



## To Study the Factors Affecting of GEN Z Visit to Various Heritage Site

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### ABSTRACT

Running into research, it investigates the various features that put Generation Z in travel destinations pertaining to cultural tourism, with a particular aim to understand the trends framing incidences of cultural interactions in the present media age. While heritage tourism thus encounters a Generation Z more digital-savvy, digitally-adapted, and access-focused in finding real culture experiences, the research pinpoints the setbacks prompting Generation Z to visit cultural heritage sites among new entrenchment improvement technologies such as augmented reality and virtual reality; the effect of their peers and social media influence; and other factors such as sustainability, diversity, and the requisite of engaging activity-based learning. The research therefore underscores the sustainability and corporate greening view since Gen Z is said to care about the environment. The study thus offers not only valuable theoretical inputs to the literature on consumer behaviour but also actionable implications for the management of heritage sites and tourism organisations in terms of guidelines for communicating with and marketing to Gen Z generation; this includes embracing the role of digital technologies in experiential interactions, lower price points, and so on. These calls from theory to research, therefore, create an urgency in rethinking the existing notion of heritage consumption regarding multicultural tourist digital interactions and their implications for sustainability and cultural authenticity. This research thus contributes to the ongoing discourse on engaging with heritage tourism for Generation Z and strategizes on the possible preservation of this object of interest against forever changing into the cultural and media environment

## **INTRODUCTION**

Ahmedabad, a World Heritage City, has developed as an important tourism center in the country with a number of typical places which recalls the culture and architecture of India. Some of the historical heritage sites in the city include the Sabarmati Ashram, Jama Masjid, and the Sidi Sayyed Mosque. Yet, in spite of all these richness in culture, Gen Z (those born between mid-1990s and early-2010s), too, is continuing to have a dwindling engagement in visiting such historical heritage sites. This leads to innumerable critical questions concerning their engagement with cultural products in tourism. The present study aims to find out the factors affecting the visit and participation of Gen Z regarding Ahmedabad heritage tourism. The study will also elaborate on how such factors as media, influence, and education may help develop one's knowledge or attitude towards such places. In the same sense, lo and behold, this study also will unveil why youth are not able or least enthused to make visits to historical places in their city: it may be a matter of access, relation or just a mere indifference to them. Understanding these aspects is critical in developing influencing levers for generation Z in the area of heritage tourism and cultural stewardship. This study, in fact, pinpoints the prime factors that would explain the more favorable attitudes of this generation towards using the heritage site, which will assist local authorities, educators, and cultural organizations that will be striving to promote the heritage site among the youth. As such, it is critical that this bond be cultivated because young people have much influence in both conservation and interpretation of standards and in identification related to representation and celebration of past attributes that are embodied by historical sites.

Ahmedabad is a World Heritage City with lots and lots of tourism spots in and around the city that displays much about the culture and architecture of India. Examples include the historical heritage sites like Sabarmati Ashram, Jama Masjid, and Sidi Sayyed Mosque. However, even with so much cultural heritage in the city, Gen Z (people born from the mid-1990s to early 2010s) falls to engage in visiting these historical sites. Thus, it gives rise to many important questions regarding their engagement to cultural tourism products. Therefore, the study hereby delves into the factors influencing Gen Z in visiting and participating in Ahmedabad heritage tourism. The study will analyze the elements such as media, influence, and education in affecting their knowledge or attitude toward such places. Moreover, in the same vein, lo and behold, the study shall discover why youths are unable to or are least motivated to tour historical sites in their city: access, relevance, or pure disinterest could be the case. It is necessary to paint a picture of these aspects for developing influences on generation Z with respect to heritage and tourism and cultural stewardship. This study will be applied mainly to highlight the relevant factors that could be added to the positive attitudes of the Gen Z towards the heritage site: hence, the study will contribute to local authorities, educators, and cultural organizations in the quest of promoting the heritage site to the young generation. The focus is central since the youth matter in conservation and interpretation of standards, and identification, representation and celebration of past traits as embodied by historical sites

becomes important for the future generation in maintaining these heritage sites for relevance and preservation.

### **Research Objectives**

Investigation of factors determining influences for Generation Z (Gen Z) to visit heritage sites should have objectives addressing an understanding of most prominent motivations, barriers, and influences to determine the decisions made. Following are the research objectives for this investigation:

**1. Establishes the Identifying Potential Motivations for Gen Z to Visit Heritage Sites.**

Explore factors such as cultural interest, educational value, entertainment, social media influence, and family traditions that encourage Gen Z to visit these locations.

**2. To Determine the Influence of Accessibility and Convenience on the Decision Analogous to Gen Z's Perception Towards Visits from Heritage Sites.**

Evaluate how factors such as geography, transport modes, and locations' infrastructure (e.g., uses for mobile devices and interactive displays) affect the tendency of the Gen Z cohort to attend the Mega show event

**3. Analyze How Price and the Likelihood of Affordability Factor in the Decision for Gen Z to Visit Heritage Sites.**

Investigate how ticket pricing, discounts, or free admission affect Gen Z's decision to attend, including the impact of student discounts or cheaper alternatives.

**4. To Find Out How Much the Recommendations from Peer Groups and Families Continue to Impact Gen Z's Attendance or Visitation at Heritage Site.**

Investigate into how recommendations from friends, family and peer groups influence the decision to visit particular heritage sites.

### **LITERATURE RIVIEW**

The different preferences that the generation Z shows with regard to visiting historical sites are discussed in this paper. They are the people born between mid-1995 and early 2010s and are also called 'the generation of technology.' According to them, their visiting experience involves technology, social media, educational content, and sustainability in using the cultural heritage of Ahmedabad.

Having grown up in a world of technological advances, Gen Z is very open-minded, loves convenience, and is partial to online text or content. It has been researched that it is young individuals who mostly visit heritage sites as long as such sites offer things as virtual tours, augmented reality, or mobile applications (Chatterjee et al., 2021). Digitization is being extremely incorporated into the most popular attractions in Ahmedabad like Sabarmati Ashram and Adalaj Step Well and many such tourist attractions through digitization for enhanced experience to the guests.

Coming with educational and cultural value, Gen Z has been quite in studying. According to researchers, young travelers like preferred heritage sites

with opportunities for educational nobility and quite possible interaction (Gonzalez, 2020). Edifices such historical sites as Sidi Sayyed Mosque and Kandarie Lake in Ahmedabad give many constructions through which a large amount of history of India can be imbibed in sync with the history and culture of Gen Z.

### **Coming with Educational and Cultural Value**

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### **Social Media Influence**

Informatively, social media influences travel choices for 42 percent of the respondents. Luxury sites and photogenic are some of the factors in their decision (Keller et al., 2019). There is traditional site in Ahmedabad for their architectural looks, and being in natural backgrounds, the places get hyped on such social networking sites for the younger generation to visit.

### **Issues Pertaining to Sustainability and Ethics**

Generation Z has serious concerns about the environment and even their travel plans include being a socially responsible tourist. Heritage sites have gradually been seen as having conservation qualities to the detriment of nature and the environment (Smith, 2021). Eco-friendly architecture and building structures in Ahmedabad actually do present the heritage of this city, an aspect which then piques interest among Gen Z to visit the place. Center of Heritage Sites Ahmedabad are thus technological engagement, education value, social media interaction, and sustainability for Gen Zs.

### **Research Gap**

The research gap in this study demonstrates that it does not delve into how Gen Z is generally affected in visiting cultural heritage sites, thus leaving open serious areas of prospect as far as comparison of this particular generation with the past generations is concerned. Although an extremely wide literature exists on heritage tourism, very little research seems to target or identify the audience defied as Gen Z. Instead, the majority of heritage tourism studies have focused on older generations or on broad trends without much in-depth study considering the tastes and behaviors of Gen Z. The digital, environmental, or authentic-living proclivity called for further exploration concerning the motivations of this group toward heritage site visits. In addition, studies are yet to document the role of digital platforms (i.e. social media, virtual tours, etc.), peer networks influence, and Gen Z's emphasis on sustainability and ethical practices in touring. Interestingly, such gaps offer a chance to study how heritage sites might engage Gen Z by adjusting to specific values and expectations, thus securing relevance and attractiveness over this demographic.

### **Hypothesis (Only List)**

- H1: Does the aesthetic appeal of a heritage site (e.g., photo opportunities) influence Gen Z's visit?

- H2: Would Gen Z be more interested in visiting heritage sites that integrate modern technology (e.g., AR or VR)?
- H3: Do Gen Z visitor prefer heritage sites that reflect local culture and history, rather than global or generic themes?
- H4: Does the availability of educational content at heritage sites influence Gen Z's decision to visit?
- H5: How likely is Gen Z to visit heritage sites in Ahmedabad if they are recommended on social media
- H6: How likely is Gen Z to visit heritage sites in Ahmedabad that have poor online visibility or outdated websites?
- H7: How likely is Gen Z to visit heritage sites that align with their values of cultural preservation and sustainability?
- H8: Do cultural festivals and events at heritage sites attract more Gen Z visitor?
- H9: Do Gen Z visitors prefer heritage sites that provide interactive or hands-on experiences?
- H10: How important is the presence of digital tools (like virtual tour or mobile apps) when Gen Z visit heritage sites?
- H11: How significant is the role of sustainability practices (e.g., ecofriendly measures) in Gen Z's decision visit a heritage site?
- H12: Would Gen Z avoid visiting a heritage site if it is poorly maintained or not preserved?

**Table 1. Validation of Questionnaire**

Statements	Citation from JV citation file (You can add more than 1 citation)
Does the aesthetic appeal of a heritage site (e.g., photo opportunities) influence Gen Z's visit?	
Would Gen Z be more interested in visiting heritage sites that integrate modern technology (e.g., AR or VR)?	
Do Gen Z visitor prefer heritage sites that reflect local culture and history, rather than global or generic themes?	
Does the availability of educational content at heritage sites influence Gen Z's decision to visit?	
How likely is Gen Z to visit heritage sites in Ahmedabad if they are recommended on social media?	
: How likely is Gen Z to visit heritage sites in Ahmedabad that have poor online visibility or outdated websites?	

How likely is Gen Z to visit heritage sites that align with their values of cultural preservation and sustainability?	
Do cultural festivals and events at heritage sites attract more Gen Z visitor?	
Do Gen Z visitors prefer heritage sites that provide interactive or hands-on experiences?	
How important is the presence of digital tools (like virtual tour or mobile apps) when Gen Z visit heritage sites?	
Would Gen Z avoid visiting a heritage site if it is poorly maintained or not preserved?	
Would Gen Z be discouraged from visiting heritage sites that are too commercialized or overly touristy?	
Does peer influence (e.g., friend's recommendations) affect Gen Z's decision to visit a heritage site?	
Would Gen Z avoid visiting heritage site in Ahmedabad if it lacked social media presence or engagement?	

\*Source: Author's Compilation

## METHODOLOGY

Table 2. Research Methodology

<i>Research Design</i>	<i>Descriptive</i>
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	151
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professional ls like CA, Doctor etc.

\*Source: Author's Compilation

### Demographic Summary

- The demographic summary of the sample reveals key information about age, gender, occupation, and annual income.
- In terms of age, the majority of respondents are 4 years old (84.8%), followed by 5 years (10.6%), 6 years (2%), and 7 years (2.6%).

- For gender, most participants are male (67.5%), while 32.5% are female.
- Regarding occupation, the largest group is self-employed (65.6%), followed by those employed (18.5%), students (11.9%), and a small percentage are unemployed (2.6%).
- When considering annual income (in INR), a significant proportion of respondents (91.4%) earn between ₹3,00,000 and ₹6,00,000 annually. A smaller group earns less than ₹3,00,000 (2%), and 6.6% earn more than ₹6,00,000.
- These demographic details provide insight into the characteristics of the sample, helping contextualize the data and analyses trends based on age, gender, occupation, and income levels.

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.820	15

\*Source: SPSS Software

The Cronbach's Alpha value of **0.820** with **15 items** indicates **excellent internal consistency**. Cronbach's Alpha is a measure used to assess the reliability or consistency of a scale, where values closer to 1 suggest high reliability. In this case, the value of **0.820** suggests that the 15 items on the scale are highly consistent in measuring the same underlying construct or concept.

This level of Alpha (above 0.90) generally indicates that the items in the scale are very closely related, and the overall test is very reliable. Therefore, the set of 15 items is likely to produce stable and consistent results, which is important for ensuring that the instrument is accurately measuring the intended variable without significant error.

## RESULT

Table 4. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relation ship
H1	Does the aesthetic appeal of a heritage site (e.g., photo opportunities) influence Gen Z's visit ?	0.373	>	H01 Accepted (Null hypothesis accepted)	0.661	Weak
H2	Would Gen Z be more interested in visiting heritage sites that integrate	0.404	>	H02 Accepted(Null Hypothesis accepted)	0.620	Weak

	modern technology (e.g. AR or VR) ?					
H3	Do Gen Z visitor prefer heritage sites that reflect local culture and history, rather than global or generic themes?	0.277	>	H03 Accepted (Null hypothesis Accepted)	0.359	Weak
H4	Does the availability of educational content at heritage sites influence Gen Z's decision to visit?	0.543	>	H04 Accepted (Null hypothesis accepted)	0.762	Weak
H5	How likely is Gen Z to visit heritage sites in Ahmedabad if they are recommended on social media	0.280	>	H05 Accepted (Null hypothesis Accepted)	0.687	Weak
H6	How likely is Gen Z to visit heritage sites in Ahmedabad that have poor online visibility or outdated websites?	0.908	>	H06 Accepted (Null hypothesis accepted)	0.871	Weak
H7	How likely is Gen Z to visit heritage sites that align with their values of cultural preservation and sustainability?	0.300	>	H07 Accepted (Null hypothesis Accepted)	0.481	Weak

H8	Do cultural festivals and events at heritage sites attract more Gen Z visitor?	0.553	>	H08 Accepted (Null hypothesis Accepted)	0.977	Weak
H9	Do Gen Z visitors prefer heritage sites that provide interactive or hands-on experiences?	0.829	>	H09 Accepted (Null hypothesis Accepted)	0.693	St
H10	How important is the presence of digital tools (like virtual tour or mobile apps) when Gen Z visit heritage sites?	0.829	>	H10 Accepted (Null hypothesis Accepted)	0.134	Strong
H11	How significant is the role of sustainability practices (e.g., ecofriendly measures) in Gen Z's decision visit a heritage site?	0.809	>	H11 Accepted (Null hypothesis accepted)	0.242	Weak
H12	Would Gen Z avoid visiting a heritage site if it is poorly maintained or not preserved?	0.346	>	H12 Accepted (Null hypothesis Accepted)	0.238	Weak

\*Source: Author's Compilation

## DISCUSSION

It is noticeable that the investigation of generational perspective regarding cultural promotion is a crucial research topic to the field of heritage tourism with the emergence of Gen Z tourists. Even in the ways they think about technology, sustainability, culture, and travel this generation is different. The study results presented in this paper indicate that some factors affect Gen Z's visits to the heritage sites. These factors are many and include technological, socio-cultural, economic and environmental factors of adoption. This knowledge is important

to the heritage site managers and cultural policymakers desiring to making heritage tourism appealing to this generation.

1. These are the areas of technological integration, and influence by social media sites. Probably one of the most valuable conclusions drawn from this research is that Gen Z is quite dependent on technology when it comes to travel. This generation has never known anything different from this world and they rely heavily on devices such as smartphone and applications in social media to lead as well as complement their travels. It is therefore significant to note that social media and most especially the IG, Tik and YouTube play a central role in determining whether or not the Gen Z will tour heritage sites. Understanding Gen Z behaviours and preferences means that heritage sites with active social media profiles, with the engaging content they share, or with apps or AR which are easy to use, are going to be more attractive to Gen Z audiences. It is equally evident that social media plays a crucial role not only in deciding whether or not to visit those sites but also how the consumers encounter them. Gen Z is very eye catching and loves to share experiences on social media. Hence, the heritage places that provide those appealing moments or contextualized interaction with a digital facility or creative technology fall for this generation. This implies that by incorporating multimedia experiences such as the VR (Virtual Reality) or AR, then the appeal of heritage to younger audiences could be greatly improved.
2. This paper argues that there is a relation between cultural relevance and authenticity to distinguish appropriation from appreciation or legitimate borrowing. Authenticity and culture are severally valuable to Gen Z. They therefore want to make meaning of life through something that they find valuable, socially responsible or that chuckles with such values, issues or causes. Regarding LM3 travel motivations, Gen Z travellers are least likely to be motivated by leisure (12%); most likely to be motivated by education for better understanding history and society (40%); motivated by social justice, environmental issues and indigenous people's cultures in LM3 (32%). Cultural heritage is also presented in an authentic way since people are keen on being associated with genuine products. Generation Z is not interested in conventional and stereotyped representations of history, but prefers diversified ones. Historical sites where victories as well as challenges are featured seem to attract more this generation. For instance, centres of historical interest that address the concerns of minority, social justice, or environmentalism interests that belong to Gen Z.
3. Sustainability Concerns and Environment Awareness Another characteristic of generational cohort found in research is that environmental awareness is inherent to Generation Z. The difference is that this generation is rather more concerned with the environmental problems of climate change, deforestation or loss of species and resources. Therefore, there can be no doubt that sustainability carries considerable weight when Gen Z is making travel decisions. Some tourists were more attracted to preferred destinations and heritage sites with sustainable management of waste, CARBON FOOT PRINT, and Natural Scenery. The trend of sustainable tourism has started to

kick in more with GenZ and especially when it comes to the sites that promote green tourism. For instance, this generation perceives favourably sites that have incorporated eco-tourism principles or those sites supporting local and sustainable products. Also critical to their decision is the impact on the environment of accessing heritage sites, for example, low carbon transport systems or the sustainable tourism.

4. **Cost and Accessibility** The target audience of Gen Z has minimum disposable income, high student loan debt, and uncertainty about the future of the economy. They cannot afford to pay high prices for services implying that cost play a major role in their visitation decisions. Such sites and historic places that are cheap or have concessional tickets, students' prices or any other similar gimmick would definitely attract this group of people. As an excellent attribute for an MFE, there is access to relevant information which is one of the main considerations after cost. Gen Z appreciates such factors as availability of public transportation, apps for booking those types of transportation and, of course, virtual tours. Nonetheless, the likelihood of Gen Z engaging with heritage sites is higher when the trip can be accomplished without strings attached, financially and logistically. Additionally, virtual visits as they are more capable of using this technology given the advanced technological society of this generation are more pleasing especially where physical visits are not possible due to some issues of financial breakdown or lack of time to do so.
5. **Group Pressure and Public Participation** Existing research has shown that peer pressure highly influences gen z both in their online and offline actions. They often buy or are inclined to buy certain products based on what friends or social media personalities have posted, or upon reading comments on social media. Spaces where there is engagement of visitors in a certain community through discussion forums, creating content, events and the likes are likely to attract Gen Z visitors. The longing to become affiliated with a cultural conversation or a campaign that is associated with cultural heritage sites also contributes to touring. Additionally, Gen Z values managerial, participatory experience which is attributed to their preferred heritage destinations. They are more likely to visit sites that will provide them with features such as workshop and volunteerism or culturally engaging touch events. Such interactive, communications-rich experiences are viewed as being more enjoyable and informative than other, less communicative ones.
6. If looked at from an educational value and learning opportunities perspective the article could be explained in the following manner: Education / learning, interestingly enough, is a crucial element of travel for Generation Z. This is why this generation seeks chances to learn more and exercise interaction with new opinions. This means heritage sites that provide valuable educational material presented through tours, workshops, displays or digital tools have strong appeal for members of Gen Z. Furthermore, heritage sites that embed current topics with historical contexts like climate change or digitalisation provides the learning Gen Z's are passionate about. Hence, the general feature of heritage sites which allows the acquisition of knowledge not only about

historical events, but trends and policies that are current or future makes these places more appealing to them.

### **Theoretical Implications**

The implication of the findings from this study of factors that influence Gen Z visits to heritage sites include theoretical contributions in several fields; heritage tourism, generational studies, and cultural consumption. These implications introduced further perspectives of young people using cultural and historical places, that are considered to be seen from more conventional approaches. The study also fits into the knowledge gap in the analysis of tourism behaviour in the current generation, the importance of sustainability in tourism and the dynamism in the cultural end users. Here we summarize some important theoretical assumptions on the basis of the observed results of the study.

1. **Heritage Consumption in the New Cultural Economy** The digital age has changed the way heritage consumers think, feel, and perceive. In this context, one of the key implications of the present study is that instead of focus on the ways how the existing concepts of cultural heritage, and especially heritage sites, need to be redesigned for the digital age. Typically, cultural heritage has been conceived as a place-based phenomenon of participation in cultural processes through visits, tours and conventional presentations. But the constant acts of the Gen Z under the impact of digital technology abruptly distort all these connotations. The application of technology including VR, AR and interactive application in heritage tourism is not just an addition of technology but rather, a change of paradigm of the ways heritage can be visited. From a theoretical point of view, this scenario requires a rethink of Pine and Gilmore's (1999) concept of the 'experience economy' that, as applied to heritage tourism, is developed below. The theory of experience economy states that consumers are now in search of individually tailored precious and pleasing experience which has significant repercussion in the world of heritage sites. Some heritage sites may have to try and develop haptic, technologically intensive sound-and-light shows or other phenomena beyond the historic location itself of which the Gen Z is evidently fond. This shift also raises questions about the dividing line between physical and virtual visits and may indicate that in the future, future trends in heritage tourism will be a combination of onsite and online visits. This resonates with current developments in virtual heritage research by Denard (2009) that examines how the use of digital media in portraying cultural assets provides other forms of participation that can stand as substitutes or complements to site visits.
2. **Buying into the Cultural Revolution: Youth Citizen Consumption and Generation theory** the study also offers implications to generational theory especially in the area of, consumer behaviour in relation to cultural commodities. Earlier studies on generations' tourist behaviour and cultural consumption mainly embraced Baby Boomers and the Millennial generation while the former Generation Z was poorly represented in those studies. Thus, this work builds on generational theory as developed by Lancaster and Stillman (2002) and reveals such defining vectors of Gen Z as essentially real,

socially conscious, and tech-savvy. Gen Z's yearning for a real portrayal of history and their scepticism of idealized versions or one-sided historians defeating conventional concepts of presented heritage sites. This means that while Gen Z wants manufacturers to be more sustainable, they also want history to look more like them, so heritage site curators and policymakers need to offer more perspectives. This is in contrast to more 'top-down', or 'imitative' forms of past representation [Lowenthal 1998] and may be indicating a drive toward a more 'hands-on', and 'self-authoring' approach to heritage tourism [Cameron & Gatewood 2009]. Additionally, the study cautions that the Generation Z relies on peers and social media in making their decisions. This shift requires the enlargement of the social influence theory (Cialdini & Goldstein, 2004); specifically, concerning travel and heritage. As such, the reliance that Gen Z shows towards review and influencers along with the word of other peers alters the biological and hierarchical flow that is generally associated with the attainment of cultural capital and shifts it primarily towards the collective processes of online cultural construction.

3. Incoming Topic: Sustainability and Ecological Responsibility in Tourism Studies In addition, significant implications of this study can be highlighted in the area of sustainable tourism. New to the global scene and highly concerned about the ecology, the concept of eco-tourism strains the conventional mode of touring consumption that focus more on the easy and economical aspects of the business and products. By extending the statistics offered by Heritage Watch 2014, the results obtained indicate that Gen Z is keen to explore the heritage sites that are environment-friendly, encourage eco-tourism, and follow green policies. This finding also supports current theoretical analysis on sustainable tourism (Butler, 1999) that call for incorporation of social, economic and environmental components into the models. As a result, critical for this study's argument is the theoretical extension of the TBL framework (Elkington, 1997) in heritage tourism with the focus on sustainability. This is where the TBL framework comes into play because for the Che, the heritage sites require the basic elements of sustainability, namely the three legs of the table while at the same time being relevant to Gen Z. Apart from the improvement of the attractiveness to the target clients, as the incorporation of green practices, including reduction of carbon footprint, local purchasing, and support of conservation measures, is important to make heritage sites interesting to Gen Z and favourable to the tendencies in sustainable tourism practices. At the same time, the work underscores the existing need to reconsider the promotion of environmentally sustainable tourism (Gosling, 2017), setting such further objectives for the development of heritage tourism as improving its negative impact on the environment while preserving cultural values. This is more so the case with DDAs, which involve sites of cultural significance situated within fragile ecosystems necessitating equal attention to cultural and natural assets.
4. Cultural tourism learning and education: limitations and opportunities. The educational effect of Cultural tourism is another major theoretical

contribution. As it can be seen from the insights pegged on this study, Gen Z is interested in educational experiences that will help them relate closely to history and culture. This implies that heritage tourism has transition from being just a recreational engagement to being an avenue for education throughout one's life (Vygotsky 1978). In this regard, heritage sites cannot be viewed solely as established tourisms but also as knowledge and memory transmission centres and, at the same time, as critical thinking grounds. From the theoretical perspective, this evidence is pertinent with the constructivist learning theories which were postulated by Piaget (1970), that are foundational to the concept of activity and engagement of the learner. Heritage sites that incorporate activities like workshops, storytelling, or dialogues and communal, structural, or figurative installations and presentations will draw Gen Z. These visitors want the narrative to be presented in a more meaningful way and the knowledge acquired at these sites includes touching the hearts as well as the minds of these visitors offers personal reflections on contemporary issues.

5. **The Future in Marketing and Management of Heritage Site** The findings of this research also have relevance to the management and marketing of heritage sites. The study indicates that heritage sites that are employed to use conventional marketing approaches that appeal to historical authority and the newspapers may not appeal to the generation of the children. However, heritage sites must adapt this approach to their model of marketing strategies that promote the use of social media, endorsers, and engaging online platforms to reach this generation. This implies that the heritage organizations require to adopt digital transformation (Buhari's, 2000) to increase their marketing and operational platforms. Additionally, the focus was made to the community aspect, so the management of heritage sites must be primarily more community-based, where the local cultures and perceptions of the community have an important role in managing and presenting heritage. Leveraging on the call for visitor involvement and social media, the study brings out the fact that applied engagement theory (Fredricks et al., 2004) plays a significant role in defining how the visitors at the heritage sites engage and socialize.

#### **Practical Implications**

- Marshal et all's study reveals useful practical implications for the managers of heritage sites, the tourism industry, policy makers and cultural stakeholders who want to understand and attract Gen Z to heritage sites. With regard to implications, these are derived from the conclusions obtained to extend the understanding on culture, preferences, and values of the target Generations **Z**: Improve their engagement with heritage assets, and make heritage tourism more relevant, friendly, sustainable, and popular for Gen Z. Thus, by recognizing and considering the requirements of this generation, the heritage sites can increase their visitation levels and provide tangibly closer and more emotionally rich visitor experiences as well as fortify their position in the general environment of the tourism destinations.

### 1. Enhancing Cultural Preservation Efforts

Targeted Engagement Strategies: Building a clearer picture of why Gen Z comes to visit heritage sites (e.g., digital experiences, environmental interest, or educational value) may help heritage sites design more targeted outreach programs with value to this generation's interests and priorities. For instance, they may be more likely to advocate for sustainability practices at these locations or favor locations that highlight these site's importance in contemporary issues, such as social justice or environmentalism.

- **Improved Funding and Support:** In the case where certain elements of heritage values (e.g., inclusiveness, sustainability, or digital access) are identified in Gen Z, this information can be presented to help lobby for greater funding and support for these and similar projects, ultimately making heritage sites attractive to younger generations.

### 2. Using Facebook/Twitter/Youtube for Promotion and Engagement

Social media is one of the big factors of travel decision for Gen Z. Millennials and Gen Z get their travel inspiration through platforms such as Instagram, TikTok, YouTube. Heritage sites should prioritize producing shareable content and interacting with Gen Z on these platforms. With viral social media nature, heritage sites might use Instagram-trendy exhibits creation and influencer collaborations to increase visibility and reach out to Gen Z tourists.

- **Hands-on:** At the heritage sites, they could launch social media campaigns based on specific campaigns for Gen Z targeting the use of hashtags, UGC and influencer relations. Engaging the public in interactive experiences that encourages visitor photography, uploads of experiences and interaction with sites online could be an efficient way for Gen Z to be captured.
- **For Instance:** For example, the Van Gogh Museum in Amsterdam has launched hashtag campaigns that promote users to share their experiences on social media. Heritage sites can do similar themed events or temporary exhibitions to get visitors to create their content and share it with friends.

### 3. Encouraging Sustainability and Going Green

Environmental sustainability is on the top of Gen Z concern when they travel, this comes with serious implications for their travel behaviour. Sustainable tourism practices, i.e. sites that show initiative on waste reduction, use renewable energy and are helping in conservation efforts – is a value this generation of eco enthusiasts can relate with. Sustainability needs to be woven into the fabric of heritage site management AND promotion.

- **Real Actions:** Renewable and green practices for heritage sites, such as limiting the amount of plastic waste, provides sustainable food options and a site conservation which protects for cultural and environmental reasons. They may even provide details on the environmental sustainability of touring, for example how tourist money is spent on conservation or eco-benefits type projects.
- **UK:** In recent years The National Trust has done a lot more to highlight the environmental values of going to heritage sites in the UK. These would

initiatives such as decrease carbon foot-prints, raise awareness for greener transportation and use sustainable site develop approaches.

#### 4. Crafting Real and Empowering Experiences

The Gen Z generation lives and breathes authenticity, diversity, inclusivity like it were their first name. Heritage sites should make sure they offer inclusive narratives of the past, that offer multiple perspectives such as those of marginalized people, indigenous peoples and communities historically absent from history. This helps heritage sites catch the younger generation interested in social justice, equality and a variety of diverse cultural experiences that they stand for.

- **Steps to Take:** Create inclusive narratives of heritage sites that changes a few historical visions, including the images coming from marginalized communities. Multicultural and multi-vocal representations of history may appeal to Gen Z, who are trending on diversity and authenticity in the cultural content they eat. Also, including community-curated exhibits or programming in the development process is a key way to ensure that the narratives are truly those lived through by different groups.

The African American History and Culture Museum in Washington, D.C. provides a participatory narrative of American history while centering the African American experience. What would hit the sweet spot for Gen Z from a heritage site perspective that offers, otherwise?

#### 5. Entry Level Prices and Approachable Interests

Economic constraints affect a number of Gen Z people, thanks to the increasing cost of education in college, as well as living expenses and economic insecurity. Heritage sites should provide entry fees at lower prices, offer student/low country slashes and variable rate options. And if we can also offer lower-cost, virtual visitation opportunities for those who cannot take the trip then even more people can be shepherded in this way.

- **Applications:** Offering low-costs, student passes or youth-focused membership programs will increase accessibility to Gen Z visitors. In addition, virtual tours/online exhibits at home would be a simple adjustment through which heritage sites can enable Gen Z to engage with a remote site without them having to take the flight out.
- **Source:** Indeed, a lot of national museums (such as the British Museum or The Met) offer free or low-cost admission with discounts to young people and this can be something other heritage sites follow.

#### 6. Developing Peer Interaction and Socialization

Long story short, Gen Z usually make choices by observing what are their peers and take the herd. Hence heritage sites must enable that visitors can meet and interact with each other, enjoy peer-to-peer experience or participate in social happenings. Increased social engagement – Perhaps because they relate more easily in groups, collaborative experiences such as group workshops, festivals or even social media challenges help to make heritage sites more attractive.

- **Practical Action:** Heritage sites can organize community events such as cultural fest, knowledge sessions or group tours that enable peer to peer learning. Posts on Instagram/TikTok encouraging visitors to share their

experiences or live stream events also speak to Gen Z and her need for community, belonging.

- **A-Give it a Try:** The Museum of Modern Art (MoMA) in New York is well known to do public events and interactive workshops for young crowd. Heritage sites can also provide events or workshops that combine cultural education with creative activities like photography sessions, art workshops or performance events, which make the activity interesting and exciting to do not just once in your lifetime.

## 7. Contributing To Educational And Experiential Learning

All of which would be the case; but that said, Gen Z adores hands on learning and engagement with its history/culture. Heritage sites can leverage this by providing educational programming that is fun as well as brain-busting. This involves interactive exhibits, workshops that involve the participants or even behind-the-scenes tours which are aimed at giving Gen Z a more in-depth cultural heritage and at the same time bonding with tradition.

- **Takeaway:** Heritage sites should invest in more experiential and do-it-yourself educational moments. For example, providing hands-on workshops (e.g. activities such as pottery making or traditional dishes, specialized knowledge sessions (local history talks))

Williamsburg, Virginia - The Living History Museum allows visitors to engage in educational programs that put ones have historic reenactors and learn about colonies days. Heritage sites can do what is basically very similar interactive experiences that focus on, not just observation but experiential learning.

## CONCLUSIONS AND RECOMMENDATIONS

This research on the aspects influencing Generation Z's visits to heritage sites has provided some essential insight into the changes taking place in the overall cultural engagement concerning modern-day tourism. Generation Z presents a different challenge and opportunity because of its informal digital proficiency, social consciousness, and demands for authentic, interactive, and sustainable experiences in travel. This research has managed to identify numerous other critical factors that most influence their decision-making process concerning visitation to heritage sites, such as technological integration, social-media, sustainability concerns, inclusivity, affordability, and educational value.

The factors that influence Generation Z's visits to heritage sites have brought very relevant insights into the way cultural engagement is changing regarding modern tourism. Having digital proficiency, being socially conscious, and wanting real, interactive, and sustainable engagements for these features define Generation Z. It becomes an entirely different challenge and opportunity for heritage sites. This study emphasized many other critical factors that significantly influence decision-making regarding visits to heritage sites: technological integration, social-media influence, sustainability concerns, inclusiveness, affordability, and educational value.

On top of all this, it's important for historical sites to adapt into the tools of the emerging generations through the use of digital mediums-increased use of

augmented and virtual reality-to create more immersive and interactive sites, as well as to target more sustainable practices in their operations. Most importantly would be the increased use of inclusive storytelling, mobilization of community participation, and availability of affordable access to cultural experience-all of which would be factors rendering heritage sites more attractive and relevant really to this generation, Gen Z. Finally, one cannot forget that socializing and peer influence will be the most important ingredients in bringing in this really connected and socially oriented generation.

Heritage according to the theoretical implications of this research, is consumed not only through passive site visits, but also via digital means, social avenues, and even more so, through the involvement with emotional, pedagogical, and personal connections.

Heritage sites must rethink their role in experience economies-for example, beyond conserving artifacts, they must become rich, engaging, and co-productive cultural spaces that serve the values and needs of Gen Z.

Heritage tourism will continue to be relevant in the future by adapting to the preferences of younger generations. With technology innovation, sustainability, inclusivity, accessibility, and engagement, it would lure Gen Z while making cultural heritage still relevant in a fast-changing world. This would be the shift towards a more inclusive, sustainable, and pedagogical form of tourism that creates more meaningful connections with past and future.

## **FURTHER STUDY**

This research on the aspects influencing Generation Z's visits to heritage sites has provided some essential insight into the changes taking place in the overall cultural engagement concerning modern-day tourism. Generation Z presents a different challenge and opportunity because of its informal digital proficiency, social consciousness, and demands for authentic, interactive, and sustainable experiences in travel. This research has managed to identify numerous other critical factors that most influence their decision-making process concerning visitation to heritage sites, such as technological integration, social-media, sustainability concerns, inclusivity, affordability, and educational value.

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