



## Tourism Preferences of Gen Z in the Philippines: A Conjoint Analysis of Beach Resort Attributes in Samal Island

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### ABSTRACT

This study investigates the beach resort preferences of Generation Z college students from Davao City, Philippines, based on data from 876 respondents. Using conjoint analysis, the study explores how various resort attributes influence their decision-making for Samal Island, a popular coastal destination. The results reveal that water activities and swimming pool availability are the most important factors in resort selection, with advanced water activities such as jet ski rentals and banana boat rides receiving the highest preferences. The study provides actionable insights for resort operators, recommending a focus on offering adventurous, immersive experiences, comfortable amenities, and personalized services to attract Gen Z travelers. Additionally, the findings suggest incorporating sustainability and digital innovation into resort offerings and marketing strategies, as these factors resonate with eco-conscious and digitally connected Gen Z. This research contributes to tourism marketing and sustainable coastal tourism practices.

## INTRODUCTION

Tourism plays a pivotal role in supporting coastal economies by providing significant income opportunities and diversifying livelihoods, particularly for communities dependent on traditional industries such as fishing (Aguinaldo & Gomez, 2023). Samal Island, a prominent coastal destination in the Philippines, has demonstrated considerable resilience in its tourism sector, even amidst the challenges posed by the COVID-19 pandemic (Dalagan & Sy, 2023). Nevertheless, the tourism industry on the island faces the ongoing challenge of balancing economic growth with the preservation of its environmental and cultural assets (Nowak & Sahli, 2007; Jahi, 2009). This balance is essential for ensuring the long-term sustainability of the tourism sector, as unchecked growth can lead to environmental degradation, which, in turn, undermines the very resources that attract visitors.

Among the emerging market segments in tourism, Generation Z (Gen Z) is particularly noteworthy. Born between the late 1990s and early 2010s, Gen Z represents a tech-savvy, digitally connected group with a strong preference for destinations that offer immersive experiences and emphasize sustainability (Liu et al., 2022; Tănase et al., 2023). This generation is increasingly influencing the tourism landscape, with many preferring beach destinations like Samal Island, where they seek not only relaxation but also unique, eco-friendly experiences (Tavares et al., 2018; Liu et al., 2022). Gen Z's travel choices are heavily influenced by social media, with platforms shaping their destination preferences and pushing them towards resorts that offer personalized, culturally rich, and environmentally responsible experiences (Liu et al., 2022; Tănase et al., 2023). In addition, the integration of advanced technologies, such as virtual reality and artificial intelligence, is becoming a key factor in their resort selection, signaling the growing importance of digital innovation in meeting Gen Z's expectations (Kaikara, 2024).

While regional studies on Gen Z travel behavior exist, few focus specifically on beach resort preferences in the Philippine or broader ASEAN context. For instance, Aspariyanthi et al. (2023) explored Gen Z's interest in adventure tourism in Bali, Indonesia, revealing a strong preference for thrill-seeking experiences and digital engagement, which aligns with the findings in the current study. Similarly, Tănase et al. (2023) noted that Romanian Gen Z students value rural tourism that integrates sustainability and immersive experiences—a trend mirrored in ASEAN markets like Vietnam and Malaysia, where eco-tourism has been rising among young travelers (Suárez-Rojas et al., 2023). However, these studies either lack specificity in resort attributes or are not tailored to the unique island and beach culture of the Philippines. Thus, there is a distinct gap in localized research addressing the granular preferences of Gen Z in coastal tourism contexts like Samal Island.

Despite the clear importance of Gen Z in the tourism sector, particularly for beach destinations like Samal Island, there remains a significant gap in understanding the specific preferences of this demographic, especially within the context of coastal tourism in the Philippines. While existing research has addressed broad trends in Gen Z's travel behaviors, a targeted exploration of

the resort attributes that influence their decision-making, particularly for those based in Davao City, is lacking. This gap is crucial because Davao City serves as a key urban gateway to Samal Island, and understanding the specific needs of Gen Z college students from this city is vital for ensuring that beach resorts on the island remain competitive and sustainable.

This study sought to address this gap by exploring the key attributes of beach resorts that Gen Z college students from Davao City prioritize when choosing a destination on Samal Island. Using conjoint analysis, the research identified the relative importance of various resort features such as the resort atmosphere, availability of swimming pools, dining options, tour duration, and water activities. The findings contribute to a deeper understanding of Gen Z's preferences, providing resort operators with actionable insights to tailor their offerings and better meet the expectations of this influential demographic. By focusing on these preferences, resorts can enhance customer satisfaction, increase their competitiveness in the market, and support the sustainable development of tourism on the island.

The significance of this study lies in its practical implications for the resort industry, particularly for operators in Samal Island. By understanding which resort attributes are most valued by Gen Z college students, resort managers can develop more targeted marketing strategies and optimize their services to cater to this growing market segment. Furthermore, the findings have broader implications for the tourism industry, offering insights into how the sector can evolve to meet the expectations of an increasingly eco-conscious and digitally connected generation. The research also sheds light on the importance of integrating sustainability practices and technological innovations into resort offerings, which are key factors driving Gen Z's travel decisions.

Given the growing influence of Gen Z on global tourism trends, the findings of this study also contribute to the academic understanding of consumer behavior in the context of coastal tourism. By bridging the gap between Gen Z's travel preferences and the offerings of beach resorts, this study not only aids resort operators but also enriches the literature on generational preferences in tourism, particularly in emerging destinations like Samal Island. Moreover, it highlights the importance of sustainable tourism development in balancing economic growth with environmental conservation—a critical issue for the future of coastal tourism in the Philippines.

## **THEORETICAL REVIEW**

The selection of beach resorts is a complex decision-making process, influenced by a variety of factors that consumers weigh differently based on personal preferences and values. For Generation Z (Gen Z) college students, these decisions are shaped by the desire for unique, sustainable, and immersive travel experiences. Understanding the underlying factors that drive their choices requires a comprehensive theoretical framework that accounts for the multiple attributes they consider when selecting a resort. This study integrates Multi-Attribute Utility Theory (MAUT) and Lancaster's Theory of Consumer

Demand, offering a robust approach to analyzing Gen Z's preferences for beach resorts in Samal Island, Davao City.

### ***Multi-Attribute Utility Theory***

Multi-Attribute Utility Theory (MAUT), developed by Keeney and Raiffa (1976), provides a structured method for evaluating consumer choices involving multiple, often conflicting, attributes. MAUT enables researchers to assess how consumers assign utility to different product features, thereby determining the trade-offs they are willing to make. In the context of beach resort selection, MAUT allows for the quantification of Gen Z's preferences for attributes such as resort ambiance, sustainability practices, safety, and technological innovations. By assigning utility values to these attributes, MAUT provides insights into the relative importance that Gen Z places on each factor when deciding where to vacation. This theory is particularly useful for understanding how consumers prioritize attributes and how changes to one attribute can influence their overall resort choice (Mateo, 2012).

### ***Lancaster's Theory of Consumer Demand***

Lancaster's Theory of Consumer Demand (1966) complements MAUT by shifting the focus from the product as a whole to the individual attributes that contribute to its utility. According to Lancaster, consumers derive satisfaction not from the product itself, but from the specific characteristics or attributes it possesses. For beach resorts, these attributes might include factors like resort facilities, environmental sustainability efforts, and the integration of technology into guest experiences. Lancaster's theory thus helps to explain how Gen Z's satisfaction is influenced by specific features of a resort rather than its general appeal. This approach is particularly relevant for understanding the nuanced decision-making of Gen Z, who are known to prioritize individual attributes like environmental impact and technological innovation (Liu et al., 2022; Tavares et al., 2018).

The integration of MAUT and Lancaster's Theory provides a comprehensive framework for examining the decision-making process of Gen Z college students in choosing beach resorts. MAUT offers a method for evaluating the relative importance of various resort attributes, while Lancaster's Theory helps explain how utility is derived from specific resort features. By combining these two theories, this study is able to explore not only which attributes are most valued by Gen Z, but also how these attributes interact and influence their overall resort choice. For example, a resort that offers a highly sustainable experience may be valued more by Gen Z, not just because of its general appeal but due to the specific attributes such as eco-friendly accommodations or waste reduction efforts. The integration of these theories allows for a more holistic understanding of Gen Z's preferences and provides actionable insights into how beach resorts can tailor their offerings to meet the expectations of this influential demographic.

### Conceptual Framework

The favorite beach resort qualities of Gen Z college students in Davao City visiting Samal Island were identified and analyzed using this conceptual framework in Figure 1. Attributes and Levels are identified for five important factors: resort atmosphere, swimming pool availability, dining options, day tour duration, and water activities. Trade-offs and attribute level importance are generated using 1000minds' PAPRIKA Method. Respondents evaluate attribute combinations in an online questionnaire. Conjoint Analysis identifies the most favored attributes, followed by analysis and interpretation to reveal target group preferences.

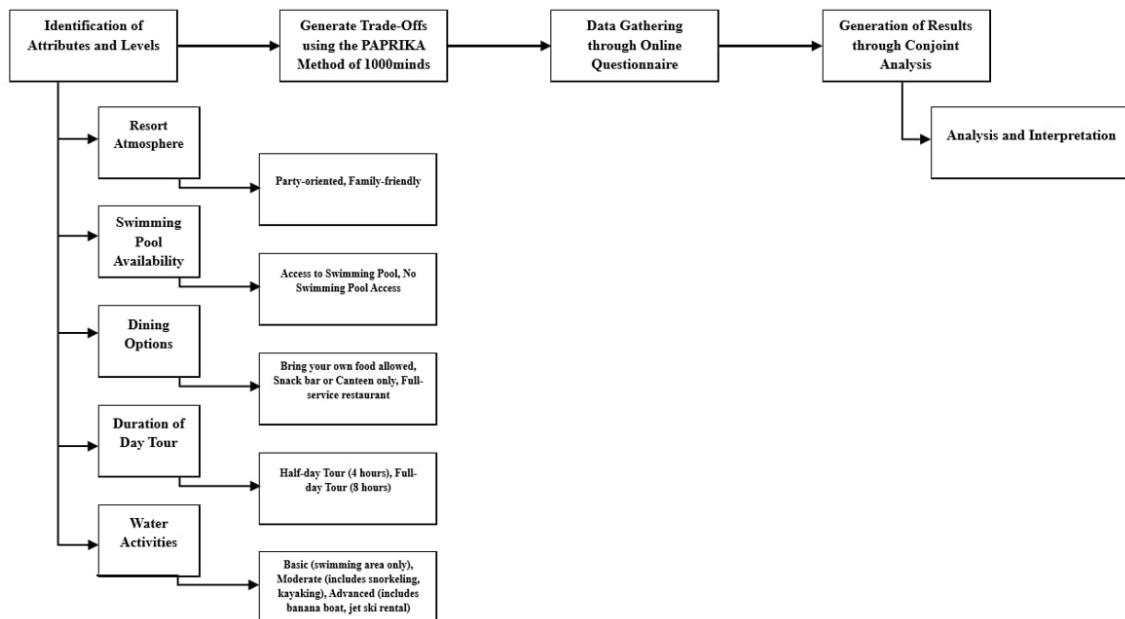


Figure 1. Conceptual Framework

### METHODOLOGY

This study employed a quantitative research design, using conjoint analysis to explore the preferences of Generation Z college students for beach resorts in Samal Island, Davao City. Conjoint analysis was chosen for its ability to quantify how consumers make trade-offs between multiple resort attributes, such as resort atmosphere, dining options, and recreational activities (Naous & Legner, 2017; Lohrke et al., 2009). The method allows for the identification of the relative importance of various features in decision-making, providing insights into the preferences of Gen Z travelers, a demographic known for its heavy reliance on digital platforms for travel decisions (Dimitriou & AbouElgheit, 2019; Vieira et al., 2020).

The participants in this study were Generation Z college students from Davao City, aged 18 to 26. A multi-level sampling method was used, combining quota sampling (with 300 respondents, sufficient for conjoint analysis) and purposive sampling, targeting students familiar with Samal Island. The sample was further extended through snowball sampling, where initial respondents

helped recruit additional participants from their networks within Davao City's higher educational institutions.

The research employed the PAPRIKA method within the 1000minds software for data collection, which is a widely-used multi-criteria decision-making tool in tourism research (Hansen & Ombler, 2008; Frias et al., 2021). This method facilitates the generation of trade-offs between different beach resort attributes by using pairwise comparisons. An online questionnaire was then administered to gather additional insights into the participants' preferences for resort attributes. Data collection took place from August 21 to September 15, 2024.

Data analysis was carried out through conjoint analysis, which has been widely applied in tourism to assess consumer preferences for attributes such as resort atmosphere, swimming pools, dining options, and activities (Carmichael, 1996; Bąk & Bartłomowicz, 2023). This technique enabled the identification of key attributes that drive resort selection among Gen Z college students. The analysis provided insights into how participants prioritize different resort features and the trade-offs they are willing to make.

Ethical considerations were adhered to throughout the study, particularly with regard to participant privacy and data security, given the use of online surveys. Informed consent was obtained, and participants were assured of the confidentiality of their responses. Special attention was given to ensuring data protection in line with ethical standards for digital research (Nichol, 2007; Buchanan & Hvizdak, 2009).

## RESEARCH RESULTS

### *Overview of Demographics*

The study commenced with an initial sample of 993 respondents, all Generation Z college students from Davao City aged between 18 to 26 years. To ensure data accuracy and reliability, a series of exclusion criteria were applied using 1000minds, including the consistency rule (2 of 2), repeated equal responses, left/right choices, and time-based exclusions (median time < 1 second and minimum time < 1 second). Following these exclusions, the final valid sample size was reduced to 876 participants, as presented in Table 1.

The majority of the respondents (73.4%) were between 18-20 years old, with 24.5% falling within the 21-23 years age group, and a smaller proportion of 2.1% aged 24-26. In terms of gender distribution, 59.1% were female, while 35.6% were male. A small percentage identified as non-binary (1.1%), LGBTQ (3.0%), and 1.1% preferred not to disclose their gender.

Regarding their locality, 76.3% of the respondents were local students from Davao City, with the remaining 23.7% being out-of-town students. The majority of local respondents were from District 1 (Poblacion & Talomo), accounting for 46.1%, followed by 37.4% from District 2 (Agdao, Buhangin, Bunawan, & Paquibato) and 16.4% from District 3 (Baguio, Calinan, Marilog, Toril, & Tugbok).

This demographic information provides a clear understanding of the respondent group, offering valuable context for the subsequent analysis of their beach resort preferences.

Table 1. Demographic Profile of 876 Valid Respondents

Category	Value	Percentage
<b>Age Range</b>		
18-20 years old	643	73.4%
21-23 years old	215	24.5%
24-26 years old	18	2.1%
<b>Gender</b>		
Female	518	59.1%
Male	312	35.6%
Non-binary	10	1.1%
LGBTQ	26	3.0%
Rather not say	10	1.1%
<b>Local or Out-of-Town Student</b>		
Local student from Davao City	668	76.3%
Out-of-town student	208	23.7%
<b>Current/Permanent Residence in Davao City</b>		
District 1 (Poblacion & Talomo)	404	46.1%
District 2 (Agdao, Buhangin, Bunawan, & Paquibato)	328	37.4%
District 3 (Baguio, Calinan, Marilog, Toril, & Tugbok)	144	16.4%

**Relative Importance of Attributes**

The conjoint analysis results reveal the relative importance of various attributes for beach resorts, as perceived by Gen Z college students from Davao City visiting Samal Island. As shown in Figure 2, Water Activities emerged as the most important factor, with a relative importance score of 27.2%. This indicates that water-based activities, such as snorkeling or kayaking, are highly valued by this demographic.

Following closely, Swimming Pool Availability scored 20.8%, demonstrating that having a swimming pool is a significant consideration for Gen Z when choosing a resort. Dining Options ranked third, with a relative importance of 18.9%, highlighting that the variety and quality of food services offered by the resort also play a key role in their decision-making process.

The Duration of Day Tour (17.5%) and Resort Atmosphere (15.5%) were slightly less influential but still important. These findings suggest that while the overall atmosphere and length of the tour matter, physical activities and amenities like water activities and pool availability take precedence for Gen Z students when selecting a beach resort.

This analysis provides valuable insights for resort operators, emphasizing the need to prioritize water activities and swimming pool availability in order to better align with the preferences of this specific market segment.

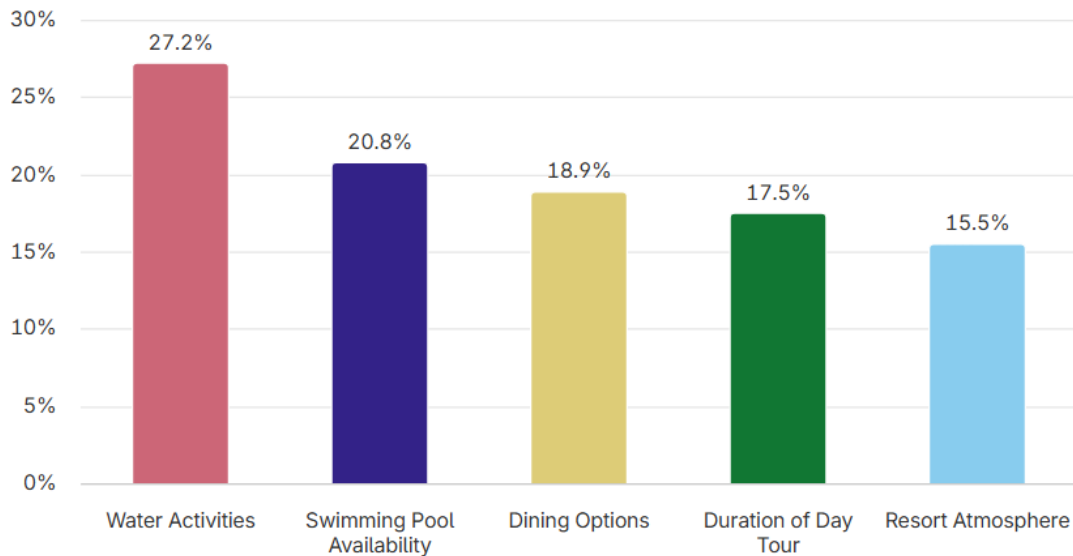


Figure 2. Chart of Attribute Weights

### *Most and Least Preferred Combination of Attribute Levels*

The analysis of the Most and Least Preferred Combination of Attribute Levels for beach resorts among Gen Z college students in Davao City offers important insights into their vacation preferences when visiting Samal Island. As shown in Table 2, Package 72 ranked the highest, achieving a perfect score of 100%, making it the most favored option. This package includes a family-friendly resort atmosphere, access to a swimming pool, full-service dining, an 8-hour full-day tour, and advanced water activities such as banana boat rides and jet ski rentals. These features resonate strongly with Gen Z students, who tend to prioritize immersive and adventurous experiences, comfort, and a broad range of recreational options.

On the other hand, Package 1 received a score of 0%, positioning it as the least preferred choice. This package offers a party-oriented atmosphere, no swimming pool access, a policy of self-catered meals (bring your own food), a half-day tour, and basic water activities limited to a swimming area only. These attributes suggest that Gen Z students place less value on minimal amenities and short-duration experiences that lack engaging or exciting activities. Instead, they appear to favor more comprehensive resort experiences that combine comfort, quality dining, and adventurous water activities.

The clear preference for more extensive and engaging resort features over minimalistic offerings highlights the evolving expectations of Gen Z travelers. This demographic, which is highly influenced by digital media and the desire for novel experiences, seeks not only relaxation but also the opportunity to partake in thrilling activities that can be shared and showcased on social platforms. Gen Z values resorts that offer a full package, blending relaxation, dining, adventure, and social experiences. The demand for advanced water activities and longer day tours further underscores their inclination toward resorts that provide diverse and action-packed experiences.

These results indicate that to attract Gen Z travelers, beach resorts in Samal Island should prioritize offering family-friendly atmospheres, access to pools, full-service dining, longer day tours, and advanced water activities that appeal to this demographic's desire for excitement and relaxation. Tailoring resort packages to these preferences will not only increase their appeal to Gen Z but also ensure that resorts meet the growing demand for multifaceted, memorable vacation experiences.

Table 2. Most and Least Preferred Combination of Attribute Levels

Rank	Package	Total Score	Resort Atmosphere	Swimming Pool Availability	Dining Options	Duration of Day Tour	Water Activities
1st	Package 72	100.0%	Family-friendly	Access to swimming pool	Full-service restaurant	Full-day tour (8 hours)	Advanced (includes banana boat, jet ski rental)
2nd	Package 66	87.6%	Family-friendly	Access to swimming pool	Snack bar or canteen only	Full-day tour (8 hours)	Advanced (includes banana boat, jet ski rental)
3rd	Package 71	87.4%	Family-friendly	Access to swimming pool	Full-service restaurant	Full-day tour (8 hours)	Advanced (includes banana boat, jet ski rental)
70th	Package 2	14.6%	Party-oriented	No swimming pool access	Bring your own food allowed	Half-day tour (4 hours)	Moderate (includes snorkeling, kayaking)
71st	Package 7	6.5%	Family-friendly	No swimming pool access	Bring your own food allowed	Half-day tour (4 hours)	Basic (swimming area only)
72nd	Package 1	0.0%	Party-oriented	No swimming pool access	Snack bar or canteen only	Half-day tour (4 hours)	Basic (swimming area only)

### *Assessment of Alternative Rankings*

The study utilized Kendall's W and Spearman's rank correlation coefficient to evaluate the consistency in the rankings of 72 alternative beach resort packages among participants. The Kendall's W value was found to be 0.806, indicating a substantial level of agreement among the participants in their rankings. This suggests that there was a strong consensus in how the alternatives were evaluated, reflecting a high degree of alignment in preferences.

To further assess the consistency, the mean Spearman's rank correlation coefficient was calculated, yielding a value of approximately 0.803. This figure confirms a relatively high level of consistency in the rankings, underscoring

that the participants' assessments of the resort packages were generally in agreement. A Kendall's W value of 1 would indicate perfect agreement among the participants, while a value of 0 would reflect complete disagreement. The observed value of 0.806, though not perfect, still represents a strong consensus, validating the reliability and coherence of the ranking data.

The application of Kendall's W is appropriate in this context as it is commonly used to measure agreement in situations involving ranked data (Moslem et al., 2019). Additionally, Spearman's rank correlation coefficient further reinforces the analysis by assessing the strength and direction of the rankings, providing a complementary measure of consistency (Prion & Haerling, 2014). Together, these consistency metrics suggest that while there may be individual variations in preferences, the overall patterns of rankings reflect a reliable and coherent evaluation of the alternatives presented in the study.

### *Simulated Market Share and Student Preferences*

In the Simulated Market Share and Student Preferences analysis, presented in Table 3, the top three preferred resort packages among the 876 participants are Package 72, Package 36, and Package 71.

Package 72 emerged as the most favored option, securing 100% of the first-place votes. This package features a family-oriented atmosphere, access to a swimming pool, a full-service restaurant, an 8-hour full-day tour, and advanced water activities. The overwhelming preference for this package highlights the appeal of a well-rounded resort experience, combining both comfort and adventure, catering to Gen Z's desire for comprehensive and immersive activities.

Package 36 ranked second, with 27.4% of the participants selecting it as their second choice. This package offers a party-oriented atmosphere, access to a swimming pool, a full-service restaurant, an 8-hour full-day tour, and advanced water activities. The strong preference for this package suggests that students are attracted to a vibrant, social environment while still valuing the amenities and engaging activities provided by the resort.

Package 71 secured third place, with 25.5% choosing it as their second choice and 18.5% ranking it third. It features a family-oriented atmosphere, access to a swimming pool, a full-service restaurant, an 8-hour full-day tour, and moderate water activities. Although similar to Package 72, the inclusion of moderate water activities instead of more intensive options likely accounts for its slightly lower ranking compared to the highly popular Package 72.

These findings underscore the preferences of Generation Z college students for a balance of social and family-friendly environments, with a strong emphasis on comprehensive dining options and water-based activities. The top-ranked packages reflect the importance of providing both comfort and engaging experiences in resort offerings to meet the diverse needs of this demographic.

Table 3. Simulated Market Share

Package	1st	2nd	3rd
Package 72	100.0%	0.0%	0.0%
Package 36	0.0%	27.4%	12.6%
Package 71	0.0%	25.5%	18.5%
Package 66	0.0%	24.4%	24.1%
Package 69	0.0%	16.0%	13.9%
Package 54	0.0%	6.7%	7.4%

## DISCUSSION

This study provides important insights into the preferences of Generation Z college students from Davao City when selecting beach resorts on Samal Island, aligning with several existing studies on Gen Z's travel behavior while revealing new trends. The findings highlight a strong preference for water activities and swimming pool availability, which resonate with previous research indicating that Gen Z prioritizes adventure and engaging, hands-on experiences during travel (Aspariyanthi et al., 2023; Suárez-Rojas et al., 2023). The emphasis on advanced water activities, such as jet skiing and banana boating, further supports the notion that Gen Z values immersive, memorable experiences that allow for active participation.

However, there are notable contrasts in this study compared to prior research. Resort atmosphere, though still a relevant factor, was ranked lower in importance than more practical amenities such as pools and food services. This finding diverges from studies that emphasized the importance of social values and environmental sustainability in Gen Z's travel choices (Salam et al., 2024). While sustainability remains important, the current study suggests that amenities providing comfort and convenience – particularly swimming pools and diverse dining options – are more immediately appealing to Gen Z in the context of local beach resorts. This preference for tangible, action-oriented activities over aesthetic or abstract attributes such as resort ambiance reflects Gen Z's inclination towards experiential tourism and a more hands-on engagement with their vacation environments (Merritt et al., 2018).

The study further reveals key trade-offs in decision-making, particularly between resort atmosphere and water activities as well as dining options and tour duration. These preferences suggest that Gen Z students are more likely to choose resorts offering engaging experiences over those that focus primarily on creating an appealing atmosphere. This insight is important for understanding the evolving demands of this demographic, who seek balance between recreational opportunities and convenient amenities, making their decision-making process different from older generations.

Despite these valuable insights, the study is limited by the specificity of its population. Because the sample consisted solely of college students from Davao City, the results may not reflect the preferences of other Gen Z subgroups, such

as working professionals, out-of-school youth, or those from other regions in the Philippines or across ASEAN. This localized sample restricts the generalizability of the findings, and future studies are encouraged to explore more diverse Gen Z populations to gain a broader and more representative understanding of coastal tourism preferences in the region.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study reveals critical insights into the preferences of Generation Z college students in Davao City, specifically regarding their choices for beach resorts on Samal Island. The findings underscore that this demographic values active, immersive experiences more than abstract resort attributes such as ambiance or environmental sustainability. Water activities, particularly advanced options such as jet ski rentals and banana boat rides, were the most preferred resort features, followed closely by the presence of swimming pool facilities. These preferences suggest that Gen Z is highly inclined toward adventure-oriented vacations that offer both physical engagement and social sharing opportunities, rather than more passive or aesthetic resort characteristics.

The implications for beach resort operators are clear: to attract and retain Gen Z travelers, resorts must prioritize the inclusion of advanced water activities and recreational amenities. Expanding the range of water sports offered and ensuring that swimming pools are available will cater directly to this generation's primary interests. For resorts that currently lack these amenities, adding a swimming pool could significantly enhance their competitiveness in a market where water-based recreation is highly valued. Moreover, ensuring that dining options are diverse and cater to a broad spectrum of preferences is equally important, as dining experiences play a significant role in Gen Z's resort selection.

From a marketing perspective, resort operators should emphasize their offerings of immersive experiences, personalized services, and the availability of exciting adventure activities. Gen Z is a digitally native generation, and thus, social media and digital marketing will be essential channels to reach them effectively. Resorts should focus on showcasing their action-packed activities and the unique experiences they offer through platforms that Gen Z frequents. Furthermore, resorts should highlight their sustainability initiatives in their marketing messages. While sustainability was not the primary factor in this study, eco-friendly practices still align with Gen Z's values and can serve as a secondary appeal to enhance the brand image.

Finally, resort operators should consider incorporating technology into the guest experience, whether through mobile apps, virtual reality experiences, or online platforms that facilitate easy booking and personalized experiences. Gen Z's familiarity with digital tools means that offering technological enhancements could increase satisfaction and engagement, enhancing overall appeal.

## **ADVANCED RESEARCH**

Despite the valuable insights provided by this study, there are several limitations that warrant further investigation. One key limitation is the

geographic and demographic focus on Gen Z college students in Davao City. Future research could expand the sample to include Gen Z individuals from other regions or socio-economic backgrounds, offering a broader perspective on generational preferences in tourism. Additionally, the study's reliance on stated preferences rather than actual behavior is another limitation. While conjoint analysis is an effective method for gauging consumer preferences, it does not necessarily reflect actual behavior in real-world scenarios. Observational studies or follow-up research focusing on real-life choices could provide a more accurate understanding of Gen Z's decision-making.

Further research could also benefit from exploring longitudinal trends, tracking how Gen Z's travel preferences evolve over time. Given the rapid technological advancements and shifting societal trends, Gen Z's expectations and behaviors may change, and understanding these shifts will help tourism operators remain responsive to new demands. Additionally, comparative studies across different geographic regions would provide insights into whether the preferences observed in this study are unique to Samal Island or reflective of broader global trends in Gen Z's travel behavior. Lastly, experimental studies using virtual reality (VR) or immersive simulations could provide deeper insights into how Gen Z interacts with and values specific resort features when experienced firsthand.

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