



## The impact of TikTok on travel decision

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### Abstract

*Social media is becoming an essential source of travel information for potential travelers. By using the functions of social networks, identifying the target audience, and creating exciting content, tourism offer holders can promote the offer and activities to a broader audience and cultivate meaningful relationships with potential and loyal users. Offer holders in modern business must accept the opportunity that TikTok, as currently the most visited social network, offers and add this platform to their marketing strategies on social networks. TikTok's influence on the travel industry is growing, with tourists increasingly turning to the platform to find travel inspiration, discover their next vacation destination, or plan their next trip. The paper explores TikTok's impact on tourists' travel decisions. People from the millennials (1980-1994) and the Z generation (1995-2009) in the Republic of Serbia represent 113 respondents. The analysis results show significant differences in the factors influencing the decision to travel according to the age structure of respondents who use TikTok. This paper enriches existing domestic and foreign research on the topic of tourists' travel decision-making based on the use of social networks. The results of this research can help tourism offer owners use TikTok and short videos more effectively to promote their offer.*

**Keywords:** social networks, TikTok, tourist decision, travel destination

## 1. Introduction

Modern tourist demand is increasingly using the Internet to research information related to different destinations. The Internet is an excellent resources of communication between distant parts of the world and enables the uninterrupted sharing of images, videos, and stories (Anđelić & Grmuša, 2017). Although travelers' attention spans have shortened, they still have high expectations for their destination experience. They yearn for deeper connections with local culture. The accessibility of short-form videos on a platform like TikTok has opened up a greater choice of travel destinations for travelers (Zhang, 2020). With a few swipes on their phones, they can quickly browse a wealth of content. The immediacy and authenticity of short videos allow travelers to make decisions on the spot, dynamically shaping their travel experiences (Shutsko, 2020).

Social networks are characterized by their accessibility, global reach and huge volume of information. Social networks play a central role in the dissemination of tourist information and influence tourists' travel decisions (Chu et al., 2020). Consumer travel decisions have many components, such as pre-trip destination selection, accommodation reservation, and choice of length of stay and specific tourism activities (Liu et al., 2020). Social networks have a significant impact on the development of tourism, both on the side of tourist supply in terms of the implementation of various stages the creation and placement of services, and on the side of tourist demand during the entire travel process, from deciding on, the stay in the destination itself and activities after returning from it (Mir, 2017). In recent times, social networks have been extremely popular media for the promotion of tourist destinations, which have significant advantages compared to traditional channels primarily due to two-way communication with the target market and the opportunity to exchange opinions, views, criticism and suggestions (Tran & Rudolf, 2022). Social networks can be an important place to help

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tourists form a travel plan and choose a destination. With Instagram, YouTube and TikTok working as image and video search engines, it's possible to search for any place in the world and see it in detail in seconds. The natural environment, personal safety, travel costs and accessibility are the primary factors that influence tourists' travel decisions, and they very easily get information about that through social networks (Varga & Gabro, 2021).

Companies that operate on the side of the tourist offer, have to understand and accept the importance of social networks and adapt their operations in the marketing mix to modern tendencies (Li et al. 2021). Tourist destinations share their offer on the Internet through social networks, and most importantly, they offer potential tourists the opportunity to experience the destination through reviewed videos, and stories shared by both the offer holders and other users who have already visited the destination (Tadić et al., 2019). Some of the most important travel trends influencing customer behavior, and impacting the industry are related to technology. Examples include voice recognition technology, contactless payments, artificial intelligence, virtual reality, and facial recognition. The continued rise of the Internet can help tourism providers promote tourism in several ways (Yang et al., 2021). It is possible to create and share videos (the social network TikTok is most often used for this nowadays), and then they generate organic views, likes and favorites of potential tourists. Alternatively, it is possible to use popular hashtags, trends and paid TikTok marketing to reach the target audience faster. While long-form content still attracts a certain segment of tourists, modern technology and the shrinking attention span of the audience have forced the carriers of the tourism offer to give priority to the content of a short broadcast time, which will keep the attention of the potential traveler (Du et al., 2022). Through partnering with creators and rigorous testing, brands can harness the power of short-form videos to capture attention, inspire travel decisions, and drive engagement (Martins et al., 2023). As brands navigate the world of short video marketing, measuring success becomes a key aspect. Although TikTok stands out the most, in terms of influence on consideration and engagement, it is essential that offer holders focus on content consumption, video views and the percentage of new users attracted (Chenchen, 2020). These indicators reflect the platform's ability to break into new segments and expand awareness of the tourist offer.

User-generated content, such as photos, videos and reviews, has become significant and has a major impact on tourists' travel decisions (Wang et al., 2022). Travelers can see real-life experiences and experiences, as well as comments, ratings, and feedback from other travelers, allowing them to make more informed travel decisions (Barreda et al., 2020). People intentionally search for specific tourism content, and social media has changed the tourism industry and caused travelers to make decisions based on what they see on social networks (Pop et al., 2022). Nowadays, tourists share their best vacation photos daily, putting destinations, hotels and restaurants on the search radars of friends and followers on the networks.

Modern travelers are more mindful of how they consume and experience travel. Their focus has shifted towards purposeful travel and conscious decision-making, both before traveling and while at their destination. Tourists are beginning to look for brands and experiences that align with their values, especially when it comes to sustainability (Werenowska et al., 2020). This change has encouraged tourism operators to integrate sustainability practices into their products, services and overall design to meet the growing demands of travelers. The way travelers gather information and seek inspiration has also fundamentally changed, as travelers turn to social media for real-time travel content, leaving behind the days when people could only rely on guidebooks. Modern travelers want to learn more about the chef, how to prepare delicious food and the stories behind the culinary experience, not just to consume food in a restaurant (Kovalenko et al., 2023). Short-form videos have played a key role in facilitating this change, offering insights into local culture, traditions and hidden gems that would otherwise remain undiscovered. The impact of short videos does not end at the planning stage, but permeates the entire trip and even inspires travelers to take the next trip (Zhu et al., 2022). In the inspiration phase, potential tourists can effortlessly scroll through immersive videos that provide new perspectives in real-time. This access to updated and authentic content allows travelers to make informed decisions about their destination and delve deeper into local experiences. In the planning stage, the process becomes much more empowering and exciting, as potential tourists can visualize what they will do at the destinations and how. Even after returning home, the power of the short video continues, indulging viewers in virtual travel experiences and fueling their desire to embark on their next adventure (Nguyen et al., 2023).

## **2. Literature review**

### **2.1. Influence of social networks on travel destination decision**

Social media permits many users to enter the Internet to share, cooperate, publish, change, inform, evaluate, and like various contents (Dramićanin et al., 2022). Social networks significantly impact modern society's development, given that people use them to connect with others, meet people of common interests, share information, lead a quality social life, and more (Živković et al., 2014). This establishing interaction between people enables a wide range of activities in the form of entertainment, socializing, and establishing contacts between people of a certain profession, but also contributes to overcoming barriers between people of different genders, ages, education, cultural and geographical characteristics. Social networks can be an excellent way to best and quickly inform potential clients about important events, current promotions, and news related to business (Podovac & Perić, 2020). With quality published content, it is

possible to educate potential tourists or provide them with specific advice. Many potential tourists will request additional information or inquire about other important aspects of a specific activity through social networks (Song et al., 2023).

Emphasizing the uniqueness of a particular segment helps to better position the destination, improves sales, and helps maintain competitiveness in the market. Social networks significantly impact tourism development in the era of digitization, with particular emphasis on their effectiveness in promotional activities, establishing communication with potential tourists, and broader market coverage (Paul et al., 2019). Advertising and promotion on social networks are the cheapest ways of presenting tourist offers, not only because their use is free but also because paid promotions are much cheaper compared to other media. Creativity and regular activity on social networks will significantly impact business success or promotion. Paying attention to this type of promotion and marketing is essential, bringing incredible results for minimal investment (time and money) (Sahin et al., 2015). A successful social media marketing strategy for the travel industry involves creating shareable moments, taking travelers on a journey, and allowing them to imagine themselves using the services through multiple media formats such as video, images, and writing.

Social media has transformed the way people use travel planning. According to Statista, 36.5% of tourists use social media to discover travel inspiration or ideas (Statista, 2023). Plentiful internet tools have permitted travelers to make quicker decisions about their travel destination (De Carlos et al., 2015). In that way, the destination can fascinate potential visitors to visit it. The information via the Internet is growing fast, so tourist destinations must adapt to succeed (Dramićanin & Sančanin, 2019).

## 2.2. TikTok and its popularity in modern society

TikTok is an app that distributes short, entertaining videos to users. The platform is particularly popular with Generation Z, who comprise most of its user base. One of the main reasons why TikTok has been so successful is that it emphasizes one piece of content short-form videos (Yudhistira & Muflichah, 2022). Unlike other social media platforms, TikTok has a different algorithm that popularizes content based on user connections, video material, devices, and setting accounts (Newsroom, 2020). TikTok offers a platform for users to generate content, and it has permitted businesses to promote and quickly reach their target group (Vlačić et al., 2021).

TikTok strongly affects other media – users are less likely to skip an ad for their desired video content on another social network if they have seen an ad on the TikTok platform. This means that an investment in TikTok can have an impact on other platforms as well. Users of the TikTok platform respond to authenticity (Tabaroši & Maljugić, 2022). This means there is no need for beautifully edited videos that cost a lot to produce and are usually associated with influencers on social networks. However, it is possible to focus on more natural content. TikTok breaks down all boundaries and allows global messages to reach the public (Bayer et al., 2022). The app is associated with an early impact on travelers, meaning that many businesses have removed their marketing focus to an app that offers short, videos to their audience (Wediana et al., 2023). While it is hard to exaggerate the position of digital advertising for travel businesses, TikTok has set a model for how it pays attention to short-form content. Many businesses in the travel sector use TikTok to spread global spectators due to the nature of the app. Accounts with a few followers have an equivalent chance to go viral and get enormous engagement because of how the algorithm rewards originality and individuality.

## 2.3. The influence of TikTok on the decision to choose a travel destination

Social media has become an important marketing strategy for tourism advancement (Chu et al., 2020), and unquestionably TikTok unintentionally promotes destinations. With the vast amount of research concentrating on social media and destination marketing, there is still a need to investigate the impact of TikTok on destination acceptance, as tourism destination marketers want empathy, information, and willingness to accommodate an unexpected arrival of visitors and this can create problems, such as how to provide adequate organization for this large number of travelers. The travel decision-making procedure is much more intricate than the material goods decision-making process (Park et al., 2013). Selecting the most appropriate destination, way of traveling, and accommodation is a procedure that consumes time and effort (Hsu et al., 2012). Promotion on TikTok can be very active, as it is a viral social media platform with many users (Lopez-Ortiz et al., 2023).

Tourist offer holders generate short videos that show their destination or business. These videos are typically imaginative and entertaining and take people's attention- additionally, brands using TikTok associate with desired TikTok users (Tran & Rudolf, 2022). TikTok is changing the travel and tourism business, it gives brands an original way to reach potential clientele and inspire their goods or facilities.

TikTok is becoming an increasingly influential channel when it comes to travel-related content. Booking.com's 2023 travel trends survey found that of the 30% of global travelers who use TikTok to find travel inspiration (Booking, 2023):

1. 56% of travelers use TikTok to find travel tips,
2. 54% of them use it to get destination ideas and
3. 51% of them use it to find accommodation ideas.

As the TikTok platform becomes the primary source of information for many, TikTok has become a method for many tourism businesses to promote their brand. This was contributed by the launch of TikTok ads, which allow tourism companies to display ads as videos (Kalinić & Vujičić, 2022). Considering the number of active users of the TikTok application, the profitability of this form of advertising is apparent. The vast number of users on this platform means that regardless of popularity, each user can reach millions of people on the other side of the world. TikTok has been mostly widespread with younger people, and numerous travel organizations use the platform to mark the target group. Most tourism companies in Serbia are still trying to understand how to customize this app best.

TikTok affects tourism unmatched by other social media, these results are based on a study to determine the influence of TikTok on tourists' travel decisions (Wengel et al., 2022), then on the influence of tourist vloggers who share short videos and thus attract potential tourists (Zhao et al., 2022), then on the impact of short videos on the attitudes of potential tourists about the travel destination (Cao et al., 2021) and the impact of food blogs on destination image (Li et al., 2020). Most of these studies focused on the influence of short video content on both the destination and potential travelers. Only a limited number of studies have addressed the impact of Tiktok on traveler behavior (Wang et al., 2022). Before the advent of TikTok, there were other short video apps and popular apps like Instagram and YouTube that shared short videos worldwide. However, TikTok significantly impacts tourism, which shows that the platform's characteristics should be considered for interpretation (Janianton et al., 2021). Therefore, there is a need to study how tourists use TikTok in decision-making empirically and the factors that influence their choice.

### 3. Methodology

#### 3.1. Creating a questionnaire and defining a sample of respondents

For the research, a survey containing two parts: demographic questions and questions measuring eight variables (performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, perceived trust, and intention to use) according to the Likert scale. Respondents stated their opinions with a score of 1-5, where 1- is absolute disagreement and 5- is absolute agreement. The measurement scale is based on propositions from previous studies, mainly from the study by Zhou et al. (2023), and adapted to the context and objectives of the research. The survey was interpreted from English to Serbian and distributed to the respondents. Respondents filled in the survey online, the only state was that they belonged to millennials or Generation Z from the Republic of Serbia region.

The research was directed during July-September 2023. A total of 175 respondents who belong to millennials or Generation Z from the territory of the Republic of Serbia were asked to complete a survey. The survey was accomplished by 127 respondents (72.57%). Of those numbers, 113 questionnaires were valid, 88.97%. The entire survey has high reliability, and the Cronbach Alpha coefficient is 0.896.

#### 3.2. Defining hypotheses and models

The primary hypothesis in the research:

H0: TikTok has a positive impact on tourists' travel decisions.

Support hypotheses in the research:

H1: The expected performance of TikTok has a positive impact on tourists' travel decisions.

H2: Expected effort when using TikTok has a positive impact on tourists' travel decisions.

H3: The social influence of TikTok has a positive impact on tourists' travel decisions.

H4: Facilitating conditions of use of TikTok has a positive impact on tourists' travel decisions.

H5: Hedonic motivation provided by TikTok has a positive impact on tourists' travel decisions.

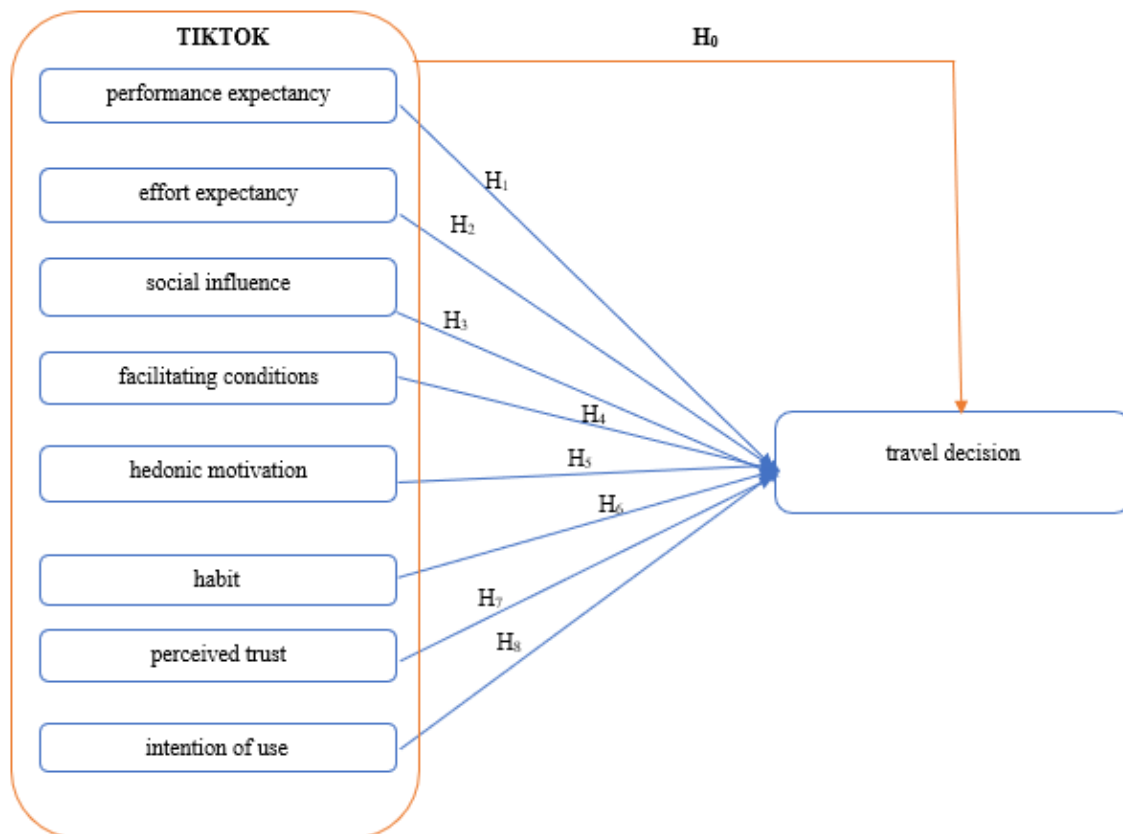
H6: The habit of using TikTok has a positive impact on the tourist's travel decisions.

H7: Perceived trust in TikTok has a positive impact on tourists' travel decisions.

H8: Intention to use TikTok has a positive impact on tourists' travel decisions.

The research model can be found in Figure 1.

Picture 1. Research model



Source: Author

The hypotheses above were constructed based on the author's previous study on TikTok's impact on tourists' travel decisions. Studies have concluded that TikTok's expected performance positively influences tourists' travel decisions (Zhou et al., 2023; Li, 2021; Tan & Ooi, 2018). The expected effort invested by the tourist when using TikTok has a positive influence on the tourist's decision about the travel destination, and the authors reached these results (Zhou et al., 2023; Wang et al., 2022, Du et al., 2022; Zhou et al., 2015). Authors who examined the social influence of TikTok on tourists' travel decisions concluded that there was a significant positive impact (Zhou et al., 2023; Zainal et al., 2023; Martini et al., 2022; Li, 2021). Compared to other social networks, TikTok's terms of use make it easier for potential travelers to search for travel. Authors Rochman et al. (2023) and Xu et al. (2022) concluded that the facilitating conditions of TikTok positively influence tourists' travel decisions. The authors of Zhou et al. (2023) conclude that facilitating conditions for using TikTok does not positively influence the tourists' decision to travel. The motivation associated with the hedonism that TikTok brings to tourists can influence tourists' travel decisions. This question was addressed by the authors Zhou et al. (2023), Indarwati et al. (2023), and Jiang et al. (2022), who concluded that the hedonic motivation brought by TikTok positively affects the tourist's decision to travel. The habit of using TikTok can be one of the predictors of a tourist's travel decisions. This question was addressed by Zhou et al. (2023), Melati et al. (2022), and Isti'annah et al. (2022), who concluded that the habit of using TikTok positively affects tourists' travel decisions. Based on research by Abdullah et al. (2022), Xu et al. (2022), Wang et al. (2022), and Wengel et al. (2022) who examined the impact of perceived trust in TikTok on tourists' travel decision concluded that there is a positive impact. Perceived trust positively affects the tourists' travel decisions. Tourists' intention to use TikTok is positively correlated with tourists' travel decisions; this conclusion was reached by Mohammed et al. (2023), Zhou et al. (2023), and Arkansyah et al. (2021).

## 4. Results

### 4.1. Descriptive statistics

The sample of respondents represents 113 people from the region of the Republic of Serbia who belong to the generation of millennials and Generation Z. Table 1 shows the demographic structure of the respondents.

**Table 1.** Demographic characteristics of respondents

| Characteristics                                       | N  | %     |
|---|----|-------|
| Gender:   |    |       |
| - Male  | 51 | 45.13 |
| - Female  | 62 | 54.87 |
| Age:  |    |       |
| - Millennials (1980-1994)                             | 27 | 23.89 |
| - Generation Z (1995-2009)*                           | 86 | 76.11 |
| Education:  |    |       |
| - Primary school                                      | 0  | 0.00  |
| - High school   | 76 | 67.26 |
| - College   | 4  | 3.54  |
| - Bachelor's degree                                   | 21 | 18.58 |
| - Master's degree/PhD                                 | 12 | 10.62 |
| Occupation:   |    |       |
| - Student   | 54 | 47.79 |
| - Employed  | 42 | 37.17 |
| - Unemployed  | 17 | 15.04 |
| Using TikTok:   |    |       |
| - Under 6 months                                      | 6  | 5.31  |
| - 6-12 months   | 21 | 18.58 |
| - 1-2 years   | 27 | 23.89 |
| - Over 2 years  | 59 | 52.21 |
| Daily use of TikTok:                                  |    |       |
| - Up to 30 minutes                                    | 7  | 6.19  |
| - 30-60 minutes                                       | 25 | 22.12 |
| - 1-2 hours   | 24 | 21.24 |
| - Over 2 hours  | 57 | 50.44 |
| Do you use TikTok for travel?                         |    |       |
| - Yes   | 74 | 65.49 |
| - No  | 39 | 34.51 |
| Do you like short travel videos?                      |    |       |
| - Absolutely not                                      | 0  | 0.00  |
| - No  | 3  | 2.65  |
| - Maybe   | 12 | 10.62 |
| - Yes   | 74 | 65.48 |
| - Absolutely yes                                      | 24 | 21.24 |
| Are you traveling to a destination you saw on TikTok? |    |       |
| - Yes   | 99 | 87.61 |
| - No  | 14 | 12.39 |

\*Persons born in the period from 2006-2009. are minors, and they are not included in the research.

Source: Author's calculation

The most significant number of respondents are female (54.87%), belong to Generation Z (76.11%), have completed high school (67.26%) (this group also includes current high school students), are students by profession (47.79%), use TikTok over 2 years (52.21%), more than two hours a day (50.44%), use TikTok related to travel (65.49%), like short videos related to travel (65.48%) and would like to travel to a destination they saw on To TikTok (87.61%).

## 4.2. Hypothesis testing

The effects of performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit, perceived trust, and intention to use on the tourist's travel decision were primarily examined when testing the hypotheses. Table 2 shows the results of the regression analysis.

**Table 2.** Regression analysis

| Direction of analysis                     | R            | R <sup>2</sup> | t-test      | p      | Supported or not |
|---|--------------|----------------|-------------|--------|------------------|
| performance expectancy → travel decision  | 0.725        | 0.525          | 3.09        | 0.01** | yes              |
| effort expectancy → travel decision       | 0.736        | 0.542          | 2.76        | 0.01** | yes              |
| social influence → travel decision        | <b>0.814</b> | <b>0.663</b>   | <b>4.52</b> | 0.01** | yes              |
| facilitating conditions → travel decision | 0.698        | 0.488          | 1.02        | 0.05*  | yes              |
| hedonic motivation → travel decision      | 0.712        | 0.510          | 3.72        | 0.01** | yes              |
| habit → travel decision                   | 0.682        | 0.465          | 1.08        | 0.05*  | yes              |
| perceived trust → travel decision         | 0.740        | 0.548          | 4.12        | 0.01** | yes              |
| intention of use → travel decision        | <b>0.860</b> | <b>0.740</b>   | <b>7.16</b> | 0.01** | yes              |

Notes: p < 0.05\*, p < 0.01\*\*

Source: Author's calculation

The results show that all independent variables positively influence the independent variable (travel decision). Hypotheses H1-H8 are proven. At the same time, the basic hypothesis H0 was established, with values  $R = 0.746$ ,  $R^2 = 0.557$ ,  $t\text{-test} = 3.43$ ,  $p = 0.01$ .

To observe the differences between the influence of independent variables on the dependent variable, but according to the age structure of the respondents, a t-test was used. The results are in Table 3.

**Table 3.** Comparative analysis by age

| Direction of analysis                     | Millennials |        | Generation Z |        |
|---|-------------|--------|--------------|--------|
|   | t-test      | p      | t-test       | p      |
| performance expectancy → travel decision  | 2.74        | 0.01** | 3.42         | 0.01** |
| effort expectancy → travel decision       | 2.38        | 0.01** | 3.14         | 0.01** |
| social influence → travel decision        | <b>5.16</b> | 0.01** | 4.72         | 0.01** |
| facilitating conditions → travel decision | 1.12        | 0.05*  | 0.86         | 0.05*  |
| hedonic motivation → travel decision      | 4.12        | 0.01** | 3.54         | 0.01** |
| habit → travel decision                   | 1.14        | 0.05*  | 0.78         | 0.05*  |
| perceived trust → travel decision         | 2.94        | 0.01** | 4.98         | 0.01** |
| intention of use → travel decision        | <b>8.22</b> | 0.01** | 6.62         | 0.01** |

Notes:  $p < 0.05^*$ ,  $p < 0.01^{**}$

Source: Author's calculation

For Generation Z, the expected impact of TikTok, expected effort when using TikTok, and perceived trust in TikTok significantly influence travel decision-making. Meanwhile, for millennials, it is the social influence of TikTok, hedonic motivation, and intentions of using TikTok. Eased conditions and the habit of using TikTok in both age categories are at the limit of significance when discussing the influence on the travel decision, which is also observed in the regression analysis for all respondents.

## 5. Discussion

This research aimed to examine the impact of the social network TikTok on the tourist's travel decision. The respondents were adults from the region of the Republic of Serbia who use TikTok and belong to the generation of millennials or Generation Z. To better understand this topic, the obtained results were compared between two generations of respondents. First, a research model was defined, and then empirical research was carried out to examine the hypotheses and confirm the proposed model in the context of the Serbian respondents and their differences among the respective generations. TikTok purpose is to provide entertainment and relaxation, and associations a wealth of tourism content posted by travelers, workforces at attractions and monuments, and community organizations (Zhou et al., 2023). This paper aims to explore the factors influencing the travel decision. The purpose of using TikTok and the social influence of TikTok were found to have the strongest influence on travel decisions. In the research of other authors, it was observed that the social influence of TikTok does not have a significant influence on the decision because this social network is already well known and there is a strong interest related to its use (Zhou et al., 2023; Femenia-Serra et al., 2019). while expected impact, expected effort, hedonic motivation, and perceived trust have a significant positive influence on the travel decision of Serbian respondents who use TikTok. consumers' habitual use of TikTok motivates them to use TikTok when they are looking for travel info (Khalifa & Liu, 2007).

The effect of influence according to the generation to which the respondents belong was also observed. The findings revealed that usage intentions and social influence have the strongest influence on the travel decision among millennials, as well as among Generation Z. But there are significant variances in the impact of other variables, so in Generation Z the expected influence of TikTok, the expected effort when using TikTok, the perceived trust in TikTok significantly influence travel decision-making compared to millennials. While for millennials it is the social impact of TikTok, hedonic motivation, and intentions to use TikTok that make it different from Generation Z.

## 6. Conclusion

### 6.1. Theoretical implications

Exploring the impact of TikTok on travel decisions has been carried out for several years and was mainly conducted in Asia (Zhao et al., 2023; Li et al., 2022; Jiang et al., 2022), but such research has never been carried out on the region of the Republic of Serbia. Therefore, the results of this research are relevant and valuable for future research on this topic in both domestic and foreign literature.

Research results enrich the literature by giving different results between millennials and Generation Z about the actions of using social networks. However, there are specific differences between them. Millennials intentionally use TikTok to get specific information related to travel and at the same time the social impact that TikTok creates, regardless of being the most widespread network and the impact should be minimal, has a strong positive influence on the travel decision of

millennials. Generation Z expects to find all the necessary travel information on TikTok, with a certain effort to invest, in addition, they trust TikTok, and this all significantly influences decisions to travel, while for millennials, this influence is less significant.

However, there are still topics to be explored in this context, such as research on other social networks and their impacts. The results of this research are related exclusively to TikTok in the tourism sector but can also be used in future research. This research offers a comprehensive framework for future research by other authors to investigate the crucial factors influencing travel decisions using social networks.

## 6.2. Practical implications

Research results are valuable for the holders of tourist offers in the tourism of the Republic of Serbia. TikTok is the most commercial, wanted, approved social network globally, especially regarding short videos. The results can help the offer holders if they still need to start using TikTok for marketing purposes (even if they are), thus gaining the attention of millennials and Generation Z. The trust millennials and Generation Z give to TikTok is very significant. This information is beneficial for companies operating in the tourism sector. In this regard, when creating content on social networks by the offer holders, it should be borne in mind that millennials and Generation Z consider TikTok a confidential source of information. As the results show, respondents also expect that TikTok influences them with its information to decide on a trip. The offer holders' social networks should create a sense of trust, and the content should be credible, easy to comprehend, enjoyable, and socially acceptable. Bid holders should use TikTok to find the target segment at the right time, in such a way that they create content relevant to millennials and Generation Z and according to their interests. Adopting the social network TikTok as a promotional tool is particularly suitable for potential tourists from the mentioned generations. The main challenge for offer holders is optimizing each action on social networks and making it more effective. So, the results of this research are beneficial for the offer holders and provide guidelines for further actions in promotion on social networks and the way to use TikTok.

## 6.3. Limitations and suggestions for future research

This research has several boundaries. The first limitation concerns the sample size. Subsequent research should be conducted on a much larger number of respondents. Another limitation refers to the conceptual model itself, which could be expanded with several more variables (personal preferences of the respondents). The third limitation is related to territorial distribution. Future research could be conducted in neighboring countries, so a comparative analysis of the results could be done. The fourth limitation is that the research was conducted only based on using the social network TikTok. Future research can be conducted and related to using other social networks, such as Facebook (Meta), Instagram, YouTube, and Twitter, based on the same conceptual model and carried out a comparative analysis of the obtained results.

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