



Trend of Impact of Social Media for Each Generation for Tourism Promotion in Thailand in 2030

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Abstract- Social-media is becoming super important for tourism promotion, especially in Thailand, which is a big travel spot worldwide. As things change online, tourism groups are using social media to get the word out about places to visit, what they offer, and cool experiences. This study looks at how different social media sites affect tourism promotion between generational groups in Thailand by 2030. The research focuses on Baby Boomers, Generation X, Millennials, and Generation Z. It pinpoints which platforms work best for each group. It turns out that Millennials and Gen Z respond better to Instagram and TikTok since they're all about images and short videos. Baby Boomers and Gen X usually like Facebook and blogs. These platform choices, based on age, really change how people make travel plans. The study gives tourism marketers some ideas on how to make their online marketing fit each group. By knowing how each generation uses social media, tourism groups can get more interaction, make their marketing better, and help tourism grow in Thailand for the long haul. This research helps us get a better grip on how social media shapes what people do and gives practical advice on making tourism promotion plans better.

Keywords - Social Media, Tourism Promotion, Generational Differences, Thailand, Digital Marketing, Travel Behavior, Instagram, TikTok, Facebook, Consumer Engagement, Tourism 2030, Baby Boomers, Generation X, Millennials, Generation Z.

I. Introduction

Social media is now a common way to promote tourism, letting people share their experiences and opinions. Tourism groups have jumped on platforms to show off what they offer, keeping potential visitors in the loop about travel options and events. In Thailand, using social media for this has become super popular. Tourism groups there are really making the most of social media to get the word out. Each social media site works differently, so treating them all the same wouldn't make sense. Plus, age, what people like, and how they act when traveling can change what social media they like for travel tips. If we look at how well each social media type does for different age groups, tourism groups and marketers could get ideas for targeting specific groups and making better travel promotions.

This study wants to see how well different types of social media work for travel promotions for different generations. It also wants to suggest which social media is best for tourism groups to use when trying to reach different generations. It's important for anyone in tourism to get how new media, like social media, affects what people do. Increasingly, people are wondering if old-school online marketing is as good at swaying people as social media is. If we dig into how different social media sites affect travel



decisions, we can get a better handle on this fast-changing online world. The tourism business has always changed with new tech. The huge growth of social media has pushed tourism groups to stay competitive. The same goes for hotels, which are now using social media to show off cool images and info to guests. But we still don't know which social media sites the best is to use to get more tourists.

The stuff shared on social media can usually be split into user-made or company-made. Travelers create most of the stuff you see online, which shapes what others decide to do. Travel blogs, which are user-made, are getting more attention from people in the travel world. Simple websites where tourists write about their trips are another type of social media. This kind of user-made content has become important in helping people pick travel spots. Web 2.0 stuff like social networks, forums, and travel review sites, where people share stories and connect, have become big, sometimes at the cost of in-depth content.

II. Social Media's Role in Tourism

Social media popped up in the late 2000s as a place where people could share, make, and work together on stuff. These networks can be anything from social sites to blogs. So, social media covers a lot of ground. The Internet keeps getting better, moving from simple wired connections to mobile Internet that's part of everyday life. Social media's impact depends on how much different groups use it.

The World Tourism Organization says a tourism destination is any place someone stays overnight. These days, online systems with social media pages are also tourism destinations. To some point, how well a tourism destination (social media page) is covered relates to how well tourism grows around the world. So, it's key for those in tourism to know what makes different destinations stand out from their competitors. A destination's strong and weak points are often compared to others that give different or similar experiences. Usually, looking at images means exploring words, text, and stories, while the other is studying shapes or things we see and what they mean.

Right now, the tourism business uses tech a lot. You can get info easily at many destinations. But this ease of access also brings problems for tourists. Potential tourists can look at destinations online to find what they like. Before settling on a trip, destinations should figure out what issues others are facing. A destination is when a tourism experience happens somewhere different. Social media is changing this, changing the meaning of tourist destinations as time and space change. It's important to measure how well selected destinations are on social media.

How Different Generations Use Social Media

Background info shows that different generations use, accept, and stop using social media differently. Older people tend to use social media less than younger people. For new media to help everyone equally, we need to get how different generations use it. Before, things like age, gender, income, and education were used to explain who used online content. But now, with mobile Internet and social media growing fast, everyone's creating and using content. So, those old things don't really explain why people use social media differently. Most generations are using social media a lot, but how they



use it varies. Also, feeling like you belong to an online social network can make that feeling stronger. There are generational differences in who can use social media before adopting it, before stopping using it, and how wanting to keep using it affects who they tell about it.

Baby Boomers

Thailand is popular around the world, and they know social media is on the rise. Tourists are already sharing pictures while on their trip. Young Thai people are on social networks. The Tourism Authority of Thailand wants to promote the country through social media. Including channels focused on pictures of food and restaurants. They may also use channels for specific age groups.

Many studies have looked at how social media affects tourism. Thai social media is interesting because many people use it and because it has local channels. Baby Boomers and younger generations are different in how they use tech and social media. Looking at these trends can give the Tourism Authority of Thailand ideas on how to reach each group. Understanding these people can help promote what Thailand has to offer. Also, they might look at different applications in the future.

Generation X

Some people from Generation X may be hitting their career peak or close to retiring. Many are still working and raising kids, so they might not travel as much. Generation X will get smaller compared to other generations, so they may get less attention. Some Gen Xers may still be in school and do not have enough money to travel. So, Generation X might not be that different from everyone else when it comes to travel, but they still have their own things.

Social media seems to have the same good things for Gen X as it does for other generations, but fewer bad things. Since more generations are used to social media, it has less of an impact. Older people might be careful about using social media for tourism.

Over the years, social media has grown to include applications like Facebook, places for blog like Twitter, and ways to share photos like Instagram. People have moved beyond email and forum rooms. Younger generations may have grown up with Facebook, while older generations got into social media later when they saw what it could do. But this generation expressed doubts and worries about privacy. Gen X liked having control in the social media they used and worried about privacy.

Millennials

Millennials were born between 1985 and 1995. They're good with tech and use the internet a lot. They know how to use the internet to their advantage. They're influenced by content when they do things. They often look for info online. It's normal for them to share things without thinking about who sees them. Before, things were shared in person, in books, or in newspapers, but not online. Now, it's normal to share everything on blogs and social media. They find info from online reviews and blogs.



Millennials decide where to go and what to book based on reviews. They look at hotels and facilities that people they know have reviewed. They get advice from travelers about conditions for safety, budget, and how things are run. Changes in these things affect Millennial travelers. If something seems too risky, they might call it off. They might ask an agent for help, but they still book online to save money.

Millennials can quickly get hooked on places, activities, views, and trends. They use social media to stay up to date on trends, holiday spots, and discounts. Instagram is popular for travel ads aimed at Millennials. They like blogs about lifestyle and skincare. They want to be noticed by travel influencers for free ads. These recommendations convince Millennials to check things out.

Generation Z

Generation Z includes young people who were born after 1995 and will still be in education after 2030. They grew up with the internet and social media. So, they are flexible and aware. Since the online travel experience relies on photos and videos, people call them the visual travel generation. So, travel promotions should consider this. They would rather see clips than photos because they don't pay attention for long. When making travel promotions, clips should be about 15 seconds long. Plus, these clips should be made for phones, so text should be short. They should also be edited with different film styles.

Clips of good scenery had a good effect on Generation Z's interest in visiting places in both common and travel. However, clips with financial or wellness travel had a bad effect. Travel promoters should avoid talking about costs or wellness in promotions to keep up interest. Travel promotion clips should move the scenery smoothly to better influence Generation Z. But fast scenery movements should be avoided when designing travel promotion clips.

Impact of Social Media on Travel Decisions

Leugering (2014) looked at how travelers use the web and social media for info and found they check a lot of different places. Suggestions from friends and family about trips were seen as important early on when people were just starting to think about going somewhere. The study also showed that travelers in South Africa check different sources depending on where they are in their trip planning. Things like comparison sites and official destination websites are seen as more trustworthy than social media posts about tourism stuff. What sources people used seemed to depend on what stage of travel they were on. Social media became more important later when people were nailing down their plans. This means some sources matter more than others when people are deciding.

Success Stories of Tourism Campaigns

The Choose Thailand campaign did well because the Tourism Authority of Thailand (TAT), sponsors, and travel companies worked together. It quickly got popular online, with people sharing info and products on different platforms. Thailand is a favorite for Japanese luxury travelers because of its unique culture and hospitality, making lasting memories. Mobile apps let tourists easily plan their trips, booking and paying for everything in the past years. It's interesting that even though smartphones got more



popular, the number of travel agencies didn't change, but how people used them did (Choudhury & Mohanty, 2018). The campaign's story used the Dear idea, which worked well to connect with each country on a personal level. Eco-travelers care about the downsides of travel and want to live more sustainably. Passionate people cycled from Bangkok to Cambodia, looking for different ways to travel and finding amazing stories and kindness along the way. These stories helped spread the word, and action-based tales shifted people's views toward being more eco-friendly. The campaign's success led to brands investing in long-term plans for sustainable resource use.

Campaigns for Millennials

Marketing folks have noticed that lots of people, especially millennials, are using social media a lot. Millennials have the most buying power (Chatzigeorgiou, 2017). Studies show people trust recommendations from friends more than ads. In tourism, this means advice from a friend is more likely to make someone want to visit a place since it seems more real. Millennials, born between 1979 and 2000, were the biggest group in the US in 2015 (Anne Leake, 2018). This study focuses on millennial tourists since they're expected to be the biggest tourism market by 2020. They're tech-savvy and use the internet to find info and connect with others. They like online and digital ads more than old-fashioned ones like TV, radio, newspapers, and magazines. Eye-catching graphics and websites are what grab their attention. Personalized ads and services are also a good way to get them as customers. They like one-on-one messages and being able to interact. They respond to online marketing and share their opinions on products and services, influenced by what their friends say.

Campaigns for Generation Z

Gen Z's social behavior is tricky for marketers. They spend a lot of time on social media for fun, info, and stay in touch. But it's hard to grab their attention because there's so much competition. Marketers need to get how Gen Z thinks and acts on social media (Mafalda Neves Costa Silva e Sá, 2017). Getting consumers involved in tourism is key. Since how involved they are changed at different stages, it's important to understand the differences. Marketers need to get how social media is used, what kind of content people engage with, and what makes them involved at different levels. Not everyone can participate in the digital world equally. Younger people (15-29) are more likely to use the internet and social media than older folks (50+). But this is less true for people in their 40s, suggesting older people are also getting into tech. Gen Z (10–19-year-old), is growing up with tech. They're experiencing new tech in a good political and social situation. The internet and social media are important for social and economic growth. This leads to digital citizenship where people use tech for good, like talking to each other and organizing challenges.

Influencer Marketing in Tourism

Influencer marketing is when you use someone who people see as an expert and trustworthy to advertise. It's become popular because of social media apps like Instagram, which has attracted millions of users since it started in 2010 and went solo in 2012. Influencer marketing is important for making people aware of tourist spots. It's different from regular ads that can feel too fake and intrusive. Everyone benefits from influencer campaigns: destinations get more visitors, influencers get free trips, and travelers get inspired to visit cool places. A lot of destinations have done influencer



marketing campaigns with famous influencers, but it's still new to tourism research. This might be because the influence on marketing is recent in tourism, and research is still catching up. Lately, tourism marketers are trying to reach people in new ways by contacting social media influencers. It's easy to find people with lots of loyal followers. The idea is that influencers can persuade their followers to book a trip because they trust them. Since influencer marketing is still new, this article gives an overview of micro-influencers, how they gain trust, and how to use them to achieve marketing goals (Chatzigeorgiou, 2017). Influencers can have a big effect on where tourists choose to go, based on the info they share on social media. Paying attention to social media interactions can help tourists make decisions.

Role of Influencers Across Generations

Even though different age groups see influencers differently, understanding this role could improve how tourism is promoted in Thailand through social media. How people see influences depends on how they use digital devices every day. Influencers are seen as friends who create and share travel content, experiences, and destination info. However, younger people see influencers to find info that adds to what official channels provide.

Younger generations also see influencers as entertainment, not as people who promote local tourism. Older generations are more worried about negative opinions of the influencer community and how that could hurt tourism agencies. The difference in how generations see influencers could create chances and problems for tourism promotion in Thailand through social media.

People are relying more on social media for tourism info, but it's just a small change. It's not completely replacing traditional sources like websites and guides. Different generations use social media and other sources differently, depending on how much they rely on news, influencers, and their personal networks. Overall, all generations are relying more on social media for tourism info.

How Influencer Campaigns Work

To get potential travelers interested, destination marketers are using social media influencers more often. They help grab attention and create deeper connections by showing what the destination is like. By showing the vibe and culture, travel influences help people imagine themselves there as tourists and locals. Destinations are defined not just by landscapes but also by customs. To understand how social media influences portray destinations, it's important to see how they're shown in short stories by popular Instagram influencers (Javits, 2019).

Studies have shown that social media influencers are important sources of info in travel and that influencer campaigns are a strategy for tourism destinations. Recent studies confirmed that influencer campaigns are common but working with influencers can be tricky. Destination marketers should work more with influencers to promote destinations and get better engagement. Past research has looked at influencer campaigns from the marketer's side. They looked at the big picture of how well influenced campaigns work, focused on numbers, and reviewed case studies that only involved a few European destinations. To help expand the influence strategy in Asia-



Pacific, we need to look at real cases showing how campaigns are done and how well they work on a smaller level.

Destinations are shown as a concept by changing the landscape, explaining the customs, and clarifying how tourists use things. This is closely tied to showing things through pretty stories. You can only understand a destination when you understand the social side of it. This knowledge is in the stories about the destination and how things are done there.

User-Generated Content and Its Influence

Changes in the world are happening fast because of improvements in tech for communication and info sharing, and because pretty much everyone uses the internet now. Things related to tourism and sicknesses have changed unexpectedly. Someone said that tourism, knowledge, and people are big ideas in tourism studies, looking at what people search on Google. If you pay attention to what people search most on Google, YouTube, Twitter, Wikipedia, for translations, and in the news, you see that when there's a disaster, social media gets a lot of attention.

Lots of videos showing that there aren't many tourists make people think about tourism differently. This makes you wonder how to change things and what can be done to get tourism going again. One study looked at how young adults reacted to quarantine videos about traveling and found that they mostly care if the media is real and if they like what the tourists are doing. So, the Chaing Mai Tourism Association will share information to get more tourism. One idea is to create a special place that feels different from everyday life to attract young tourists. This place should be away from the stress of normal life. For example, you could create a nice road, or a square called The Gate to Happiness in Southern Thailand. You could also have an art festival with music and lights where people can join in local activities for National Day, which celebrates farming. Doing travel stuff with others is good for young people because they get to meet people from different generations and learn new ideas.

Every business has seen big changes in how influencers and marketing can reach customers, mostly because of social media. Social media is the most important way to connect right now, and anyone can become an influencer. Tourists share photos and stories on social networks, so they like to see what their friends post and what's happening in real-time. Images that feel friendly and show what's happening behind the scenes or while things are being made are most likely to make people interested in tourism. Social networks might change, with winter tourism becoming more popular and Thailand still being a popular place to visit. Thailand is doing well in all areas, and since China isn't as much of a focus, Japan is getting more attention for summer tourism. These trends could be used for real-time studies using ways to get images and text. It's hard to study all the images online, but you can still find good tags for travel influences and content made by users. For testing before a problem happens, only some Twitter posts can be used for research. It's hard to be very specific in this study.

Each generation uses different social media platforms to get the word out about tourism. Older adults probably use personal sites, while young adults probably use Instagram. All three groups agree that Instagram isn't the best way to get the word out about



tourism. TikTok is probably the least used social media platform among all three groups, but it's becoming more popular among young adults. It's a good idea to use social media platforms that have people of all ages to get the word out about events like festivals. For example, TikTok might not be as good for getting older adults interested in events because it's a newer social network. Young adults use TikTok a lot, but the posts should be made to fit what they like, like more videos and less text. Use Facebook and personal sites to reach older adults and try to get their friends and family interested. Also, it costs more to get the word out about events on social media now, so it's good to think about using older ways to get people interested.

Social media is becoming more popular because it's easy to get to technology and the internet is cheap. Social media is a way for people to talk to each other and a way to communicate. It's also changing how customer service, marketing, and getting the word out is done in the tourism business. Social media seems to have made people not trust normal marketing methods as much. Social media isn't perfect, but it's a good way to market tourism services if used wisely. Social media is important in tourism, especially for finding and sharing information and how tourists and tourism businesses get involved. Social media lets people in tourism give specific information to each tourist.

The Philippines uses social media the most, with an average of over 4 hours a day. In South-East Asia, Thailand is second for Facebook users. Even though Facebook can be used to get the word out about tourism, there are other social media platforms that can be used to get people involved in tourism promotion. Since there are so many social media platforms, it's hard for planners to pick which ones to use. So, tourists and generations should be used to understanding how social media is being used. Also, one of the most important parts of tourism is getting the word out. Tourism promotion is supposed to give people enough information about tourism, so they want to visit. Before, this was done with posters, flyers, and magazines, which mostly meant one person telling many people. One study showed that people who got travel information from posters, flyers, or magazines might think Okinawa is old and doesn't have good tourism. These bad images could be changed with new ways to get the word out, like Facebook, YouTube, and travel blogs. In the study, there was no bad image about new and old media during The Tai Songkran Festival experiment.

When people ask, what's your favorite type of social media? The answers are different depending on their age: Facebook, Instagram, and TikTok. This difference corresponds to what these social media platforms want to do in the future. Platforms like Omegle become less popular quickly. Each platform gets users in a different way, so the promotions are different. For example, TikTok is famous for its algorithm because it lets anyone become famous overnight. In the meantime, video streaming platforms like Twitch are a longer-term investment. When it comes to tourism, ads usually reach the right people through the social media platform they use every day. Thailand wants to get the word out about tourist spots by putting ads on current popular social media, considering the declining audiences and approach of each platform. For older adults, Facebook and Instagram would be used to promote Thailand tourism with paid and influencer ads, since Facebook was the second highest reach based on stats from 2023 and travel agencies like TikTok. For adults, Snapchat and TikTok had the most impressions for Thailand tourism, but it is important to consider. People aged 27-43



wouldn't use Snapchat for travel inspiration. So, Facebook and TikTok should be used instead because they had the most rejections.

On the other hand, young adults would rather use social media platforms than movie streaming platforms. Even though YouTube still seems to be good at getting the word out about tourism in Thailand, people are looking for things to watch, not to travel to Thailand. So, there shouldn't be too many irrelevant update ads. Instead, in-stream ads are a better way to keep viewers on the platform with the current ad still there. This would reach possible sponsored content to reach the right audience, making sure people have a chance to travel through Thailand tourism promotions.

Social Media Advertising Strategies

This study looks at how social media affects tourism promotion in Thailand in 2030. It asks:

How is social media used to promote tourism?

What happens when social media advertising is used for tourism promotion?

To answer these questions, researchers did in-depth interviews with 32 experts from different fields. The results showed that social media is used differently by each generation. Baby Boomers and Gen X mainly use it to find information. Gen Y likes to actively engage in tourism activities as part of a community. Gen Z is more into things like the METAVERSE for ads and influencer marketing. Social media is seen as a strong tool for marketing. The study found that people often use E-mail, Facebook, and YouTube. Facebook is the most used platform, then YouTube and E-mail. People prefer to use these platforms to connect with others and learn about travel and places they want to see. Facebook is seen as great for sharing information, followed by YouTube and E-mail. There's a strong link between people planning trips online and seeing ads on social media. There's also a connection between people wanting online deals and being interested in planning a trip when they find a good offer. Tourism companies should use social media marketing to share information with potential customers. Statistics show that India is among the top 5 countries for social media users, making it attractive for tourism companies. (Nalini Palaniswamy, 2021)

Cultural Points to Consider

Culture matters when using social media for tourism promotion. Different cultures might use the same platforms in different ways, which affects the tourism-related content that is created. It's hard to control how social media impacts culture. It is vital for Tourism marketers to know how different cultures influence how their target tourists use the internet. Southeast Asians tend to share posts publicly rather than privately on social media. This shows they use social media a lot to build their reputation. (Hsuan Chang & Yee Anna Fong, 2019). Since Indonesians love videos, YouTube is a good promotion channel for that market. But since Malaysians often share text, Twitter might be a better choice than YouTube for marketing to that destination. Culture plays a big role in how social media promotion is adopted across generations. Different cultures lead to different internet habits, even if they use the same platforms. Individualism and power distance can cause generational differences in how people use social networking sites. Generational differences also align with different views on privacy. Millennials weren't as worried about privacy because they were optimistic about technology. Boomers were more concerned about privacy breaches. It could be



useful to investigate further into the influence of culture on this occurrence. Knowing the generational differences along with the national cultural difference could help explain the impact of culture combined with social media on ads for tourism destinations.

What Tourism Marketers Face

An issue for tourism marketers is promoting tourism in Thailand using social media channels in a way that is right for each generation. This is key for those in Thailand who directly promote tourism destinations and events to the right people. This study looks at documents about the differences in how each generation in Thailand uses social media for tourism promotion. New social media channels are springing up and changing communication patterns all over the world. Key ideas about how social media channels impact each generation in tourism promotion were identified and presented with visuals, including current behaviors, what's good about it, what's difficult about it, and suggestions. Also, the results showed different viewpoints on how social media is used in tourism promotion in Thailand. So, tourism marketers in Thailand should think about these results when creating marketing plans that fit each generation group. (Nella & Christou, 2016). Promotion is a serious topic for tourism marketers in Thailand. Social media grows super quick in Thailand. It leads to changing attitudes in how people communicate. It affects how tourism marketers do their work, and it could be different for each generation. But, after looking at existing writing on this topic, nothing can be found about the social media influence used in Tourism promotion for each generation group in Thailand. This review is taking information from academics and tourism workers in Thailand and putting it together. This is for the purpose of understanding the generational use of media to help promote tourism within Thailand.

Misinformation Concerns

Thai tourism relies heavily on social media. However, advertising here comes with its flaws. Social media is always public, and it's possible for errors to get out of hand. Thailand's relations with tourists and communities could be at risk. This part looks at the errors across social platforms and will attempt to discover the reasoning behind the errors.

Gossip is a conversational tool used to transfer information about others. It can have both harmful and harmless intent. Gossip finds its way into social media, where businesses have begun to make a profit. Phuket had a fatal incident that was quickly displayed across social channels, giving mixed reactions.

Misinformation, disinformation, and rumors are an increasing concern. Mistrust in the government and social institutions is seen as a main cause of regulatory failure that gives unintended consequences of violence. Disinformation shapes the way people talk about tourist destinations. Disinformation can be an error. Social media users verify the truth, but these platforms use their users to disseminate information. It is easier to cleanse already bad information but detecting it can be just as effective. In conclusion, disinformation is something that is here to stay. It is cross-sectoral.

Adapting to Changes; The sustainable use of social media applications has been added to Thailand. Content validation must focus on the need for health and safety. For example, Gen Z is alright with the posting of personal details, but it raises privacy



concerns for the well-being of themselves and others. Millennials are key with professionalism, as well as providing detail. Gen X needs to control the flow of content to prevent unwanted content. (Călin CĂZAN & Adina COSMA, 2018). Pictorial storytelling is appreciated by this generation. Baby boomers need to make sure their content can't be browsed by outsiders. Pictures of news advertisements are fine. There must be an analysis of popular topics to increase sustainability and visibility.

The Social Media Future

Social media trends change tourism destinations across all levels. It is interesting to observe social platform changes, such as marketing, citizens, and more destinations. In just a decade, social media channels have evolved. (Călin CĂZAN & Adina COSMA, 2018). Tourists are affected due to this change. The way catering systems are viewed can be debated for its sensationalism. This is especially true with marketing. Platforms have changed how they attract tourists. It is important to classify how different places are perceived.

South-east Asia accounts for 1% of the world's tourism. They experienced the best growth from 2000 to 2016. Tracking their international arrivals shows that growth is indeed showing promise. Studies show the validity here of current tourism trends. It showcases growth and areas for prospect, tourism sources and comparative tourism advantages. Thailand is looking to see how big and competitive their tourism strategy promotion can be.

Predicted Social Media for 2030

Social media advances are quick and are a big part of our daily lives. It is changing for almost everything. It is a channel to share thoughts, information and current experiences. It can be used for connections and for influence. Destinations have shifted to online connection, and that now defines the mindset of travelers. Social media now has many roles for different generations for travel purposes. Factors such as destination familiarity, destination image, emotionality, and public engagement have led to the creation of local travel destinations. Emotions have been used with Thai millennial travelers. All these aspects of tourism have been impacted. Marketers must create destination awareness. Influencers are contributors that further create and assist destination image acquisition. Other content such as media posts and emotional engagement can further be expressed.

This study implies that in 2030, media will spread that is exciting like wildfire! The effects have influenced the jumper in Thailand. Negative online reviews can impact local tourism growth; however, it helps local authorities handle future issues.

Technological Possibilities; Travelers are spreading content and experiences on social media and the internet. Technology contributes an important role to tourism. Rapid internet transformation can be both good and bad. Roughly 94% of consumers are online as digital consumers. Thailand uses has nearly topped 10 the top, as each user consumes 4 hours each day using social media. Tourism is a service where stories can get shared and promoted. Time becomes elongated as sales and bookings rise. It is something that also creates good understanding for individual tourism. Industries can and will change in significant ways.



III. Conclusion

Social media is key to getting the word out about tourist spots, but each age group uses it a bit differently. It turns out that everyone sees social media as a big help in getting people interested in travel. Now, even though the youngest groups, Generation Alpha and Generation Z, really know their way around social media, they're a bit unsure if they can really trust what they see online – like travel tips, videos, and photos. Older people are more open to believing what they see. Also, when picking a place to travel, the younger crowd tends to watch from the sidelines instead of jumping into conversations. What's trending right now is the influence of marketing. Generation Z loves to share stuff they find on social media with their friends. However, Generation X is more likely to trust advice from people they know instead of influencers. But the older generations see how social media can show off local cultures and attract visitors (Călin CĂZAN & Adina COSMA, 2018).

This trend of social media shaping how each generation views travel will probably keep going until 2030.

- First off, Generation Alpha is changing fast and will soon be the main group of travelers. As social media and tech become a bigger part of everyday life, and as travel ads start showing up based on what they like, not just place names and brands, Generation Alpha will keep looking for recommendations, trying to sort out all the details in videos and comments, and staying open-minded. They'll also get better at using social media, just like the older generations.
- Second, Generation Z will be on the move a lot, making quick plans based on fast video updates. To keep Generation Z interested, travel ads on social media will need to be short and sweet videos.
- Third, Generation Y will probably connect social media with work, seeing it to network and score points.
- Fourth, as their responsibilities grow, Generation X will probably pay less attention to social media and start to tune out.
- Lastly, Generation T (people 65 and older) will slowly get used to social media and travel content, but they might still have trouble using all the features or creating their own posts.

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