

Algorithmic Visibility and Travel Intentions: Modeling the Influence of Travel Bloggers on Generation Z's Tourism Preferences

Sutana Boonlua ¹, Jindarat Peemanee ^{2*}, Sunanvadee Palasak ³, Nongluk Sangmahachai ⁴,
Rujira Luangsakdapich ⁵, Thanyagamon Pararit ⁶, Aukkarawit Robkob ⁷

^{1,2,4,5,6,7} Maharakham Business School, Maharakham University, Thailand

³ Faculty of Business Administration and Accountancy, Roi Et Rajabhat University, Thailand

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ABSTRACT

Digital platforms have transformed tourism decision-making, particularly among Generation Z, who rely heavily on influencer-generated content for travel inspiration. In Thailand, travel bloggers have become key intermediaries shaping destination perceptions through visually rich narratives and algorithmically amplified content. Despite growing research on influencer marketing, three gaps remain. First, limited empirical evidence exists in Southeast Asian contexts. Second, prior studies rarely integrate multiple blogger attributes (expertise, credibility, reputation, content quality, and attractiveness) into a unified predictive model. Third, psychological mechanisms—particularly inspiration and eco-psychological responses—remain underexplored in tourism research. This study addresses these gaps by examining how blogger attributes influence travel inspiration and decision-making among Thai Generation Z, incorporating parasocial interaction theory and eco-psychological perspectives.

JEL Codes:

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