affordability and perceived value. Travelers often prioritize budget-friendly options in a competitive market, seeking accommodations with competitive pricing and minimal extra costs. The availability of nearby alternatives offering similar or better amenities at lower prices also influences their choices. This reflects a broader trend in value-driven consumer behavior, where guests prioritize cost-effective experiences that meet their preferences without unnecessary expenses. The willingness of Gen Z respondents to pay more for additional hotel services and amenities appears reserved compared to higher-ranked dimensions such as "Word of Mouth" or "Intent to Revisit." This moderation indicates a cautious approach to spending beyond the basic hotel stay, influenced by budget constraints, perceived value, and availability of alternatives (Secretaria et al., 2023; Delfinado, 2024). Gen Z travelers prioritize affordability and assess whether the cost of additional amenities is justified. They prefer hotels offering competitive pricing and value, evaluating whether extra services enhance their experience. If not, they opt for cost-effective alternatives. Awareness of nearby options with comparable or better amenities at lower prices also influences their decisions (Wang et al., 2019). Hotels targeting Gen Z should focus on affordability, transparent pricing, and compelling value propositions to meet their expectations (Wang et al., 2019).

Table 3

Summary Table on Marketing Mix

Indicators	Weighted Mean	Verbal Interpretation	Rank
Product or Services	3.76	Very Important	4
Price	3.68	Very Important	6
Place	3.71	Very Important	5
Promotion	3.66	Very Important	7
People	3.85	Very Important	2
Processes	3.82	Very Important	3
Physical Evidences	3.88	Very Important	1
Composite Mean	3.77	Very Important	

Legend: 3.50 – 4.00 = Very Important; 2.50 – 3.49 = Important; 1.50 – 2.49 = Not Important; 1.00 - 1.49 = Not Very Important

Table 3 provides the 7Ps of Marketing Mix for Hotels. It provides a comprehensive view of the key elements that influence guest satisfaction and overall hotel performance. The composite mean of 3.77, also categorized as "Very Important," reflected the overall importance of these marketing mix elements in the hotel industry. It highlighted the need for a balanced approach that includes product quality, pricing, facilities, promotions, efficient processes, and location. Focusing on these areas helps hotels meet guest expectations, build loyalty, and maintain a competitive edge in the hospitality market.

Topping the list with a weighted mean of 3.88 and ranked 1st as "Very Important" was "Physical Evidences." Ranked second with a weighted mean of 3.85 and also categorized as "Very Important" was "People." The top-ranking indicator, "Physical evidence," underscored the critical role of tangible elements in shaping guests' perceptions and experiences within hotels. This category covers clean restrooms, appealing surroundings, and attractive decor, which collectively enhance guest satisfaction by creating a positive and comfortable ambiance. Clean restrooms reflect Gen Z's high hygiene standards, while appealing surroundings and decor influence guests' initial impressions and overall experience. Prioritizing these elements helps hotels meet expectations, foster positive perceptions, and stand out in a competitive market, ultimately enhancing guest satisfaction and comfort. As noted by Libre et al. (2022); Bueno (2019); Morgan (2020); and Resources (2023), factors such as clean restrooms, well-maintained outdoor areas, and appealing interiors are crucial for creating a positive first impression and overall ambiance. These elements directly impact guest satisfaction by demonstrating the hotel's commitment to comfort and quality. Clean and attractive physical spaces not only

enhance guest experiences but also bolster the hotel's reputation and encourage positive reviews (Ali et al., 2021; Animo, 2020). Prioritizing these aspects helps hotels attract and retain guests by ensuring a memorable and enjoyable stay.

At the bottom, ranked sixth with a weighted mean of 3.68, also categorized as "Very Important," is "Price." Ranked seventh with a weighted mean of 3.66 and categorized as "Very Important" is "Promotion." The ranking of "Promotion" as seventh out of seven indicators yet still with a verbal interpretation as "very important," highlights that guests prioritize tangible aspects like cleanliness and staff interactions over promotional strategies. While promotions are valued, guests expect them as standard and focus more on factors that differentiate hotels. This indicates that comprehensive excellence in service and facilities is crucial for enhancing guest satisfaction and loyalty. The lower ranking of "Promotion" reflects that while advertising and loyalty programs are important, tangible aspects like cleanliness and staff quality have a more immediate impact on guest satisfaction (Libre et al., 2022; Gianluca et al., 2022; Ali et al., 2021). Guests prioritize these elements over promotional strategies when evaluating their stay, viewing promotions as a standard expectation rather than a differentiator (Lancaster et al., 2018). This ranking underscores the need for hotels to excel in service and maintenance while integrating promotions effectively with overall guest experience (Salam et al., 2024; Hu et al., 2019). Achieving high guest satisfaction requires balancing promotional efforts with exceptional service and inviting environments (Hirose, 2022).

Table 4

Relationship Between Innovation Practices and Customer's Behavioral Intention

Product Innovation	r-value	p-value	Interpretation
Revisit Intention	.264**	0.000	Highly Significant
Word of Mouth	.284**	0.000	Highly Significant
Willingness to Pay More	.306**	0.000	Highly Significant
Loyalty	.302**	0.000	Highly Significant
Service Innovation			
Revisit Intention	.294**	0.000	Highly Significant
Word of Mouth	.250**	0.000	Highly Significant
Willingness to Pay More	.287**	0.000	Highly Significant
Loyalty	.324**	0.000	Highly Significant
Marketing Innovation			
Revisit Intention	.388**	0.000	Highly Significant
Word of Mouth	.385**	0.000	Highly Significant
Willingness to Pay More	.395**	0.000	Highly Significant
Loyalty	.425**	0.000	Highly Significant
Technical Innovation			
Revisit Intention	.249**	0.000	Highly Significant
Word of Mouth	.245**	0.000	Highly Significant
Willingness to Pay More	.215**	0.000	Highly Significant
Loyalty	.314**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

Table 4 shows an association between Innovation Practices and Customer's Behavioral Intention. The computed r-values indicated a moderate direct correlation and the resulted p-values were less than the alpha level. Results showed that there was a significant relationship and this implied that the better the innovation practices, the better the customers' behavioral intention will be. It examined the relationship between different types of innovation practices within hotels and customer behavioral intentions. The analysis of the relationships between various types of innovations and key consumer behaviors revealed highly significant correlations, indicating strong associations across all dimensions.

Product Innovation exhibited notable positive correlations with all four consumer outcomes: revisit intention, word of mouth, willingness to pay more, and loyalty. Specifically, the highest correlation was observed

with willingness to pay more, followed closely by loyalty, word of mouth, and revisit intention. These results suggested that innovations in products significantly enhanced customers' willingness to pay more, strengthen their loyalty, and positively influenced their propensity to recommend the product and revisit the service. Service Innovation similarly showed strong positive correlations with all outcomes. The highest correlation here was with loyalty, followed by willingness to pay more, revisit intention, and word of mouth. This indicated that improvements in service quality were strongly associated with increased customer loyalty, greater willingness to pay premium prices, and more positive word-of-mouth and revisit intentions. Marketing Innovation displayed the strongest correlations across all four consumer outcomes, with the highest being with loyalty and willingness to pay more. It also significantly impacted revisit intention and word of mouth. This suggested that effective marketing innovations were crucial for enhancing customer loyalty, influencing their willingness to pay more, and positively affecting their intention to revisit and recommend.

Technical Innovation also showed significant positive correlations with all outcomes, though the strength of the correlations was slightly lower compared to other types of innovation. The highest correlation was with loyalty, followed by revisit intention, word of mouth, and willingness to pay more. This indicated that technical advancements contributed positively to customer loyalty and other key outcomes, albeit with a somewhat weaker impact compared to other innovation types.

For Gen Z guests, hotels that offer innovative features and modern technologies, such as smart controls and eco-friendly amenities, are more likely to attract and retain their interest. This generation values personalization and unique experiences, which are enhanced by such innovations. They are also heavily influenced by social media, so hotels showcasing cutting-edge features can boost their visibility and appeal. Gen Z is willing to pay a premium for accommodations that provide these advanced amenities, viewing them as essential rather than extra. This willingness to spend more is driven by the perceived added value and novelty these innovations offer. Additionally, Gen Z tends to share their experiences involving innovative hotel features on social media, amplifying word-of-mouth promotion. Memorable and visually appealing technologies create shareable content that enhances the hotel's reputation and generates positive recommendations. Hotels that continuously introduce new and exciting features build stronger loyalty among Gen Z, as these innovations create memorable stays and foster deeper connections with the brand. Service innovations, such as mobile check-in and smart room controls, resonate well with Gen Z, addressing their needs for convenience and modernity. This differentiation helps hotels stand out in a competitive market and strengthens customer loyalty. Similarly, engaging marketing strategies, including interactive campaigns and augmented reality, capture Gen Z's attention and encourage repeat visits by aligning with their values and preferences. On the whole, technical innovations in hotels, from advanced amenities to modern marketing techniques, play a crucial role in attracting, satisfying, and retaining Gen Z customers. These innovations not only enhance the guest experience but also drive higher spending, positive word-of-mouth, and long-term loyalty.

Research underscored the strong influence of various innovations on Gen Z's hotel experiences and their subsequent behaviors. Product innovation was highly correlated with Gen Z's intention to revisit hotels, with studies by Swanson et al. (2020) and Garver et al. (2022) attributing this to Gen Z's preference for unique, modern amenities and eco-friendly practices. Innovations such as smart room systems and augmented reality applications cater to their desire for novel experiences and customization, which enhances their overall satisfaction (Foos, 2019). Additionally, positive social media engagement driven by these innovations reinforces a hotel's reputation, encouraging repeat visits and loyalty (Swanson et al., 2020). Service innovation also significantly impacts Gen Z's hotel experiences. Smith et al. (2020) and Hernandez-de-Menendez et al. (2029) highlight that features like mobile check-in and smart room controls cater to Gen Z's expectations for convenience and personalization. These innovations not only address unmet needs but also strengthen emotional connections and loyalty, making hotels stand out in a competitive market (Hernandez-de-Menendez et al., 2020; Gibbons, 2022). Marketing innovation plays a crucial role in engaging Gen Z, as seen in studies by Nazarian et al. (2023) and Rajput et al. (2020). Interactive marketing strategies, such as digital campaigns and augmented reality, effectively capture Gen Z's attention and enhance their experience. Personalized marketing and social

proof through user-generated content further build emotional connections and increase the likelihood of repeat visits (Barbe et al., 2021; Mail Chimp, n.d.). Technical innovation is equally significant, with studies by Maksic (2023), Murniati et al. (2020), and Nkatekho (2024) showing a strong correlation between advanced technological features and Gen Z's willingness to pay more. Features like smart room controls and immersive tech experiences are seen as essential rather than supplementary, leading Gen Z to value them highly and justify costs (Dy-Zulueta, 2024; Moraleda et al., 2019).

Table 5 displays an association between Innovation Practices and Marketing Mix. The computed r-values indicated a moderate direct correlation and the resulted p-values were less than the alpha level. Results show that there was significant relationship and this implies that the better the innovation practices, the better the marketing mix will be. The analysis of the data on various types of innovation revealed that all aspects studied—product, service, marketing, and technical innovations— demonstrated a high level of statistical significance with respect to their impact on different elements of the marketing mix.

Table 5

Relationship Between Innovation Practices and Marketing Mix

Product Innovation	r-value	p-value	Interpretation
Product or Services	.385**	0.000	Highly Significant
Price	.264**	0.000	Highly Significant
Place	.348**	0.000	Highly Significant
Promotion	.318**	0.000	Highly Significant
People	.333**	0.000	Highly Significant
Processes	.305**	0.000	Highly Significant
Physical Evidences	.280**	0.000	Highly Significant
Service Innovation			
Product or Services	.341**	0.000	Highly Significant
Price	.330**	0.000	Highly Significant
Place	.290**	0.000	Highly Significant
Promotion	.277**	0.000	Highly Significant
People	.331**	0.000	Highly Significant
Processes	.259**	0.000	Highly Significant
Physical Evidences	.281**	0.000	Highly Significant
Marketing Innovation			
Product or Services	.365**	0.000	Highly Significant
Price	.289**	0.000	Highly Significant
Place	.303**	0.000	Highly Significant
Promotion	.312**	0.000	Highly Significant
People	.312**	0.000	Highly Significant
Processes	.257**	0.000	Highly Significant
Physical Evidences	.266**	0.000	Highly Significant
Technical Innovation			
Product or Services	.350**	0.000	Highly Significant
Price	.270**	0.000	Highly Significant
Place	.305**	0.000	Highly Significant
Promotion	.258**	0.000	Highly Significant
People	.355**	0.000	Highly Significant
Processes	.255**	0.000	Highly Significant
Physical Evidences	.370**	0.000	Highly Significant

Legend: Significant at p-value < 0.01

For product innovation, each element, including products or services, price, place, promotion, people, processes, and physical evidence, showed a high correlation, indicating a highly significant relationship. This suggests that product innovation significantly affected all these factors, with the highest correlation observed with products or services. In service innovation, similar patterns emerged. All factors—products or services, price, place, promotion, people, processes, and physical evidence— show strong correlations. The highest correlation was again with products or services, confirming that service innovation significantly impacts these

elements. For marketing innovation, each factor also demonstrated high significance. The correlations were particularly notable for products or services and people, indicating that marketing innovation significantly influenced these areas. Technical innovation showed a similarly strong impact. Factors such as products or services, price, place, promotion, people, processes, and physical evidence were all significantly correlated. The highest correlation was observed with physical evidence and people, emphasizing the notable effect of technical innovation on these factors. Analysis of various innovations—product, service, marketing, and technical—demonstrates strong, significant correlations with different elements of the hotel marketing mix, underscoring their strategic importance. Product innovations, such as smart technologies and customized amenities, improve guest perceptions and justify higher pricing, while also influencing hotel locations and promotions. Service innovations enhance perceived quality through advanced and personalized service delivery, supporting premium pricing and strategic placement, and are effectively promoted through dynamic marketing. Marketing innovations use advanced techniques to present hotel offerings, justify higher rates, and enhance location appeal, while aligning marketing messages with guest experiences. Technical innovations, like smart systems, boost perceived quality and room rates, improve staff efficiency, and enhance physical evidence, aligning with modern technological standards. Overall, these innovations are crucial for enhancing hotel performance, guest satisfaction, and competitive positioning in the hospitality industry.

Research consistently underscores the impact of various innovations on hotel performance and guest satisfaction. Studies by Choirisa et al. (2021), and Das (2023) show that product innovations, such as smart technologies and personalized services, significantly boost perceived quality and support higher pricing by enhancing the perceived value of unique offerings (Kishore, 2019; Secretaria et al., 2023). Innovative features also improve hotel visibility and appeal by being strategically located in high-demand areas (Das, 2023; Feger, 2024), and they enhance promotional strategies by creating engaging content (Opresnik et al., 2024; Dearmer, 2023). Moreover, product innovation improves staff interactions with Gen Z customers, fostering satisfaction and positive word-of-mouth (Tata et al., 2023; Das, 2023). Service innovations, such as personalized experiences, further boost perceived quality and support higher rates (PwC, 2023; Shin et al., 2022). These innovations are often placed in prime locations, enhancing visibility and competitiveness (Choirisa et al., 2021; Feger, 2024). Marketing innovations enhance brand image and attract targeted guest segments through advanced technologies and creative strategies (Ramirez, 2023; Dy-Zulueta, 2024), supporting premium pricing and effective location promotion (Han et al., 2021; Rane et al., 2023). Technical innovations significantly improve service quality and operational efficiency (Popsa, 2024; Salam et al., 2024; Wang et al., 2014). These technologies, coupled with physical upgrades, enhance visual appeal and guest satisfaction, strengthening the hotel's market position (Hameed et al., 2021; Han et al., 2021; Oaky, 2023). Overall, integrating technological advancements with physical enhancements is crucial for boosting a hotel's attractiveness and competitive edge (Sharma et al., 2023)

Table 6
Relationship Between Behavioral Intention and Marketing Mix

Revisit Intention	r-value	p-value	Interpretation
Product or Services	.277**	0.000	Highly Significant
Price	.196**	0.000	Highly Significant
Place	.191**	0.000	Highly Significant
Promotion	.326**	0.000	Highly Significant
People	.175**	0.000	Highly Significant
Processes	.233**	0.000	Highly Significant
Physical Evidences	.200**	0.000	Highly Significant
Word of Mouth			
Product or Services	.349**	0.000	Highly Significant
Price	.298**	0.000	Highly Significant
Place	.275**	0.000	Highly Significant
Promotion	.313**	0.000	Highly Significant
People	.301**	0.000	Highly Significant
Processes	.287**	0.000	Highly Significant
Physical Evidences	.297**	0.000	Highly Significant

Willingness to Pay More			
Product or Services	.247**	0.000	Highly Significant
Price	.204**	0.000	Highly Significant
Place	.178**	0.000	Highly Significant
Promotion	.254**	0.000	Highly Significant
People	.145**	0.000	Highly Significant
Processes	.119**	0.000	Highly Significant
Physical Evidences	.139**	0.000	Highly Significant
Loyalty			
Product or Services	.310**	0.000	Highly Significant
Price	.263**	0.000	Highly Significant
Place	.270**	0.000	Highly Significant
Promotion	.320**	0.000	Highly Significant
People	.258**	0.000	Highly Significant
Processes	.230**	0.000	Highly Significant
Physical Evidences	.124**	0.000	Highly Significant

Legend: Significant at $p\text{-value} < 0.01$

Table 6 displays an association between Customer’s Behavioral Intention and Marketing Mix. The computed r-values indicated a moderate direct correlation and the resulted p-values were less than the alpha level. Results showed that there was a significant relationship and this implies that the better the Customer’s Behavioral Intention, the better the marketing mix will be. The table presents an analysis of the relationship between customer behavioral intention and various elements of the marketing mix in the context of a hotel industry study. Each row corresponds to a different behavioral intention metric, such as revisit intention, word of mouth, willingness to pay more, and loyalty, while columns represent different components of the marketing mix: products or services, price, place, promotion, people, processes, and physical evidences. The analysis of the correlation coefficients between various behavioral intentions—revisit intention, word of mouth, willingness to pay more, and loyalty—and the marketing mix elements (products or services, price, place, promotion, people, processes, and physical evidence) reveals how these behavioral intentions affect different aspects of the marketing mix.

Revisit Intention had a substantial impact on several elements of the marketing mix. The highest correlation was with promotion, indicating that a customer’s intention to revisit was strongly influenced by the hotel’s promotional efforts. This was followed by products or services, suggesting that the quality and appeal of offerings are crucial for repeat visits. Price, place, and physical evidence also significantly affected revisit intention, though to a lesser extent. People and processes were correlated with revisit intention as well, reflecting their importance but with a relatively smaller effect compared to the other elements.

Word of Mouth was notably impacted by all elements of the marketing mix. Products or services had the strongest influence on customers’ likelihood to share positive feedback, highlighting the critical role of product quality and service in generating favorable word-of-mouth. Price and promotion also significantly affected word of mouth, demonstrating that perceived value and effective marketing campaigns encouraged customers to spread positive recommendations. Place, people, processes, and physical evidence contributed significantly to word-of-mouth, with each element enhancing the overall guest experience that customers were eager to share.

Willingness to Pay More showed significant correlations with several marketing mix elements. The strongest impact was from products or services and promotion, indicating that high-quality offerings and appealing promotional strategies significantly affected customers' readiness to spend more. Price and physical evidence also influenced willingness to pay a premium, though their effect was comparatively lower. Place, people, and processes showed lesser but still significant correlations, suggesting that while they did affect willingness to pay more, their impact was not as pronounced.

Loyalty was significantly affected by all aspects of the marketing mix. Promotion and products or services had the strongest correlations with loyalty, indicating that effective promotional strategies and high-quality

offerings were key to fostering long-term customer commitment. Price and place also significantly influenced loyalty, showing that perceived value and convenient locations were important for maintaining customer allegiance. Processes and physical evidence contributed to loyalty as well, though their effect was relatively smaller.

Gen Z's decision to revisit hotels hinges on several key factors aligned with their preferences and expectations. They favor hotels that offer exceptional service and modern amenities, which enhance their stay. Competitive pricing and loyalty incentives are crucial, as they improve perceived value and encourage repeat visits. Hotels near popular attractions are preferred for their convenience, aligning with Gen Z's desire for engaging travel experiences. Effective promotional strategies, such as personalized deals, resonate well and drive repeat business. Positive interactions with attentive staff strengthen connections and increase return likelihood. Efficient processes, including smooth check-ins and quick issue resolution, contribute to a hassle-free experience valued by Gen Z. Modern decor and high-quality amenities also impact their satisfaction and decision to return. Additionally, Gen Z's positive word-of-mouth is influenced by these factors, as they are likely to recommend hotels that meet their high standards. They are willing to pay more for high-value experiences, which are supported by favorable pricing, strategic locations, effective promotions, exceptional service, and appealing environments. When hotels align with these expectations, they enhance loyalty and encourage recommendations.

Research shows that Gen Z is highly motivated to return to hotels offering exceptional service and modern amenities, with their likelihood of revisiting linked to satisfaction with quality (Salam et al.,2024). They prioritize high service standards and innovative features, making consistent quality crucial for repeat visits and loyalty (Tata et al., 2023; Cheung et al.,2012). Competitive pricing and appealing loyalty incentives are also important, as effective pricing strategies enhance perceived value and increase repeat business (Libre et al., 2022; Nazarian et al., 2023). Strategic hotel locations that cater to Gen Z's preference for convenience and engaging experiences further boost return likelihood (Sigaeva et al., 2022; Hameed, 2021; Nazarian et al., 2023). Tailored promotions, such as personalized offers, enhance perceived value and loyalty (Nazarian et al., 2023; Sigaeva et al., 2022), while exceptional staff interactions significantly impact satisfaction and return rates (Borbon et al., 2022; Kolte et al., 2023; Comarch, 2023). Efficient hotel processes and well-maintained, attractive environments also contribute to a positive experience and increase the likelihood of return visits (Sigaeva et al., 2022; Comarch, 2023; Sahu, 2024; Patrick et al., 2019). Gen Z's engagement with social media amplifies the impact of positive experiences, affecting a hotel's reputation and attractiveness (Bhuan, 2021; Ali et al., 2021). Their willingness to pay more is influenced by effective pricing strategies and high-value experiences, supported by dynamic pricing, personalized discounts, and strategic locations (Secretaria et al., 2023; Clark, 2022; Hirose, 2022; Kenton, 2024). Overall, streamlined operations and quality service are key to attracting and retaining Gen Z customers (Lancaster et al.,2018; Rane et al., 2023; PwC, 2023; Shin et al.,2022).

Table 7
Regression Coefficient Table

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	b	Std. Error	Beta		
Constant	2.163	.132		16.423	.000
Product Innovation	.135	.036	.201	3.773	.000
Service Innovation	.072	.034	.124	2.094	.037
Marketing Innovation	.014	.034	.026	.405	.685
Technical Innovation	.095	.034	.154	2.799	.005
Revisit Intention	.005	.029	.009	.162	.871
Word of Mouth	.121	.031	.227	3.924	.000
Willingness to Pay More	-.021	.025	-.046	-.820	.413
Loyalty	.034	.026	.081	1.338	.182

The coefficients table presents the results of a regression analysis, offering insights into the relationship between various independent variables and a dependent variable. The constant term has an unstandardized

coefficient of 2.163 with a very low standard error of 0.132, indicating a highly significant value with a t-statistic of 16.423 and a p-value of 0.000. This suggests a strong base level for the dependent variable when all other predictors are at zero. Among the predictors, Product Innovation has a positive and statistically significant effect with an unstandardized coefficient of 0.135, a standardized coefficient (Beta) of 0.201, and a t-statistic of 3.773 ($p < 0.001$). This indicates that for each unit increase in Product Innovation, the dependent variable increases by 0.135 units, holding other variables constant. Similarly, Technical Innovation shows a significant positive effect with an unstandardized coefficient of 0.095 and a Beta of 0.154, with a t-statistic of 2.799 and a p-value of 0.005, implying a notable impact on the dependent variable.

Service Innovation also demonstrates a positive effect, though slightly less pronounced than Product Innovation and Technical Innovation, with an unstandardized coefficient of 0.072 and a Beta of 0.124. Its significance is marginal, as indicated by a t-statistic of 2.094 and a p-value of 0.037. On the other hand, Marketing Innovation, Revisit Intention, Word-of-Mouth, Willingness to Pay More, and Loyalty do not show significant effects. Specifically, Marketing Innovation has an unstandardized coefficient of 0.014, a Beta of 0.026, and a p-value of 0.685, indicating that its contribution is not statistically significant. Similarly, Revisit Intention has a negligible effect with a p-value of 0.871. Word-of-Mouth has an unstandardized coefficient of 0.121 and a Beta of 0.227, with a t-statistic of 3.924 and a p-value of 0.000, indicating a significant positive impact. In contrast, Willingness to Pay More and Loyalty have coefficients and p-values that suggest no significant relationship with the dependent variable, given their p-values of 0.413 and 0.182, respectively.

The analysis of the regression results reveals several key insights for understanding factors that impact the marketing mix, as the dependent variable, and in the context of 4-star hotels targeting Gen Z guests in NCR. Notably, product innovation and technical innovation exhibit a significant positive effect on the dependent variable. The positive relationship between product innovation and the outcome underscores the importance of continuously improving and updating hotel offerings to meet guest expectations. Similarly, advancements in technology play a crucial role in enhancing the guest experience, suggesting that incorporating cutting-edge technology is vital for attracting and satisfying modern consumers. On the other hand, service innovation also shows a positive effect, though it is less pronounced compared to product and technical innovations. This indicates that while service improvements are beneficial, they might not be as impactful as innovations in products and technology.

Marketing innovation, however, does not significantly affect the dependent variable, i.e., the Marketing Mix, suggesting that simply introducing new marketing strategies may not yield substantial improvements. This finding challenges the notion that marketing innovations alone are critical drivers of change. Instead, the emphasis should be on tangible innovations in products and technology.

Word-of-mouth demonstrates a highly significant positive effect, highlighting the critical role of guest reviews and referrals in influencing perceptions and behaviors. This suggests that fostering positive word-of-mouth and managing reputation are essential strategies for enhancing the hotel's appeal and attracting new guests.

Furthermore, revisit intention, willingness to pay more, and loyalty do not show significant effects, indicating that efforts to influence these factors might not significantly impact the marketing mix. This could suggest that other factors, such as innovations and reputation management, may have a more direct influence on outcomes in this context. These findings contribute to theoretical perspectives by emphasizing the substantial role of innovation in enhancing guest experiences and supporting competitive differentiation, while also highlighting the importance of effective reputation management. They also prompt a reconsideration of the impact of revisit intention and loyalty, suggesting that their roles might be context-dependent or interact differently with other factors. Overall, the significant predictors include Product Innovation, Technical Innovation, Service Innovation, and Word-of-Mouth, while Marketing Innovation, Revisit Intention, Word-of-Mouth, and Loyalty do not show substantial effects on the dependent variable.

Implications of the Results to Marketing Mix

For 4-star hotels in NCR targeting Gen Z guests, the following implications for marketing efforts emerge based on the statistical significance of predictors:

1. **Prioritize Product and Technical Innovations in Marketing:** Emphasize and showcase product and technical innovations in marketing campaigns, as these factors have a significant positive impact on guest perceptions. Highlight advancements such as modern amenities, digital enhancements, and cutting-edge technologies that appeal to Gen Z's preference for innovation and modernity.

2. **Leverage Word-of-Mouth Strategies:** Since word-of-mouth has a substantial positive effect, focus on encouraging and amplifying positive guest reviews and referrals. There is a need to implement strategies like incentivizing reviews and fostering referral programs to enhance hotel's reputation and attract more Gen Z guests through trusted, peer-driven recommendations.

3. **Integrate Service Innovations into Promotional Efforts:** While service innovation's impact is slightly less pronounced, it still holds importance. Incorporate service innovations into the marketing messages to demonstrate a commitment to enhancing guest experiences and personalization, which can resonate well with Gen Z's expectations for tailored and high-quality service.

Theoretical Contributions of the Results

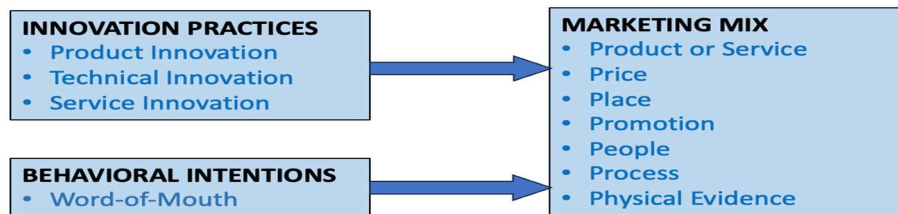
Based on the findings, several new theoretical contributions and perspectives can be proposed:

1. **Enhanced Innovation Theory:** The study supports and extends the theory that product, technical, and service innovations are fundamental drivers of guest satisfaction and operational excellence. It suggests that while many traditional theories focus on innovation broadly, the specific impact of different types of innovation can vary. This nuanced view proposes that technical and product innovations may be more directly influential in enhancing guest experiences compared to service innovations. Therefore, this contribution refines existing innovation theories by delineating the varying impacts of innovation types on consumer outcomes.
2. **Revised Marketing Innovation Theory:** The minimal impact of marketing innovation challenges established theories that assert marketing innovations as primary drivers of consumer behavior and firm performance. This finding implies that marketing strategies alone may not suffice in altering guest perceptions or behaviors without accompanying tangible improvements in product and service quality. It encourages the development of new theoretical frameworks that better integrate the roles of marketing and product or service innovations, possibly suggesting that the effectiveness of marketing innovations depends on their alignment with actual product and service enhancements.
3. **Refined Social Influence Theory:** The significant role of word-of-mouth in shaping guest perceptions aligns with and reinforces theories related to social influence and reputation management. This finding highlights the critical importance of reputation management and peer influence in the hospitality industry. It contributes to the theoretical understanding of how social proof and peer reviews significantly impact consumer decisions and underscores the necessity for hotels to invest in strategies that foster positive guest experiences and reviews. Previous studies have emphasized that the marketing mix is a primary driver of behavioral intentions; however, this study reveals that behavioral intentions can also positively and significantly influence the marketing mix, indicating a reciprocal relationship between these variables.
4. **Context-Specific Role of Revisit Intention and Loyalty:** The study's results regarding the insignificant effects of revisit intention and loyalty suggest a need for a revised theoretical perspective on these variables. It proposes that revisit intention and loyalty might not be universally applicable predictors of guest satisfaction or operational success in all contexts. This insight encourages further investigation into how these factors interact with other variables or under different conditions, potentially leading to the development of more

context-specific models of customer behavior and loyalty in the hospitality industry. These theoretical contributions offer a more nuanced understanding of how different factors affect hotel performance and guest satisfaction, suggesting areas for further research and theory refinement.

Framework of a Marketing Strategy for 4-Star Hotels in the National Capital Region

Description of the Framework:



A marketing strategy for 4-star hotels in NCR is influenced by innovation practices and the behavioral intentions of the target market—the Gen Z. The framework posits that the effectiveness of a hotel's marketing strategy is significantly determined by its ability to integrate innovative practices and align with the preferences and behaviors of Gen Z consumers.

The framework aims to inform a targeted marketing strategy for a 4-star hotel by illuminating the preferences, behaviors, and expectations of this demographic. By integrating these insights, the framework seeks to enhance the relevance and attractiveness of the hotel's offerings, fostering a stronger connection with Gen Z guests and bolstering its competitive position in the NCR's dynamic hospitality industry. Utilizing the 7Ps of marketing as its foundation, the framework ensures each element—from product to promotion to physical evidences—is finely tuned to resonate with the evolving trends and competitive landscape, allowing for strategic adjustments that continuously optimize the hotel's marketing efforts. Moreover, the framework explores the impact of hotel innovation practices on Gen Z guest behavior and satisfaction, offering insights into how such innovations can strategically differentiate hotels and maintain competitiveness in the market.

The diagram illustrates the elements of the framework in formulating a marketing strategy for 4-star hotels in NCR. This is based on the regression analysis conducted by the study.

Based on the result of the study, specifically, the regression coefficient analysis, the predictors of innovation practices in hotels include product, technical, and service innovations, each enhancing different aspects of the guest experience. The more preferred indicators for product innovation include offering wireless internet throughout the hotel, modern surveillance systems, and personalized services. Technical innovation focuses on using room key cards, eco-friendly technology like energy-efficient lighting, and mobile apps or third-party payment systems. Service innovation includes improving the reservation system with online booking platforms, standardizing communication procedures, and utilizing technology for customer service. These innovations collectively improve operational efficiency, guest satisfaction, and competitive positioning in the hospitality industry.

Word-of-mouth is a key behavioral intention predictor for hotels, with significant indicators including the intention to recommend the hotel to friends, encourage family and relatives to stay, and speak positively about the hotel. These indicators reflect how satisfied guests can drive new bookings and enhance the hotel's reputation through personal endorsements and positive reviews. Strong word-of-mouth helps attract new customers and solidify the hotel's market position.

For marketing mix, the study revealed that 4-star hotels can prioritize several key indicators for the 7 Ps. First and foremost, clean guest rooms are a non-negotiable requirement, reflecting the high standards of hygiene and contemporary design that Gen Z expects. They also seek a balance between value and affordability, making competitive pricing crucial. While willing to pay a premium for superior quality, Gen Z travelers are attentive to

whether the price aligns with their budget. Location plays a significant role in their decision-making process; Gen Z values hotels that are strategically situated near attractions, shopping areas, and transportation hubs, which enhances their overall travel experience. Promotions also need to be engaging and innovative to capture their attention. Special promotions should not only be attractive but also resonate with Gen Z's values, often facilitated through social media campaigns or influencer partnerships. Moreover, the human element remains critical; friendly and courteous staff are highly valued, as their demeanor greatly impacts guest satisfaction. Staff training focused on interpersonal skills and emotional intelligence can significantly enhance the guest experience. Efficiency and thoroughness in service are equally important. Gen Z appreciates streamlined processes like mobile check-in and responsive customer support, which align with their tech-forward expectations. Lastly, physical evidence, including the cleanliness of restrooms and the ambiance of public areas, plays a crucial role in shaping their perception of the hotel. Maintaining high standards of cleanliness and a modern aesthetic throughout the property reinforces the hotel's commitment to quality. By addressing these factors—clean rooms, competitive pricing, strategic location, engaging promotions, attentive staff, efficient service, and impeccable cleanliness—4-star hotels in NCR can effectively cater to the needs and preferences of Gen Z travelers, fostering both satisfaction and loyalty.

Innovation Practices and Marketing Mix

The theoretical foundation of integrating innovation with the marketing mix underscores how each component of the mix is influenced by and contributes to innovation. Bullseye Strategy (2022) emphasized that innovations often drive the creation of new or improved products, addressing evolving customer needs through technological advancements, enhanced features, or entirely new product categories. In terms of pricing, these innovations can justify premium can be employed to respond to market demand and competitive pressures. Innovations also impact distribution channels by expanding accessibility through e-commerce and mobile platforms, and by improving supply chain management to boost efficiency. Promotion plays a critical role in communicating these innovations to customers. Evolving marketing communications to highlight the innovative aspects of products involves leveraging digital marketing, social media, and personalized advertising to effectively reach target audiences. Furthermore, there is a significant interplay between brand strength and innovation. As mentioned by Kotler et al. (2021), a strong brand can guide the development of innovations, ensuring they align with brand values, while successful innovations can enhance brand perceptions, attitudes, and usage. This interaction creates a virtuous cycle where robust brands support the adoption of innovations, and innovations, in turn, strengthen brand equity. According to Steffl et al. (2023), customer-centric innovation is also crucial. By engaging in market-oriented activities, firms can gain insights into customer needs, which inform their innovation efforts. Marketing mix activities then disseminate this knowledge to customers, facilitating the adoption of new products. This approach ensures that innovations are not only developed in response to customer needs but are also effectively communicated and delivered to the market.

Behavioral Intentions and Marketing Mix

The theoretical foundation for understanding the relationship between behavioral intentions and the marketing mix is deeply rooted in the Theory of Planned Behavior (TPB) by Icek Ajzen and the Theory of Reasoned Action (TRA) by Martin Fishbein and Icek Ajzen. According to TPB, behavioral intentions are shaped by three core factors: attitudes, subjective norms, and perceived behavioral control. For example, a well-designed product that aligns with consumer preferences can positively affect attitudes towards the product, while effective promotional strategies can shape subjective norms by highlighting social proof or endorsements. Additionally, clear and accessible distribution channels can enhance perceived behavioral control by making the product easier to obtain. Similarly, the TRA asserts that behavioral intentions are determined primarily by attitudes and subjective norms. Marketing strategies that successfully enhance positive attitudes towards a product, through compelling features and benefits, and influence subjective norms by leveraging social influence or peer recommendations, can significantly boost purchase intentions. A customer-centric approach further underscores the importance of tailoring the marketing mix to align with consumer preferences and behaviors

(Kotler et al.,2021). By understanding and addressing what customers want in terms of product features, pricing strategies, distribution methods, and promotional tactics, companies can design a marketing mix that resonates with their target audience. This alignment not only strengthens behavioral intentions but also fosters a stronger connection between the consumer and the brand. Consequently, an effective marketing mix informed by consumer insights leads to enhanced behavioral intentions, ultimately driving more successful marketing outcomes.

Practical and Managerial Implications

This framework puts forward important items that should be considered by hotel operators as well as other stakeholders, as follows:

1. **Emphasis on Innovation:** For hotel operators in NCR, particularly those targeting Gen Z guests, prioritizing product, technical, and service innovations is crucial. Gen Z values cutting-edge experiences and technology, so investing in modern amenities, such as advanced room technology, eco-friendly solutions, and unique service offerings, can significantly enhance guest satisfaction and operational efficiency. From a practical standpoint, this means continuously updating and refining the hotel's physical and technological infrastructure to align with the latest trends and preferences. Implementing these innovations not only meets the expectations of tech-savvy Gen Z travelers but also positions the hotel as a forward-thinking and competitive choice in a crowded market.

2. **Limited Impact of Marketing Innovation:** The study's finding that marketing innovation has a limited direct impact suggests that merely adopting new marketing techniques may not be sufficient to attract and retain Gen Z guests. Instead, hotel operators should focus on integrating their marketing strategies with actual improvements in product and service quality. While creative marketing campaigns are valuable, they should reflect and amplify the tangible innovations and enhancements within the hotel. This approach ensures that marketing messages resonate more authentically with potential guests, making the hotel's offerings stand out based on real value rather than just promotional hype.

3. **Role of Word-of-Mouth:** The significant role of word-of-mouth highlights the importance of managing and leveraging guest reviews and referrals effectively. For hotel operators, this means prioritizing exceptional guest experiences to encourage positive reviews and recommendations. Implementing strategies such as incentivizing satisfied guests to share their experiences, actively responding to feedback, and fostering a culture of service excellence can enhance the hotel's reputation. For Gen Z guests, who heavily rely on peer reviews and social proof, ensuring positive word-of-mouth can greatly influence their booking decisions and enhance the hotel's appeal. Give them all the good reasons to talk about the hotel.

4. **Revisit Intention and Loyalty:** The study's finding that revisit intention and loyalty are not as influential as anticipated suggests a need to reconsider how these factors are integrated into strategic planning. While repeat business and loyalty programs are still important, hotel operators should focus on other factors that might have a more immediate impact on attracting and retaining Gen Z guests. This may involve developing more dynamic and flexible offerings that cater to changing preferences and trends, rather than solely relying on traditional loyalty programs. By addressing immediate needs and interests through innovation and reputation management, hotels can better align their strategies with the behaviors and expectations of the modern traveler.

Overall, these implications underline the necessity for hotel operators to focus on genuine product and service improvements, effective reputation management, and a holistic approach that aligns marketing efforts with actual guest experiences. This strategy will not only appeal to Gen Z travelers but also foster a more robust and dynamic approach to hotel management and marketing in the NCR.

4. Conclusions and recommendations

Filipino Gen Z relied heavily on social media, especially Facebook, for hotel information and communication, values service quality and cleanliness most when choosing hotels, and prefers Apple phones, Globe for mobile service, and Agoda for online bookings. This implies the need for hotel operators to enhance their social media presence, prioritize high service quality and cleanliness, and ensure seamless compatibility with platforms like Agoda and services preferred by Filipino Gen Z, while considering their preferences for Apple devices and Globe mobile service. Gen Z's strong expectation for hotel innovation was evident in their high regard for advancements across technical, product, service, and marketing areas. They particularly valued technical and product innovations, such as room key card systems and eco-friendly technologies, while service and marketing innovations, though important, are slightly less emphasized. Given this, hotel operators in the NCR need to focus on integrating advanced technological and eco-friendly innovations, such as modern key card systems and sustainable practices, to meet Gen Z's high expectations for innovation in their stay experience. Filipino Gen Zs generally exhibited a positive attitude towards hotels, showing a strong propensity to recommend hotels through word-of-mouth and a solid likelihood of returning, reflecting their satisfaction and enthusiasm. However, they displayed more caution regarding additional expenditures, indicating that while they are loyal and supportive, they are not as willing to spend more on extra services and amenities. This challenges hotel operators in the NCR to capitalize on Filipino Gen Z's positive word-of-mouth and loyalty by delivering exceptional value and memorable experiences while being mindful of their cautious approach to additional spending on extra services and amenities. In the hotel industry, balancing product quality, pricing, facilities, promotions, and location was essential for meeting guest expectations and staying competitive. Among these, Physical Evidence and People were the top priorities, while Price and Promotion were also important but slightly less critical. As such, hotel management teams and operators should prioritize enhancing physical evidence and staff interactions to meet guest expectations, while also maintaining competitive pricing and effective promotions to stay ahead in the market. Product, service, marketing, and technical innovations each significantly had impact elements on the marketing mix, with product and service innovations strongly correlating with products or services, while marketing and technical innovations affected people and physical evidence. Behavioral intentions such as revisit intention, word of mouth, willingness to pay more, and loyalty were notably influenced by different marketing mix elements. Specifically, revisit intention had the most impact on promotion and product quality, word of mouth by product quality and promotion, willingness to pay more by product quality and promotional strategies, and loyalty by effective promotions and high-quality products. These imply that there is a need for hotel operators to also focus on enhancing product quality and effective promotions to boost revisit intentions, word of mouth, and willingness to pay more, while also leveraging marketing and technical innovations to improve guest experiences and overall loyalty. The most impactful predictors to the marketing mix were Product Innovation, Technical Innovation, Service Innovation, and Word-of-Mouth, while Marketing Innovation, Revisit Intention, Willingness to Pay More, and Loyalty exerted minimal influence on marketing strategies. As such, hotel operators need to prioritize product, technical, and service innovations, along with fostering positive word-of-mouth, as these factors most significantly impact the effectiveness of their marketing strategies. A marketing strategy for 4-star hotels in the National Capital Region (NCR) must integrate innovative practices and align with Gen Z's preferences to be effective. Key predictors of innovation included product, technical, and service innovations, which enhance guest experience and operational efficiency, while word-of-mouth had significantly impact the hotel's reputation and ability to attract new customers through positive guest endorsements. This implies that, to effectively attract Gen Z guests, 4-star hotels in NCR should integrate innovative practices in product, technical, and service areas while leveraging positive word-of-mouth to enhance their reputation and appeal.

The Department of Tourism (DOT) may implement policies that encourage hotel establishments to adopt inclusive marketing practices, customizable service packages, and tailored service innovations. This may include developing standards and guidelines for inclusive marketing and personalized guest experiences, supporting training programs for staff to enhance their ability to deliver personalized and gender-sensitive services, and

encouraging hotels to regularly assess and adjust their strategies based on guest feedback to ensure they meet the evolving needs of diverse demographics. Hotel associations may facilitate collaboration between hotels, marketing firms, and ICT firms to advance the integration of digital platforms and innovative marketing technologies. This may include organizing industry events and workshops to share knowledge on advanced digital techniques, immersive technologies like VR and AR, and dynamic pricing models. The goal is to drive the development and adoption of comprehensive marketing campaigns and technological solutions that enhance guest engagement and loyalty. Hotel establishments may implement inclusive marketing practices, customizable service packages, and gender-specific strategies to address demographic disparities, enhance guest satisfaction, and regularly adjust these approaches based on guest feedback. Hotels may feature their product, technical, and service innovations in marketing campaigns, implement strategies to encourage positive word-of-mouth, and use review incentives and referral programs to boost reputation and attract new customers, particularly targeting Gen Z. Marketing firms may create and promote inclusive marketing campaigns that highlight customizable service packages and tailored innovations, addressing diverse demographics to enhance guest engagement and satisfaction. Marketing firms should focus on showcasing hotels' product, technical, and service innovations in their campaigns to attract Gen Z and other target audiences, using strategies like review incentives and referral programs to boost the hotel's reputation. Marketing firms may regularly assess and adjust their marketing strategies based on guest feedback to ensure ongoing effectiveness and relevance in meeting the evolving needs of diverse demographics. ICT private firms, in coordination with hotel establishments and marketing firms, may work on integrating digital platforms and enhancing electronic systems. This may include revitalizing traditional technologies and supporting comprehensive marketing campaigns to effectively engage and inform potential guests. Future researchers may focus on how to implement and assess inclusive marketing practices and customizable services in 4-star hotels, including the impact of staff training on guest satisfaction. Another key area is exploring the integration of digital and traditional media to effectively diversify hotel information sources and enhance guest engagement. A research may also be conducted to examine how advanced digital techniques and interactive campaigns influence Gen Z and other demographics' behavior, including their revisit intentions, willingness to pay more, and loyalty.

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