

Destination Attributes and Revisit Intention among Generation Z Trail Tourists: Evidence from Doi Likhai Trail, Northern Thailand

Khwanruethai Krongyut^{1*}

¹*Faculty of Tourism and Hotel, Chiang Rai Rajabhat University, Chiang Rai, Thailand*

**Corresponding Author*

Abstract: This study examines how destination attributes influence the intention of Generation Z tourists to revisit Doi Likhai Trail in Northern Thailand. Using the 5A destination attribute framework, the research focuses on five key factors: attraction, accessibility, activities, amenities, and accommodation. A quantitative survey was conducted with 400 Gen Z tourists who had visited the trail in Chiang Rai Province. The data were analyzed using descriptive statistics and multiple linear regression. The findings show that the model is statistically significant, explaining a high proportion of the variance in revisit intention ($R^2 = .836$, $p < .001$). Among the attributes, attraction was the strongest predictor ($\beta = .336$, $p < .001$), followed by activities ($\beta = .296$, $p < .001$), accessibility ($\beta = .176$, $p < .001$), and amenities ($\beta = .134$, $p < .001$). Interestingly, accommodation did not significantly affect revisit intention when the other factors were controlled. These results suggest that Gen Z's desire to return is mainly driven by the trail's natural appeal, engaging activities, convenient access, and basic facilities, rather than lodging. Ultimately, this study contributes to the literature on youth tourism by applying the 5A framework to a trail-based context. It also provides practical insights for destination managers and local communities aiming to improve the competitiveness and sustainability of the Doi Likhai Trail.

Keywords: Generation Z Tourists, Destination Attributes, Revisit Intention, 5A Framework, Doi Likhai Trail

1. Introduction

Trail-based tourism has become a vital form of nature-based and experiential travel. It is particularly effective for destinations that turn natural landscapes, cultural resources, and local identity into meaningful visitor experiences. Unlike traditional sightseeing, which often relies on passive observation, trail-based tourism requires tourists to follow a specific route. This allows them to interact directly with the terrain, weather, local communities, and supporting facilities. Therefore, trails act not just as physical paths, but as experiential systems connecting natural and cultural assets with visitor movement, interpretation, and place-based meaning (Buhalis, 2000). Recent studies highlight that sustainable trail development requires a balanced focus on landscape conservation, cultural interpretation, visitor experience, infrastructure, marketing, and stakeholder collaboration (Lukoseviciute et al., 2024). Furthermore, thematic tourist trails can boost local development by linking regional heritage, cultural preservation, and environmental awareness with new economic opportunities (Beltramo et al., 2025).

Generation Z is a highly relevant market for these trail-based destinations. As digital natives, Gen Z tourists heavily rely on online platforms, peer reviews, visual content, and social media to search for information, evaluate destinations, and share their trips. Their travel behavior is deeply driven by digital storytelling, identity expression, social connection, and the desire for meaningful experiences (Haddouche & Salomone, 2018; Robinson & Schänzel, 2019). These traits align perfectly with trail-based tourism. Hiking routes offer ideal settings for physical activity, visual content creation, emotional recovery, and authentic engagement with nature and local cultures. In fact, outdoor and eco-sport activities like trekking are considered highly suitable for Gen Z, as they blend physical challenge and nature exposure with psychological well-being (Bawono et al., 2024). Consequently, destination attributes—such as attraction, accessibility, activities, amenities, and accommodation—should be viewed as more than just functional facilities; they are key sources of experiential, emotional, and digital value.

Doi Likhai Trail in Nang Lae Subdistrict, Chiang Rai Province, is an emerging nature-based destination with strong potential for soft-adventure tourism. The area features terraced rice fields, forest tracks, panoramic mountain views, waterfalls, and nearby ethnic communities (CNX Trail Running, 2021; Nic, 2026). These elements make the trail highly attractive to young tourists looking for relaxation, photography, physical activity, and a genuine connection with nature. However, the destination's long-term competitiveness cannot rely solely on its natural beauty. It also depends on proper route design, safety measures, cultural interpretation, accessibility, engaging activities, and reliable visitor support services.

While previous studies have explored destination attributes, memorable tourism experiences, tourist satisfaction, and adventure tourism, there is still limited research on how the 5A destination attributes influence Gen Z tourists' revisit intention in emerging trail destinations. Existing literature confirms that strong destination attributes encourage return visits when they deliver meaningful and memorable experiences (Mahdzar *et al.*, 2015). Similarly, hiking tourism studies stress the importance of understanding what hikers value for effective destination management, marketing, and seasonal planning (Luo & Shang, 2024). For Gen Z specifically, the desire to revisit is also shaped by service quality, perceived risk, digital engagement, and expectations for visually appealing settings (Ruslim, 2025). Yet, most current research tends to focus on well-established sites, national parks, or broader tourist groups. To address this gap, this study investigates how attraction, accessibility, activities, amenities, and accommodation predict Gen Z tourists' revisit intention at Doi Likhai Trail in Northern Thailand.

2. Literature Review and Hypotheses

2.1 Generation Z Tourists

Generation Z stands out as a unique tourism market due to their digital fluency, independent travel planning, reliance on peer reviews, and a strong preference for authentic, immersive, and shareable experiences (Ivasciuc *et al.*, 2025). For these young travelers, a trip goes well beyond the physical visit. It encompasses pre-trip inspiration, on-site documentation, and post-trip storytelling through photos, videos, and social media (Haddouche & Salomone, 2018; Robinson & Schänzel, 2019). Consequently, Gen Z tourists are highly attracted to destinations that offer a blend of personal enjoyment, learning, social connection, self-expression, and a meaningful sense of place. In the context of trail-based tourism, these preferences are especially relevant. Trails provide an ideal setting for physical activity, nature appreciation, visual content creation, and identity building. Therefore, destination attributes should be viewed as more than just functional facilities; they are vital experiential components that directly shape Gen Z tourists' intention to revisit.

2.2 Trail-Based Tourism

Trail-based tourism offers an ideal mix of physical activity, scenic appreciation, emotional recovery, and opportunities for visual content creation. Recent research suggests that Gen Z tourists are highly drawn to natural destinations featuring unique landscapes and “instagrammable” spots (Marlina, 2026). At Doi Likhai Trail, the core visitor experience revolves around terraced rice fields, forest paths, mountain views, waterfalls, and local village settings (CNX Trail Running, 2021). However, beautiful scenery alone is rarely enough to encourage repeat visits. Sustainable trail development also requires proper infrastructure, safety measures, cultural interpretation, thoughtful experience design, effective marketing, and strong stakeholder collaboration (Lukoseviciute *et al.*, 2024). Therefore, Doi Likhai Trail should be viewed as a comprehensive experiential route. Its long-term success depends heavily on integrating quality attractions, clear accessibility, engaging activities, reliable amenities, safety standards, and community-driven management.

2.3 The 5A Destination Attributes

The 5A destination attribute framework is a practical tool for understanding how various destination elements influence the tourist experience, satisfaction, competitiveness, and future behavioral intentions. This framework includes attraction, accessibility, activities, amenities, and accommodation, which collectively establish the core conditions for destination development and visitor experience (Dickman, 1997). In the context of trail-based tourism, visitors experience these attributes firsthand by interacting with the landscape, route conditions, facilities, safety measures, and outdoor activities. Among these, attraction and activities are especially crucial, as a rewarding hiking experience depends heavily on natural scenery, the trail's atmosphere, and engaging physical activities. In fact, previous studies on mountain tourism confirm that landscape character and accessibility act as major pull factors driving hikers' satisfaction and their intention to return (Taher *et al.*, 2015). Furthermore, managing these trails sustainably requires a careful balance between natural and cultural landscapes, physical infrastructure, marketing efforts, and stakeholder collaboration (Lukoseviciute *et al.*, 2024). While accommodation is vital for overnight or multi-day trips, it might play a less significant role for short hiking routes or day trips. Therefore, applying the 5A framework to Doi Likhai Trail is highly suitable for determining exactly which destination attributes most strongly drive Generation Z tourists' intention to return.

2.4 Revisit Intention

Revisit intention is a primary indicator of destination loyalty, reflecting a tourist's willingness to return in the future. For destination managers, repeat visitors are crucial because they sustain travel demand, strengthen loyalty, and support long-term competitiveness. As Wang & Li (2023) highlight, tourist loyalty is largely driven by satisfaction, perceived value, motivation, and overall experience quality. Broader tourism research also links the

desire to return with destination image, service quality, perceived risk, and memorable experiences. However, understanding revisit intention for Generation Z is somewhat more complex. Their evaluation of a destination is shaped not only by their on-site experience but also by their digital engagement. Haddouche & Salomone (2018) point out that Gen Z actively constructs their travel experiences through physical travel practices and social media use. Recent evidence from Bali further supports this, showing that while good service quality boosts Gen Z's satisfaction and likelihood to return, perceived risk has a negative impact (Ruslim, 2025). Therefore, in trail-based tourism, Gen Z's intention to revisit relies heavily on both the physical quality of the destination's attributes and whether the trip was meaningful, safe, visually shareable, and positively remembered.

2.5 Hypotheses Development

The hypotheses for this study are built on the premise that destination attributes shape the quality of tourists' experiences, which in turn influences their intention to return. In trail-based tourism, these attributes act as more than just functional resources; they are key experiential cues that define how visitors perceive the trail's attractiveness, convenience, safety, and overall meaning. Previous studies confirm that destination attributes and memorable experiences are crucial for understanding why tourists revisit nature-based locations (Mahdzaret *et al.*, 2015). Specifically in mountain tourism, Taher *et al.* (2015) found that landscape character, trail accessibility, perceived safety, and organizational support act as major pull factors driving hikers' satisfaction and their desire to return. These insights are highly applicable to Doi Likhai Trail, where Generation Z tourists engage directly with the natural environment, route conditions, local culture, facilities, and digital information throughout their journey.

Attraction is expected to impact revisit intention since the natural beauty, uniqueness, and symbolic value of a trail primarily motivate both initial and repeat visits. At Doi Likhai Trail, features like terraced rice fields, waterfalls, mountain vistas, and peaceful forest environments can create deeply memorable and emotional experiences for Gen Z travelers. Given that Taher *et al.* (2015) identified mountain landscapes as the strongest predictor of a hiker's intention to return, attraction should play a central role in shaping future travel decisions in trail tourism. Therefore, the first hypothesis is proposed.

H1: Attraction has a positive influence on Gen Z tourists' revisit intention toward Doi Likhai Trail.

Accessibility is also anticipated to affect revisit intention, as convenient access reduces travel uncertainty and builds tourists' confidence to return. For trail destinations, accessibility goes beyond physical road conditions and transport; it includes clear signage, digital maps, reliable route information, and seamless online communication before and during the trip. This digital aspect is especially vital for Gen Z tourists, who depend heavily on online platforms to plan their travels. Furthermore, trail accessibility has been widely recognized as a significant pull factor in hiking and mountain tourism (Taher *et al.*, 2015). Consequently, the following hypothesis is proposed.

H2: Accessibility has a positive influence on Gen Z tourists' revisit intention toward Doi Likhai Trail.

Activities are expected to drive revisit intention because trail tourists typically look for active and meaningful participation rather than passive sightseeing. Engaging in hiking, nature learning, photography, wellness activities, and community interactions can significantly boost the perceived value of the trip, making it more memorable. The literature on sustainable trail development highlights that delivering a high-quality visitor experience requires well-designed programs, cultural interpretation, and collaborative management to protect local assets (Lukoseviciute *et al.*, 2024). For Gen Z travelers in particular, activities that are physically rewarding, emotionally refreshing, and visually shareable are likely to increase their desire to return. Thus, the following hypothesis is proposed.

H3: Activities have a positive influence on Gen Z tourists' revisit intention toward Doi Likhai Trail.

Amenities are hypothesized to influence revisit intention, as essential facilities directly impact comfort, safety, and the overall perceived quality of the destination. In a trail context, these amenities include restrooms, rest areas, clean drinking water, waste management, internet access, and emergency support. While they might not be the main draw for visitors, reliable amenities significantly reduce risks and inconveniences—especially in outdoor environments prone to physical fatigue and unpredictable weather. As Lukoseviciute *et al.* (2024) point out, proper trail infrastructure and visitor experience management are core elements of sustainable trail operations. Therefore, the following hypothesis is proposed.

H4: Amenities have a positive influence on Gen Z tourists' revisit intention toward Doi Likhai Trail.

Finally, accommodation is expected to affect revisit intention when lodging, camping sites, or homestays add to the comfort, safety, and holistic experience of the destination. For locations designed as multi-day trails,

quality accommodation can encourage longer stays and foster deeper connections with local nature and culture. However, for shorter, day-trip hiking routes, accommodation might play a less critical role compared to experiential factors like attractions and activities. Given this dynamic, accommodation is included in the model as a supporting attribute that requires empirical testing, specifically within the context of the Doi Likhai Trail. Therefore, the final hypothesis is proposed.

H5: Accommodation has a positive influence on Gen Z tourists' revisit intention toward Doi Likhai Trail.

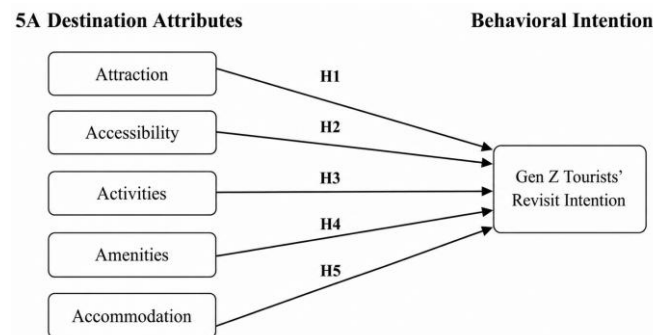


Figure 1: Conceptual framework

3. Methodology

3.1 Research Design and Study Area

This study employed a quantitative survey design. The research was conducted at Doi Likhai Trail in Nang Lae Subdistrict, Chiang Rai Province, Northern Thailand. This emerging hiking destination is characterized by terraced rice fields, mountain scenery, viewpoints, waterfalls, forest landscapes, and a strong potential for community-based tourism.

3.2 Population and Sample

The target population comprised Generation Z tourists, aged 18 to 28, who visited the Doi Likhai Trail. Since the exact population size was unknown, the sample size was determined using standard guidelines for an unknown population, yielding 400 valid questionnaires for the analysis. Respondents were selected via convenience sampling within and around the destination area. Participation was strictly voluntary, and the data were analyzed solely in aggregate form.

3.3 Research Instrument and Measurement

Data were collected through a structured questionnaire divided into three main sections: demographic characteristics and travel behavior, perceptions of the 5A destination attributes (attraction, accessibility, activities, amenities, and accommodation), and revisit intention. All perception and intention items were measured on a five-point Likert scale (1 = lowest, 5 = highest). To ensure the instrument's quality, three experts verified its content validity using the Item-Objective Congruence (IOC) index, followed by a pilot test with respondents similar to the target sample. Internal consistency was evaluated using Cronbach's alpha, with values of .70 or above considered acceptable.

Table 1: Reliability Analysis

Construct	Item codes	No. of items	Cronbach's α	Interpretation
Attraction	ATT1, ATT2, ATT3, ATT5	4	.904	Excellent
Accessibility	ACC1, ACC2, ACC3, ACC4	4	.902	Excellent
Activities	ACT1, ACT2, ACT3, ACT4	4	.933	Excellent
Amenities	AME1, AME2, AME3, AME4	4	.925	Excellent
Accommodation	ACO1, ACO2, ACO3, ACO4	4	.935	Excellent
Revisit Intention	RI1, RI2, RI3, RI4	4	.931	Excellent
Overall scale	All retained items	24	.985	Excellent

The reliability analysis indicated that all constructs demonstrated excellent internal consistency. Cronbach's alpha values ranged from .902 to .935, exceeding the commonly accepted threshold of .70. The highest reliability was observed for accommodation ($\alpha = .935$), followed by activities ($\alpha = .933$), revisit intention ($\alpha = .931$), amenities ($\alpha = .925$), attraction ($\alpha = .904$), and accessibility ($\alpha = .902$). The overall scale demonstrated excellent internal consistency.

However, the construct-level reliability values were also examined to ensure that each dimension was internally consistent and suitable for subsequent analysis.

3.4 Data Analysis

Data analysis was performed using descriptive statistics and multiple linear regression. Frequencies and percentages were used to outline the respondents' demographic profiles, while means and standard deviations summarized the core variables. Subsequently, multiple linear regression was applied to test the predictive influence of the five destination attributes on revisit intention.

4. Results

4.1 Respondent Profile

A total of 400 valid questionnaires were obtained from Generation Z tourists who had visited Doi Likhai Trail. The sample was predominantly female (61.5%), followed by male respondents (31.8%), LGBTQ+ respondents (5.8%), and respondents who did not specify gender (1.0%). Most respondents were aged 18-21 years (70.0%), followed by 22-25 years (26.0%) and 26-28 years (4.0%). In terms of education, the majority were studying at or had completed a bachelor's degree (68.5%). Regarding occupation, most respondents were students (69.5%). This profile indicates that the sample represented young tourists in education or at the early stage of working life, which is consistent with the study's focus on Generation Z trail tourism development.

Table 2: Demographic profile of respondents

Variable	Category	n	%
Gender	Female	246	61.5
	Male	127	31.8
	LGBTQ+	23	5.8
	Not specified	4	1.0
Age	18-21 years	280	70.0
	22-25 years	104	26.0
	26-28 years	16	4.0
Education	High school	123	30.5
	Bachelor's degree	273	68.5
	Master's degree	4	1.0
Occupation	Student	278	69.5
	Full-time employee	48	12.0
	Self-employed	28	7.0
	New graduate	22	5.5
	Other	24	6.0

4.2 Descriptive Statistics

Table 3 presents the descriptive statistics of the key variables. Overall, the respondents rated revisit intention and all five destination attributes at high levels. Attraction recorded the highest mean score ($M = 4.094$, $SD = 0.768$), followed by activities ($M = 4.080$, $SD = 0.829$), accommodation ($M = 3.953$, $SD = 0.802$), accessibility ($M = 3.903$, $SD = 0.821$), and amenities ($M = 3.775$, $SD = 0.884$). Although all dimensions were rated at a high level, amenities showed the lowest mean score, suggesting that basic facilities and supporting services remain a priority for destination improvement.

Table 3: Descriptive statistics of key variables

Variable	N	Mean	SD	SE	Interpretation
Revisit intention	400	3.965	0.776	0.039	High
Attraction	400	4.094	0.768	0.038	High
Accessibility	400	3.903	0.821	0.041	High
Activities	400	4.080	0.829	0.041	High
Amenities	400	3.775	0.884	0.044	High
Accommodation	400	3.953	0.802	0.040	High

4.3 Pearson Correlation Analysis

Pearson correlation analysis showed that all key variables were positively and significantly correlated at $p < .001$. Revisit intention had the strongest correlation with attraction ($r = .861$), followed by activities ($r = .848$), accessibility ($r = .830$), accommodation ($r = .809$), and amenities ($r = .760$). These findings suggest that

Gen Z tourists' revisit intention was strongly associated with both experiential destination attributes and supporting destination conditions. Although some inter-construct correlations were relatively high, subsequent regression diagnostics indicated that multicollinearity was not a severe issue, as VIF values ranged from 3.680 to 4.938 and remained within acceptable limits.

Table 4: Pearson Correlation Matrix

Variable	M	SD	1	2	3	4	5	6
Attraction	4.094	0.768	—					
Accessibility	3.903	0.821	.804***	—				
Activities	4.080	0.829	.826***	.761***	—			
Amenities	3.775	0.884	.674***	.822***	.702***	—		
Accommodation	3.953	0.802	.806***	.814***	.772***	.792***	—	
Revisit Intention	3.965	0.776	.861***	.830***	.848***	.760***	.809***	—

Note. N = 400. ***p < .001. M = mean; SD = standard deviation.

4.4 Multiple Regression Analysis

Multiple linear regression was conducted to examine the extent to which the five destination attributes predicted revisit intention among Generation Z trail tourists. As shown in Table 5, the overall regression model was statistically significant, $F(5, 394) = 402.796$, $p < .001$. The model explained 83.6% of the variance in revisit intention, with $R = .915$, $R^2 = .836$, adjusted $R^2 = .834$, and $RMSE = .316$. These results indicate that the 5A destination attributes collectively provided a strong prediction of Gen Z tourists' revisit intention toward Doi Likhai Trail. In addition, the Durbin–Watson statistic was 1.982, indicating no serious autocorrelation in the residuals. Multicollinearity diagnostics showed that tolerance values ranged from .203 to .272 and VIF values ranged from 3.680 to 4.938, suggesting that multicollinearity was not severe. Although some standardized residuals slightly exceeded ± 3 , Cook's distance values were below the conventional threshold of 1, indicating no severe influential cases.

Table 5: Model Summary and ANOVA Results

Model	R	R ²	Adjusted R ²	RMSE	R ² Change	SS Regression	SS Residual	F	df1	df2	p	Durbin–Watson
M ₁	.915	.836	.834	.316	.836	200.844	39.291	402.796	5	394	< .001	1.982

Note. Dependent variable: Revisit Intention. Predictors: Attraction, Accessibility, Activities, Amenities, and Accommodation. Total SS = 240.135. Durbin–Watson $p = .836$.

Among the five predictors, attraction was the strongest significant predictor of revisit intention ($B = .339$, $SE = .044$, $\beta = .336$, $t = 7.663$, $p < .001$, 95% CI [.252, .426]), indicating that higher perceived attractiveness of Doi Likhai Trail was associated with stronger revisit intention among Gen Z tourists. Thus, H1 was supported.

Activities were the second strongest predictor ($B = .277$, $SE = .037$, $\beta = .296$, $t = 7.576$, $p < .001$, 95% CI [.205, .349]), suggesting that meaningful, engaging, and experience-based activities significantly contributed to Gen Z tourists' intention to revisit the trail. Therefore, H3 was supported.

Accessibility also had a significant positive predictive effect on revisit intention ($B = .166$, $SE = .043$, $\beta = .176$, $t = 3.889$, $p < .001$, 95% CI [.082, .250]). This indicates that easier access, clearer travel information, signage, maps, and communication channels strengthened tourists' likelihood of returning. Accordingly, H2 was supported.

Amenities had a smaller but statistically significant positive effect ($B = .118$, $SE = .035$, $\beta = .134$, $t = 3.405$, $p < .001$, 95% CI [.050, .186]), suggesting that basic facilities and support services contributed to revisit intention by improving comfort, safety, and overall destination experience. Thus, H4 was supported.

By contrast, accommodation showed a positive but non-significant effect on revisit intention ($B = .057$, $SE = .042$, $\beta = .059$, $t = 1.382$, $p = .168$, 95% CI [-.024, .139]). Since the confidence interval included zero and the p-value exceeded .05, accommodation did not make a statistically significant unique contribution to revisit intention when the other destination attributes were controlled. Therefore, H5 was not supported.

Table 6: Regression Coefficients and Hypothesis Testing

Hypothesis	Predictor	B	SE	95% CI for B	β	t	p	Tolerance	VIF	Result
H1	Attraction	.339	.044	[.252, .426]	.336	7.663	< .001	.216	4.629	Supported
H2	Accessibility	.166	.043	[.082, .250]	.176	3.889	< .001	.203	4.938	Supported
H3	Activities	.277	.037	[.205, .349]	.296	7.576	< .001	.272	3.680	Supported
H4	Amenities	.118	.035	[.050, .186]	.134	3.405	< .001	.268	3.738	Supported
H5	Accommodation	.057	.042	[-.024, .139]	.059	1.382	.168	.225	4.438	Not supported

5. Discussion and Conclusion

5.1 Discussion

The findings demonstrate that the 5A destination attributes collectively provide a strong explanation for Gen Z trail tourists' revisit intention at Doi Likhai Trail. The regression model explained a substantial proportion of the variance, indicating that young trail tourists' intention to return is shaped by the combined quality of these destination attributes rather than by any single factor. This result is consistent with previous studies suggesting that destination attributes enhance revisit intention when they generate meaningful, memorable, and experience-based value for tourists (Mahdzar *et al.*, 2015). It also supports broader tourism behavior research, which shows that future behavioral intentions are influenced by destination image, perceived quality, value, and satisfaction (Chen & Tsai, 2007).

Among the five predictors, attraction was the strongest determinant of revisit intention. This indicates that the natural beauty, uniqueness, and scenic qualities of Doi Likhai Trail act as the primary experiential assets encouraging Gen Z tourists to return. In trail-based tourism, this result is theoretically plausible because the visitor experience depends heavily on landscape quality, route atmosphere, and the emotional impressions created by the natural environment. It is also consistent with mountain tourism research showing that landscape-related pull factors are closely associated with hikers' satisfaction and revisit intention (Taher *et al.*, 2015). Thus, the terraced rice fields, mountain viewpoints, waterfalls, forest landscapes, and peaceful surroundings of Doi Likhai Trail should be understood as core experiential drivers for repeat visitation.

Activities were the second strongest predictor, suggesting that Gen Z tourists' revisit intention is enhanced when a destination offers active, meaningful, and shareable experiences. This finding aligns with recent hiking tourism research, which emphasizes the importance of understanding hikers' experience attributes for effective destination management and marketing (Luo & Shang, 2024). Furthermore, it reflects the broader literature on Gen Z tourism, which highlights personal meaning, self-expression, social sharing, and experience co-creation as crucial dimensions of this cohort's travel behavior (Haddouche & Salomone, 2018; Robinson & Schänzel, 2019).

Accessibility also had a significant positive effect on revisit intention. This suggests that accessibility functions primarily as an enabling condition that reduces uncertainty and builds confidence for revisiting the trail. For Gen Z travelers, accessibility must go beyond physical roads to include digital maps, online information, clear signage, route clarity, booking channels, and communication through social media or mobile applications. This finding extends the 5A framework by demonstrating that accessibility in modern trail tourism involves both physical and digital dimensions. It is also in line with sustainable trail management literature, which identifies infrastructure, visitor information, interpretation, and coordinated management as key elements that support both the visitor experience and destination sustainability (Lukoseviciute *et al.*, 2024).

Amenities showed a statistically significant, though smaller, effect on revisit intention. This indicates that while basic facilities are not the main reason Gen Z tourists return to Doi Likhai Trail, they remain essential supporting conditions for comfort, safety, and confidence. The relatively lower mean score for amenities points to a practical development gap. Therefore, facilities such as restrooms, resting areas, drinking water stations, waste management, internet connectivity, first-aid support, and emergency communication should be improved using a low-impact approach. This interpretation aligns with sustainable trail development studies that view infrastructure, safety, visitor experience, and stakeholder collaboration as vital components of effective trail management (Lukoseviciute *et al.*, 2024).

Interestingly, accommodation did not make a statistically significant unique contribution to revisit intention when the other attributes were controlled. Although accommodation is generally considered a core component of the 5A framework, its non-significant effect can be interpreted in light of the destination context, which functions primarily as a short hiking route or day-trip destination. This suggests that for Gen Z trail tourists, revisit intention is driven more by experiential and route-based attributes, particularly attraction and activities, than by lodging-related factors. As a result, accommodation should serve as a complementary development option, such as eco-camping, homestays, or small-scale community lodging, rather than as the primary driver for generating repeat visits.

5.2 Conclusion

From a theoretical perspective, this study confirms the value of the 5A framework for understanding Gen Z trail tourism. However, it highlights that these five attributes do not influence revisit intention equally. While attraction and activities act as the primary experiential drivers, accessibility and amenities function mainly as

enabling and supporting conditions. Furthermore, the role of accommodation is highly context-dependent, especially for short trails or day-trip destinations.

In practical terms, destination managers at Doi Likhai Trail should prioritize landscape conservation and the protection of its natural scenery. To complement this, experience-based activities such as guided hiking, photography routes, nature interpretation, wellness walking, and community learning should be actively promoted. Additionally, both physical and digital accessibility need improvement through clear trail markers, digital maps, and reliable emergency contact systems. Basic amenities like rest areas, waste management, internet access, and first-aid support should also be upgraded using low-impact designs. Since the trail is primarily a short-visit destination, accommodation should be developed as a complementary offering, such as eco-camping or homestays, rather than the central focus of development.

Finally, this study has certain limitations, notably its focus on a single destination and its reliance on self-reported survey data. Future research could address these gaps by comparing multiple trail destinations or applying mixed-method designs. It would also be valuable to explore mediating or moderating variables such as tourist satisfaction, destination image, perceived value, place attachment, and perceived safety to gain a more comprehensive understanding of future behavioral intentions.

References

- [1]. Bawono, P. S., Maulina, A. Y., Fernando, R., & Raihan, D. M. (2024, July). Trek n'heal: A potential eco-sport tourism activity in Gunung Walat University Forest to reduce the stress for Gen-Z. In *IOP Conference Series: Earth and Environmental Science* (Vol. 1366, No. 1, p. 012020). IOP Publishing.
- [2]. Beltramo, R., Taglio, I., & Bonadonna, A. (2025). Designing Thematic Tourist Trails for Local Development: A Framework Based on Territorial Heritage. *Land*, 14(10), 1943.
- [3]. Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97-116.
- [4]. Chen, C.F. and Tsai, D.C. (2007). How Destination Image and Evaluative Factors Affect Behavioral Intentions? *Tourism Management*, 28, 1115-1122.
- [5]. CNX Trail Running. (2021, September 8). *Baan Likhai rice terrace trail loop (Chiang Rai)*. <https://cnxtrailrunning.info/baan-likhai-rice-terrace-trail/>
- [6]. Dickman, S. (1997). *Tourism: An Introductory Text*. Sydney, Australia: Hodder Headline.
- [7]. Haddouche, H., & Salomone, C. (2018). Generation Z and the tourist experience: tourist stories and use of social networks. *Journal of Tourism Futures*, 4(1), 69-79.
- [8]. Ivasciuc, I. S., Sequeira, A. S., Brown, L., Ispas, A., & Peyré, O. (2025). Digital natives on the move: Cross-cultural insights into generation Z's travel preferences. *Sustainability*, 17(14), 6601.
- [9]. Lukoseviciute, G., Henriques, C. N., Pereira, L. N., & Panagopoulos, T. (2024). Participatory development and management of eco-cultural trails in sustainable tourism destinations. *Journal of Outdoor Recreation and Tourism*, 47, 100779.
- [10]. Luo, J. M., & Shang, Z. (2024). Hiking experience attributes and seasonality: an analysis of topic modelling. *Current Issues in Tourism*, 27(18), 2984-3000.
- [11]. Mahdzar, M., Shuib, A., Ramachandran, S., & Afandi, S. H. M. (2015). The role of destination attributes and memorable tourism experience in understanding tourist revisit intentions. *American-Eurasian Journal of Agricultural & Environmental Sciences (Tourism & Environment, Social and Management Sciences)*, 15(1), 32-39.
- [12]. Marlina, E., Sukmawati, A. M. A., Wahyuhana, R. T., Ratriningsih, D., & Amrullah, A. (2026). Gen Z's Travel Preferences: Reflective and Nature-Rooted Tourism with the Concept of Eco-Experiential Tourism. *Tourism and Hospitality*, 7(1), 15.
- [13]. Nic. (2026, February 2). *Ban Li Khai rice terraces hike: 18km loop through Northern Thailand's highlands*. Hikin Thai. <https://www.hikinthai.com/ban-li-khai-rice-terraces-hike-18km/>
- [14]. Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*, 5(2), 127-141.
- [15]. Ruslim, T. S. (2025). Understanding revisit intention among Gen Z in Bali tourism: The role of service quality, perceived risk, and satisfaction. *Journal of Management and Digital Business*, 5(3), 745-762.
- [16]. Taher, S. H. M., Jamal, S. A., Sumarjan, N., & Aminudin, N. (2015). Examining the structural relations among hikers' assessment of pull-factors, satisfaction, and revisit intentions: The case of mountain tourism in Malaysia. *Journal of Outdoor Recreation and Tourism*, 12, 82-88.
- [17]. Wang, L., & Li, X. (2023). The five influencing factors of tourist loyalty: A meta-analysis. *PlosOne*, 18(4), e0283963.

Author Profile

Khwanruethai Krongyut is affiliated with the Faculty of Tourism and Hotel, Chiang Rai Rajabhat University, Thailand. Her academic interests include tourism development, destination management, community-based tourism, tourism marketing, and applied research for local development.