

Generation Z Tourists' Attitude, Experience, And Visit Intention To Local Coffee Shops In Davao City

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ABSTRACT. This study uses the Theory of Planned Behavior to predict human behavior, focusing on Generation Z tourists in Davao City. The research uses quantitative methods, including means, standard deviations, and Pearson's r , to examine the relationships between attitudes, experiences, and visitation intentions of these tourists. The study found that positive attitudes towards local coffee shops lead to positive experiences and higher intentions to revisit them. The findings indicate a strong positive correlation between tourists' attitudes and experiences, a 0.614 correlation between attitudes and visit intention, and a 0.693 correlation between experiences and visit intention. Positive first impressions in local coffee shops create unforgettable experiences, which in turn strengthen strong intentions to return. The strong correlation between attitude and visit intention emphasizes the importance of initial impressions. In conclusion, the study suggests that local coffee shops can play a significant role in attracting and retaining tourists by providing a positive attitude, experience, and visit intention. This research highlights the importance of positive first impressions in attracting and retaining tourists in the coffee industry.

Keywords: *Generation Z Tourists' Attitude, Generation Z Tourists' Experience, Visit Intention*

INTRODUCTION

In the topic of the culinary tourism experience, the innovativeness of food providers, an important component capturing young travelers' attention, has been overlooked (Ding, Jiang, & Qu, 2022). Studies have shown that Generation Z prioritize convenience when it comes to coffee, they also appear to be interested in coffee that delivers an experience, such as a multisensory environment (Grant, 2017). According to Dan (2022) a study on younger generations' coffee preferences, they are fussy and, in comparison to millennials, generation Z have a stronger bond with the coffee they consume.

Internationally, a study from Indonesia claims that the exposure of coffee shops today brought a new impact to the lifestyle of the consumers. The interpretation of a coffee shop is currently undergoing a change. Nowadays, going to a coffee shop can be done not just for consuming purposes but also for leisure activities, business meetings, and family get-togethers. With this development, coffee shops in Indonesia have seen numerous changes as this business has grown, particularly the concept that modern coffee shops are starting to appear and are tailored to the lifestyle of today's customers. (Genoveva, Nugroho, & Kartawaria, 2022).

In the Philippines, a study was conducted assessing the effects of Experiential Quality from Starbucks Coffee Chains in Pampanga, Philippines. It was stated that Starbucks has won the hearts of the Filipinos by the quality possessed by the coffee shop: the hospitality, never-ending connection, and the love for the coffee (Lacap & Sicat, 2022). Moreover, the Philippines is a country with high coffee consumption and one of the top producers of coffee in the world.

The customer perception of the quality of the coffee chain is most likely associated with people's overall experiences. Unlike service quality, there are still limited studies examining customer experiential quality of specific hospitality participation, such as partaking in coffee stores (Chen & Chen, 2010; Wu, 2017). Little was done to test the dimensionality of experiential quality using causal-predictive design in explaining the relationship with satisfaction, perceived value, trust, and experiential loyalty in the coffee industries in the Asian context, particularly in the Philippines. As such, these dimensions are multiple, and their complex relationships must be uncovered. Studies on coffee chain industries must explore the primary dimension and its sub-dimensions in the context of a cultural setting (Wu, 2017).

Unveiling the intricate dance between tourist perceptions and their travel choices, this study examines how attitudes, experiences, and visit intention intertwine (Cohen, 2006). We delve into tourists' multi-faceted attitudes, encompassing emotional satisfaction, behavioral loyalty, and cognitive destination image (Kozak & Declan, 2019). We further explore the spectrum of experiences sought, from educational immersion to escapist adventures (Pearce & Moscardo, 2018). By disentangling how these experiences influence intentions to return, recommend, or engage in specific activities (Kim et al., 2013), the study aims to identify significant relationships with implications for destination management and development. Focusing on [target population, e.g., international tourists] while acknowledging external influences (Leppäniemi & Reime, 2017), this investigation strives to provide a nuanced understanding of how tourist minds and journeys connect, ultimately shaping the future of tourism (Mason & Whyte, 2011).

Attitude. Similar factors influencing the attitude of Generation Z tourists are acknowledged by Ballantyne (2018), but they additionally place special emphasis on the consumer's intention and self-image. The self-image of the consumer is made of the standards that a person sets for themselves and their behavior about a product or assistance. This serves as an example of the assessment of consumer attitude and behavior in the research of Fishbein's Behavioral Intentions Model and describes a strong relationship between the two in the social and behavioral sciences. Every visitor's or consumer's attitude has been found to be a reliable indicator of their likely behavior. Additionally, depending on how visitors act, perceive, and think, their attitude may have an impact on a specific aspect of their surroundings. This bolsters Fishbein's theory that certain behaviors and circumstances are necessary to correctly forecast behavioral intention.

Pike (2018) also proposed that measurement of tourist attitude should comprise cognitive, affective, and conative (behavior) components. He clarified that cognition, which indicates awareness, is the sum of what is known or believed about a location, and that knowledge of the location may or may not be gained from a previous visit. In contrast, affect describes how a person feels about something, which could be positive, negative, or neutral.

Affective. The three basic aspects of a tourist's attitude are affective, behavioral, and cognitive. A tourist's psychological reaction to a source of preference expression is called an affective response. A type of nonverbal evidence of a person's purpose is a behavioral response. The cognitive reaction is the process by which humans assess something and create opinions (Jalilvand et al., 2012; Tseng et al., 2018). Affective component refers to a consumer's emotion, mood, and feeling toward a product or brand, whereas conative (behavior) component refers to how a person tends to behave toward an attitude object. These models are frequently used to describe attitudes.

In their study, Hares, Dickinson, and Wilkes (2019, p. 472) found that awareness of holidays and climate change did not lead to a "pro-environmental" attitude associated with travel for tourism. When managers think they know and understand their customers or tourists well, consumers make judgments that appear to be irrational. As a result, marketers should practice knowing their tourist behavior. Managers appear entirely rational to tourists, and that is how irrational conduct manifests itself (Kotler, Bowen and Makens, 2019). Research reveals that views don't always accurately predict actions. Other factors, such as attitude accessibility, attitude importance, perceived effectiveness of the conduct, and individual variances (such as would like), appear to modulate the association between attitudes and behaviors.

Behavioral. According to Lazzeri (2018), conduct is a common concept that we already have an implicit grasp of, and we are not seeking a whole new meaning for it. Instead, we need or depend on its fundamental, simplest nuances. Kim (2010) found that a tourist's level of trip involvement boosted their capacity to recall and recover past experiences vividly. Additionally, the amount of involvement has been identified as a key element of the travel and leisure experience. According to studies, the importance of location attachment and the connection between it and travelers' incentive to visit have both been examined in tourist sites (Prayag, Hosany and Soscia, 2020). Destination attachment has gotten a lot of attention in research on people's ties to particular places, according to the findings.

The assumption is that the intention precedes conduct immediately and directs it in a deliberate and controlled way. However, because of the trust that is established via belief, honesty, generosity, and talent, the buyer's behavior changes the buyer's attitude. Customer purchase intentions are predicated on consumer trust. These are the crucial elements that have a direct impact on customers' intents to make purchases. Customer trust is a factor in consumer purchase intentions and has a favorable impact on them, according to previous literature theories. The study's analysis of the relationship between intention, attitude, and behavior demonstrates that people's behavior is influenced by their intentions (Akbar, Hassan, Khurshid and Niaz, 2014). The theory of reasoned action (TRA), which uses an expectancy-value model to forecast and understand a person's behavior, lends support to this. According to the notion, a person's behavior is determined by his or her viewpoints, attitudes toward the activity, and subjective norms (Ajzen and Fishbien, 1980).

Cognitive. According to Gomez, Garcia, and Molina's (2019) study, cognitive perspective is the cause of a destination's actions. These four criteria were based on the socioeconomic environment and infrastructure, social and environmental restrictions, and natural and cultural resources. Accordingly, it has been argued in previous studies that the cognitive assessment of the tourist stay serves as a mediating factor for destination attachment to develop in the direct relationship between the two

concepts' potential driving forces: destination attractiveness and destination attachment. Through conspicuous and distinctive bundles of services, including historical monuments of culture and attractions, this strengthens the tourists' awareness of belongingness to a particular destination and their affiliation with the region, according to Prayag and Ryan (2011).

This study is supported by the Theory of Planned Behavior developed by Icek Ajzenm; claims to predict human behavior (Ajzen, 1991). This theory is associated with identifying the behaviors of people in various ways that can be anticipated by their attitude towards behavior (Mangaya-ay et al., 2018). According to Brookes (2021), the theory of planned behavior is a cognitive theory that claims a person's desire to engage in a behavior at a particular time and location can be predicted. It also stated that it is possible to influence intentions and behavior by creating an intervention that has a significant effect on the factors on attitude towards behavior. Intentions and attitudes are retained in memory and can be quickly retrieved with significant cognitive effort. According to Breckler and Wiggins (1989), the indicators of this study were affective, cognitive, and behavior component.

METHOD

The researchers used a Quantitative type of research in this study. It involves data, reasoning, and an impartial viewpoint whose focus is on precise, convergent thinking that results in the creation of several ideas concerning the subject (USC Libraries, 2022). This study will be conducted in the respected location of the different local coffee shops in Davao City, wherein the Generation Z tourists were taken as the respondents of this study. The data shows that 51.9% of the respondents are female which has a frequency of 219 and 48.1% are male which has a frequency of 203. It also shows that 15.9% of the respondents are 18 years old and below, 34.1% are 19-20 years old, 42.7% are 21-22 years old, 5.9% are 23-24 years old, .9% are 25-26 years old, and .5% are 27 years old and above. Moreover, 10% of the respondents are married and 90% are single. In terms of respondents' education level, .9% are in secondary school with 4 frequency, 2.8% are in junior high school with 12 frequency, 21.1% are in senior high school with 89 frequency, 73.7 are in college level with 311 frequency, and 1.4% are college graduates with 6 frequency.

The primary objective of this study is to identify the significant relationship between Generation Z Tourists' Attitude, Experience, and Visit Intention to Local Coffee shops in Davao City. The researchers will utilize an adaptive research questionnaire to gather data. The instrument used to gather the data needed for this study was a survey questionnaire adapted from the study of Khanal (2018) entitled Influence of affective, cognitive, and behavioral intention on customer attitude towards coffee shops in Norway, study of Xue, Zhou, Majeed, Chen and Zhou (2022) entitled Stimulating tourist inspiration by tourist experience: The moderating role of destination familiarity, study of Atzeni, M., Del Chiappa, G. and Mei Pung (2022) entitled Enhancing visit intention in heritage tourism: The role of object-based and existential authenticity in non-immersive virtual reality heritage experiences, and study of Patwary and Rashid (2016) entitled The impacts of hospitality services on visit experience and future visit intention of student travelers. The researchers made minor modifications to the instrument to make it more in line with the predetermined indicators and appropriate for this study. The survey included several questions regarding Generation Z Tourists' Attitudes, Tourists' Experience, and Tourists' Visit Intention that can be answered through a Likert scale with a scale of 1-5 in which 5 means "Strongly Agree, 4 means

“Agree”, 3 means “Nor Agree or Disagree/ Neutral”, 2 means “Disagree” and 1 means “Strongly Disagree” that generated researchers to assess the level of Generation Z Tourists’ Attitude, Experience, and Visit Intention.

To examine the relationships among the attitudes, experiences, and visitation intentions of Generation Z tourists toward the neighborhood coffee shops in Davao City, this quantitative study utilized three statistical tools: means, standard deviations, and Pearson's r. The average trends and variability within each variable were revealed using means and standard deviations (Hair, Black, Babin, & Anderson, 2023), providing information about prevalent opinions, typical experiences, and overall visit likelihood. In more detail, Pearson's r (Pallant, 2013) quantified the direction and intensity of putative correlations between variables. In order to provide a more nuanced understanding of Generation Z's coffee shop preferences and to identify the factors that motivate their local coffee journeys, this study will analyze various experience types (e.g., educational, aesthetic) and how they relate to attitude.

RESULTS AND DISCUSSIONS

Presented in Table 1 below is the summary of the characteristics of 422 respondents that participated in the survey.

Table 1. *Characteristics of 422 respondents included in the survey.*

Profile Variables	Group	Frequency	Percent
Sex	Female	219	51.9
	Male	203	48.1
Age	18 below	67	15.9
	19-20	144	34.1
	21-22	180	42.7
	23-24	25	5.9
	25-26	4	.9
	27 above	2	.5
Civil Status	Married	42	10.0
	Single	380	90.0
Educational Attainment	Secondary School	4	.9
	Junior High School	12	2.8
	Senior High School	89	21.1
	College Undergraduate	311	73.7
	College Graduate	6	1.4

From the data, it shows the involvement of Generation Z which are born between 1997 to 2012 or ages between 11 to 26 years old. About half of the individuals (51.9%) identify as female, and the remainder 48.1% as male. A thorough representation of Generation Z travelers in the survey is ensured by this balanced gender distribution. In terms of the age distribution, the majority of the participants fall within the 19-22 age range (42.7%). Thus, it is evident that the participants are part of Generation Z which is particularly relevant to the study. Moreover, 90% of the participants are identified as single, suggesting that this group may place a high value on social interaction and travel factors that may have influenced their attitude towards local coffee shops. In addition, the participants' educational background is primarily at the undergraduate

college level (73.7%). This points to a highly educated group that can have different expectations and preferences for recreational activities, such as going to neighborhood coffee shops.

Presented in Table 2 is the summary of the Level of Tourists' Attitude to Local Coffee Shops in terms of Affective, Behavioral, and Cognitive Level. The data shows the level of Tourists' Attitude which has an overall mean of 4.08 and a standard deviation of 0.468. This means that the level of Tourists' Attitude towards local coffee shops is high. Moreover, the indicator that gained the highest mean is the affective level which has a mean score of 4.12 (SD= 0.489), followed by the cognitive level which has a mean score of 4.11 (SD=0.510) and lastly, the behavioral level which has a mean score of 4.00 (SD= 0.674). All indicators have a high descriptive level which indicate that a tourist's psychological reaction to a source of preference is high as well as the cognitive assessment of the tourist stay is high.

Table 2. *Level of Tourists' Attitude*

Indicators	Mean	Standard Deviation	Descriptive Level
Affective	4.12	0.489	High
Behavioral	4.00	0.674	High
Cognitive	4.11	0.510	High
Overall	4.08	0.468	High

From the data, it can infer that Tourists' Attitude in terms of affective, behavioral, and cognitive has a high level of positive impact. The attitudes of Generation Z Tourists—their ideas, emotions, and perspectives—act as reliable crystal balls, providing insights into their likely behavior. However, the interaction extends beyond simple forecasting; these mindsets actively mold the surroundings they encounter. Just as actions reflect attitudes, so too do ripples from those acts alter the environments around them, fostering a dynamic dialogue between people and their surroundings. This complex tango is consistent with Fishbein's theory that a detailed knowledge of both situational influences and personal characteristics (attitudes) is necessary to effectively forecast someone's intention to act (Bolton et al., 2018).

Presented in Table 3 is the summary of the Level of Tourists' Experience to Local Coffee Shops in terms of Education, Esthetics, Entertainment, and Escapism. The data shows the mean score of each Tourists' Experience indicators. The indicator that got the highest mean score is the Esthetics which has 4.02 (SD= 0.611). This implies that they were struck by the beauty of the surrounding scenery, buildings, and artwork. Next is Escapism that has a mean score of 3.94 (SD=0.705) which implies that by going to a coffee shop, Generation Z tourists were able to unwind and escape from their regular lifestyles. Moreover, the indicators, education and entertainment, have the same mean score which is 3.93. However, it has different standard deviations. Education got 0.633 standard deviation while entertainment got 0.707. This implies that Generation Z Tourists' experienced the educational aspect while visiting local coffee shops and there are high levels of entertainment experienced. With an overall mean score of 3.95 (SD=0.546), this implies that Generation Z Tourists' had a positive and happy experience at local coffee shops.

Table 3. *Level of Tourist's Experience*

Indicators	Mean	Std. Deviation	Descriptive Level
Education	3.93	0.633	High
Esthetics	4.02	0.611	High
Entertainment	3.93	0.707	High
Escapism	3.94	0.705	High
Overall	3.95	0.546	High

From the data, it shows that Gen Z tourists embracing a diverse tapestry of experiences within Davao City's local coffee shops (mean scores exceeding 3.9 across all categories). Highlighting a **balanced interest in educational, aesthetic, entertainment, and escapist aspects** (Cohen, 2018; Pearce & Moscardo, 2018), these results suggest successful catering to varied Gen Z preferences. While the overall experience appears positive, standard deviations hint at potential for **finer-tuning within each experience type**. Future research, informed by studies on tourist experiences and satisfaction in similar settings (Kim et al., 2013; Leppäniemi & Reime, 2017), could delve deeper into specific Gen Z travel motivations and preferences (Mason & Whyte, 2011) to optimize offerings and solidify Davao City's local coffee shops as a key destination for these discerning young travelers. By meticulously examining both individual coffee shop experiences and the broader Gen Z travel landscape, we can unlock the secrets to captivating their hearts and brewing up continued loyalty.

Presented in Table 4 is the summary of Generation Z Tourists visit intention. The table below shows the level of visit intention with a standard deviation of 0.593, the average score for all items is 4.07. The item "I have plans to return to this shop in the future" had the highest mean score of any item (4.33). This implies that a significant portion of the patrons plan to visit the coffee shop again in the future. Moreover, the item "I'm going to invest my money and time going to the coffee shop" has the lowest mean score (3.85). This implies that some tourists may be hesitant to spend a significant amount of time and money visiting the coffee shop. Overall, the level of visit intention for coffee shop customers is high. Every item has a mean score higher than 4, and the item with the highest mean score is higher than 4.3. This implies that customers of coffee shops are generally happy with their experiences and are probably going to come back in the future.

Table 4. *Level of Visit Intention*

Items	Mean	Std. Deviation	Descriptive Level
1. I have plans to return to this shop in the future.	4.33	0.770	Very High
2. I have only good things to say about this coffee shop.	4.04	0.729	High
3. In the future, I'd bring friends and family to this coffee shop.	4.01	0.856	High
4. I intend to go to the coffee shop I saw on social media.	4.14	0.862	High

5. I'm going to invest my money and time going to the coffee shop.	3.85	0.932	High
Overall	4.07	0.593	High

The high visit intentions of Gen Z tourists towards Davao City's local coffee shops paint a bright picture of loyalty and future engagement (Table 4). From their clear desire to return (mean 4.33) to the eagerness to share the experience with loved ones (mean 4.01), a sense of lasting connection to these coffee shops emerges. This resonates with studies on tourist loyalty, highlighting the power of positive experiences in fostering long-term bonds with destinations (Hair et al., 2023; Pallant, 2013). While their intention to invest time and money (mean 3.85) remains high, it suggests possible room for deepening emotional engagement and value perception. Exploring this nuance through targeted surveys or interviews could unlock valuable insights for enhancing customer loyalty and solidifying these coffee shops as must-visit experiences for Gen Z travelers. By nurturing **social connection through communal activities and influencer collaborations**, catering to their **desire for exclusivity and emotional resonance**, and continually meeting their diverse experiential needs, Davao City's local coffee shops can ensure their lasting appeal for this influential generation.

Presented in Table 5 is the summary of correlation between Tourists' Attitude and Tourists' Experience, Tourists' attitude and Visit Intention, and Tourists' Experience and Visit Intention. The data shows that there are strong positive relationships between the three variables: Tourists' Attitude, Tourists' Experience, and Visit Intention. This indicates that when one variable increases, the other two variables also increase. Moreover, Tourist Attitude and Tourist Experience have a 0.716 correlation. This indicates that the two variables have a substantial positive relationship with one another. Thus, Generation Z tourists who visit coffee shop with positivity are also more likely to have a pleasant experience there. In addition, the correlation between Generation Z Tourists' Attitude and Visit Intention is 0.614. This means that there is a strong positive relationship between the two variables. In other words, tourists who have a positive attitude towards a destination are also likely to intend to visit there in the future. Subsequently, the Generation Z Tourists and their visit intention have a 0.693 correlation. This indicates that the two variables have a very strong positive relationship and tourists who enjoy themselves at a place are more likely to plan to visit again in the future.

Table 5. Correlation between Tourists' Attitude and Tourists' Experience, Tourists' attitude and Visit Intention, and Tourists' Experience and Visit Intention.

Variables Correlated	r-value	Verbal Description	df (n-2)	p-value	Decision
Tourists' Attitude vs Tourists' Experience	0.716**	Strong Positive Relationship	420	0.000	Ho is rejected

Tourists' Attitude vs Visit Intention	0.614**	Strong Positive Relationship	420	0.000	Ho is rejected
Tourists' Experience vs Visit Intention	0.693**	Strong Positive Relationship	420	0.000	Ho is rejected

Legend: * *Correlation is significant at 0.01 level (2-tailed)

Within Davao City's local coffee shops, Gen Z tourists' **positive attitudes** ($r = 0.716$ with experience, echoing Pallant, 2013) ignite a virtuous cycle. These favorable impressions pave the way for **memorable experiences** (Pearce & Moscardo, 2018), which in turn, **fuel strong intentions to return** ($r = 0.693$). Notably, a **robust link between attitude and visit intention** ($r = 0.614$, akin to Cohen, 2018) highlights the crucial role of first impressions. Capitalizing on this dynamic, the coffee shops can **foster positive attitudes** through consistent quality, aesthetically pleasing ambiance, and engaging activities. By **tailoring experiences to Gen Z preferences** (Leppäniemi & Reime, 2017) and **amplifying positive word-of-mouth** through social media or online reviews, they can attract new visitors and solidify their status as must-visit hubs for this discerning generation. By nurturing this interconnected web of attitude, experience, and intention, these coffee shops can brew up long-lasting loyalty and secure their place at the heart of Davao City's Gen Z travel scene.

Conclusions

Initially, the level of Generation Z Tourists' Attitudes to Local Coffee Shops are high. This indicates that Generation Z Tourists' Attitude in terms of Affective, Behavioral, and Cognitive positively affect their visit intention to Local Coffee Shops. Moreover, affective attitude was the highest-rated indicator which implies tourists' emotional reactions to local coffee shops were particularly positive. The overall mean score was near the mean scores for affective and cognitive attitude, indicating that emotional responses as well as ideas and opinions regarding local coffee shops shaped Generation Z's general attitudes. As attitudes are reflected in behaviors, so too are the settings around individuals affected by those actions, creating a dynamic conversation between people and their surroundings. This intricate dance aligns with Fishbein's thesis, which holds that accurate prediction of an individual's intention to behave requires a thorough understanding of both situational factors and personal traits (attitudes) (Bolton et al., 2018).

Secondly, the level of Generation Z Tourists' Experience to Local Coffee Shops are high. This indicates that Generation Z Tourists' Experience in terms of Education, Esthetics, Entertainment, and Escapism are positively tourists' visit intention to local coffee shops. Subsequently, with a mean score of 4.02, esthetics was the indicator with the highest rating. This implies that the beauty of the coffee shops the tourists visited left a lasting impression. Overall, the findings suggest that local coffee shops can play a positive role in the tourism industry by providing tourists with a positive and

memorable experience. These findings imply successful catering to a range of Gen Z preferences by highlighting a balanced interest in educational, aesthetic, entertainment, and escapist features (Cohen, 2018; Pearce & Moscardo, 2018). Although the experience is good generally, standard deviations suggest that each experience category may use some fine-tuning.

Thirdly, the study revealed that Generation Z Tourists have a strong intention to revisit local coffee shops. This is evidenced by the high mean scores for all five items. Generation Z Tourists are likely to recommend local coffee shops to others. This is suggested by the high mean scores for items 2 and 3. Some tourists may be hesitant to spend a significant amount of time and money visiting local coffee shops. This is indicated by the lower mean score for item 5. Overall, the findings from Table 4 suggest that local coffee shops can play a significant role in attracting and retaining tourists. A feeling of enduring connection to these coffee shops arises from their obvious want to return (mean 4.33) and their enthusiasm to share the experience with loved ones (mean 4.01). This is consistent with research on the loyalty of tourists, which emphasizes the importance of good experiences in creating enduring relationships with travel destinations (Hair et al., 2023; Pallant, 2013).

Lastly, the study revealed that Tourists' attitudes, experiences, and visit intentions are strongly positively correlated. This indicates that tourists who had positive attitudes towards local coffee shops also had positive experiences at local coffee shops, and they were more likely to have a high intention to revisit local coffee shops. Moreover, the findings indicate that there is a 0.716 correlation between tourists' attitudes and experiences, a 0.614 correlation between tourists' attitudes and visit intention, and a 0.693 correlation between tourists' experiences and visit intention. There is a strong positive relationship between the variables, as indicated by the fact that all these correlation coefficients are significant at the 0.01 level. The positive opinions of Gen Z tourists ($r = 0.716$ with experience, mirroring Pallant, 2013) in Davao City's neighborhood coffee shops start a positive feedback loop. Positive first impressions open the door to unforgettable experiences, which in turn strengthen strong intentions to return ($r = 0.693$) (Pearce & Moscardo, 2018). Significantly, a strong correlation between attitude and visit intention ($r = 0.614$, similar to Cohen, 2018) emphasizes how important initial impressions are. Overall, the findings suggest that local coffee shops can play a significant role in attracting and retaining tourists by providing tourists with a positive attitude, experience, and visit intention.

Recommendation

This section included the findings and important recommendations regarding the best course of action in a particular study situation.

Since all variables are at the high level, it is evident that there is a strong positive relationship between the three variables. Tourists' Attitude and Tourists' Experience indeed correlates. Moreover, there will be several strategic recommendations to offer in the tourism industry that has local coffee shops involvement. Initially, establishing partnerships with local tourism authorities will increase the visibility of coffee shops as unique tourist destinations, potentially leading to inclusion in official tourism travel guides and tours.

In terms of enhancing the overall tourists' experience, coffee shops should think about offering unique packages or collaborations with other local businesses, providing comprehensive and appealing experiences. Additionally, by holding cultural and educational activities, the coffee shop positions itself as a tourist destination that reflects the positive response to the survey's educational components. This includes creative workshops, board games, latte art competitions, or even open mic performances. By offering workshops that provides the spotlight on local traditions or the art of making coffee, hosts can capitalize on tourists' desire for learning opportunities and improve their overall travel experience and visit intention as well. Although there has been a lot of research on food tourism recently, not much of it has examined the connections between everyday eating habits and consumption when it comes to food tourism experiences, particularly from the viewpoint of Generation Z individuals and the impact of social media on social media-related and individual food decisions. (Orea-Giner & Fuste-Forne, 2023)

Local coffee shops can be positioned as an essential component of the local experience by participating in destination marketing initiatives and exhibiting unique features that appeal to Generation Z's preferences. Customized social media marketing campaigns for travelers will raise awareness by utilizing influencers and hashtags related to travel. Embracing sustainable practices aligns with Generation Z's preference for environmentally responsible businesses. Introducing loyalty programs customized for tourists, combined with active engagement in online travel communities, will foster repeat visits and positive word-of-mouth, establishing local coffee shops as essential components of the travel experience. Moreover, examine how marketing strategies for coffee shops affect the attitudes, experiences, and plans of tourists to visit. This would provide insight into the best ways for coffee shops to draw in and maintain tourists.

Local coffee shops can build stronger relationships, increase visit intentions, and ultimately boost long-term patronage and business success by putting these suggestions into practice and giving tourists an enjoyable and memorable experience. Using the tourist industry as an example, this analysis was conducted by looking at the needs of Generation Z and identifying the key drivers of the worldwide market's transition to meet those needs. The study looked into topics pertaining to Generation Z tourists' lifestyles, including both its overall state of affairs and distinctive characteristics related to the tourism industry (Entina, Karabulatova, Kormishova, Ekaterinovskaya, & Troyanskaya, 2021).

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