CULTURAL HERITAGE IN THE DIGITAL AGE: HOW JOY OF MISSING OUT SHAPES GENERATION Z'S AUTHENTIC CULTURAL EXPERIENCES THROUGH DIGITAL WELLNESS PRACTICES

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Abstract: This study examines the complex relationship between digital wellness practices and cultural heritage tourism intentions among Generation Z, focusing on the mediating role of the 'Joy of Missing Out' (JOMO). We aimed to understand how conscious digital consumption, particularly digital detox behavior, influences the desire for authentic cultural experiences. A quantitative cross-sectional survey was administered to high school students in Ho Chi Minh City, Vietnam. This demographic was chosen because it represents a digitally native generation, making them ideal subjects for examining the impact of digital habits. Validated measurement scales were used to ensure the reliability and validity of the data collected on digital detox, JOMO, authentic cultural experience seeking, and cultural heritage tourism intentions. Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed for data analysis, allowing for the simultaneous assessment of multiple hypothesized relationships within the theoretical framework. The results unequivocally support all hypothesized relationships, demonstrating robust statistical significance. Crucially, digital detox practices have a positive influence on the development of JOMO, indicating that consciously disengaging from digital platforms fosters a sense of contentment with one's current offline experiences. Furthermore, both digital detox practices and the cultivation of JOMO significantly influenced attitudes toward and intentions to engage in heritage tourism. The integrated theoretical framework successfully explained substantial variance in heritage tourism intentions, underscoring the complexity of the factors driving Generation Z's cultural tourism behavior. This behavior, our findings suggest, emerges from a dynamic interplay between conscious digital consumption modification, psychological wellness states (such as JOMO), and a genuine appreciation for authentic cultural experiences. The findings demonstrate that Joy of Missing Out serves as a crucial psychological mechanism linking digital detox behaviors to authentic cultural experience seeking, providing valuable insights for cultural tourism marketing strategies and destination management approaches targeting digitally native generations.

Keywords: cultural heritage tourism, Joy of Missing Out, digital detox practices, Generation Z, authentic cultural experiences

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INTRODUCTION

Heritage tourism, which includes trips to historical sites, cultural attractions, and places of cultural significance, is a great way to learn about how Generation Z travels. Heritage tourism differs from typical leisure tourism, which is centered on relaxation and enjoyment. Instead, it focuses on learning about other cultures, appreciating history, and engaging with cultural narratives in a way that aligns with Generation Z's values-driven consumption behaviors (Wojcieszak-Zbierska, 2023). Generation Z's digital nativity and their growing interest in authentic cultural experiences present distinct theoretical and practical challenges for understanding how people choose to participate in heritage tourism trips in today's digital world.

The tourism industry has undergone significant changes since Generation Z emerged as a major consumer group. This has changed where people want to go, why they want to travel, and how they make decisions about traveling. Generation Z, which includes those born between 1997 and 2012, is the first group of people who are genuinely "digital natives." Recent studies have shown that Generation Z has a peculiar relationship with digital technology. They are very involved with it, but are also becoming increasingly aware of how tired and overwhelmed they are by the amount of information (Tan et al., 2025). This generation uses smartphones more than any other, spending between 9 and 12 hours a day on them. Simultaneously, they are becoming increasingly interested in digital wellness practices and adapting their technology use (Irimiás, 2023). The rise of

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terms like "Fear of Missing Out" (FOMO) and "Joy of Missing Out" (JOMO) indicates that Generation Z has a profound understanding of how digital technology affects their minds and is actively working to find a balance in its use (Riu, 2025).

The COVID-19 pandemic has intensified these dynamics by increasing people's dependence on technology and highlighting the importance of disengaging and paying attention to their surroundings. Research indicates that the pandemic's impact on digital saturation has heightened people's interest in authentic, reflective experiences that offer a respite from being overwhelmed by technology, while still retaining personal and cultural significance (Djafarova & Kim, 2025). Heritage tourism destinations, which focus on cultural depth, historical relevance, and thoughtful involvement, are a good fit for Generation Z's post-pandemic quest for experiences that are more than just mindless digital consumption. Modern tourism research has recognized the need for more advanced theoretical frameworks that account for the complexity of Generation Z's travel behavior within the context of the digital revolution (Priporas et al., 2024).

Traditional models of tourist behavior, which are primarily based on a single theoretical perspective, do not effectively explain the numerous factors that influence how people make travel decisions today. Digital wellness practices, psychological states that encourage mindful consumption, and preferences for heritage tourism all converge in a way that necessitates integrated theoretical approaches that consider both rational decision-making processes and how environmental stimuli influence the formation of behavioral intentions (Khoa et al., 2022). Digital detox practices have become increasingly popular as a means to intentionally change behavior, such as using less technology and being more aware of one's surroundings.

Wojcieszak-Zbierska (2023) examined what university students liked about digital detoxing and found that they enjoyed travelling without technology, but struggled to stay away from technology for extended periods. This study demonstrates that digital detox practices are crucial for influencing tourist behavior, highlighting the need for theoretical frameworks that explain how altering our digital device usage affects our vacation choices and plans. There are still many aspects of digital wellness practices that remain unknown regarding their impact on tourism behavior, particularly in relation to the specific role of heritage tourism within digital wellness frameworks (Cuong et al., 2025). Most of the research conducted so far has looked at negative mental states, such as FOMO, but not positive mental states that encourage healthy tourism consumption practices. There has been limited research on how to integrate classic tourism behavior theories with contemporary digital wellness concepts. This has led to a lack of understanding of how Generation Z behaves when traveling in a digital society (Arenas-Escaso et al., 2024). The first significant gap in the research is that no integrated theoretical framework combines old theories of tourism behavior with modern ideas about digital well-being to explain how Generation Z forms its heritage tourism intentions. Most existing research has employed only one theoretical approach, which does not help us fully grasp complex modern events, such as digital transformation and generational shifts. Harahap et al. (2024) employed the TPB framework to investigate travel intentions, and Djafarova & Kim (2025) showed how JOMO affects consumer behavior.

However, no research has combined these two theoretical areas to provide a comprehensive understanding of how Generation Z engages with heritage tourism. Not integrating theories makes it harder to comprehend how conventional attitude-intention relationships work with modern digital wellness activities and mental states to affect heritage tourism preferences. This gap highlights the need to develop integrated theoretical frameworks that account for both rational decision-making processes and environmental cues, as well as digital health components pertinent to how Generation Z navigates travel. The second important study gap is that there is a lack of information about the Joy of Missing Out as a means to connect digital detox practices to heritage tourism outcomes within established frameworks for tourism behavior.

Research has been conducted on how JOMO influences consumer behavior (Tan et al., 2025) and how digital detox practices appeal to young tourists (Wojcieszak-Zbierska, 2023); however, no research has examined the specific role of JOMO in forming heritage tourism intentions. This gap is significant because historical tourism naturally aligns with JOMO values by focusing on cultural engagement that encourages thinking, appreciation of authentic experiences, and mindfulness of the present moment. The lack of research on JOMO's mediating role makes it difficult to understand the psychological processes by which digital wellness practices affect heritage tourism behavior. This makes it harder to develop both theoretical and practical applications for marketing heritage tourism and managing destinations that target Generation Z. This study aims to fill in the gaps in the research by creating and testing an integrated theoretical framework that combines the Theory of Reasoned Action (TRA) with the Stimulus-Organism-Response (SOR) paradigm to explain how Generation Z's desire to go on heritage tourism trips is formed through digital detox practices and Joy of Missing Out. The primary objective of this study was to investigate the impact of digital detox practices and online reviews on individuals' plans to visit heritage sites, with a focus on altering their attitudes. The second goal was to test the integrated framework's ability to explain and predict Generation Z's heritage tourism behavior in today's digital society. The remainder of this article is organized into five main sections. The literature review examines all relevant theoretical frameworks in depth, exploring their relationships with one another, which helps to develop hypotheses. The methodology section explains the quantitative study strategy, the tools used to quantify things, and how the data were collected. The results section shows how to test the measurement model and analyze the structural model with hypothesis testing. The conclusion discusses the theoretical and practical implications of the findings, highlights their limitations, and suggests future research directions that could help us gain a deeper understanding of Generation Z's heritage tourist behavior in the context of the digital transition.

LITERATURE REVIEW
Generation Z, Digital Detox Practices, and Heritage Tourism Intention

Generation Z has emerged as a significant force in tourism, transforming the way people travel and utilize technology. This group of people, born between 1997 and 2012, has grown up with digital technologies; however, they are increasingly interested in real-life experiences and seeking to disconnect from technology (Cheung et al., 2021). Heritage tourism, which

encompasses visits to historical sites, cultural attractions, and places of cultural significance, has emerged as an intriguing way for Generation Z to strike a balance between online connectivity and authentic travel experiences (Khoa & Huynh, 2024).

The academic debate surrounding Generation Z's travel habits reveals a complex relationship with technology that extends beyond their use of it. This generation is more digitally engaged than any other, with smartphones acting as extensions of their bodies (Irimiás, 2023). Simultaneously, they are becoming more aware of the need for digital balance. This contradictory relationship is evident in their travel tastes, where the need for "Instagrammable" moments coexists with a respect for real, meaningful travel experiences that historical sites offer in a way that no other place can (Djafarova & Bowes, 2021). Heritage tourism is an exciting way to consider Generation Z's travel plans, as it offers both the visual appeal that people crave on social media and the cultural depth that aligns with this generation's values-driven shopping habits. The literature suggests that Generation Z tourists are not merely passive consumers of heritage experiences; they are also active participants who seek to understand and connect with cultural stories, while navigating the pressures of social validation and digital presentation (Syamsudin et al., 2025). Digital detox methods have become increasingly popular for managing information overload and digital fatigue. This is a significant step forward in understanding why people travel today. Studies show that during the pandemic, people were more dependent on technology while also realizing the benefits of disconnection. This has sparked an increased interest in mindful travel experiences among more people (Diaz-Meneses & Estupinan-Ojeda, 2022). This is especially true for heritage tourism, where cultural sites inherently lend themselves to fragmented and immersive encounters.

Theoretical Framework: Integrating TRA and SOR Paradigms

To understand Generation Z's intentions for heritage tourism, we need a comprehensive framework that considers both their decision-making processes and their responses to various environmental stimuli. This study proposes an integrated model that combines the Theory of Reasoned Action (TRA) with the Stimulus-Organism-Response (SOR) paradigm to provide a comprehensive understanding of how digital detox practices and JOMO influence people's plans to visit heritage sites.

The TRA states that attitudes toward a behavior and subjective standards are the main factors that shape behavioral intentions (Tran & Khoa, 2025). This paradigm is beneficial for understanding Generation Z's interest in historical tourism because it considers the cognitive processes that go into making travel decisions and the social components that are very important for this generation, which is always online. The TRA's attitude component includes how people feel about their historical tourism experiences, which are shaped by their perceptions of the benefits, their values, and their expectations. Several factors influence how Generation Z perceives historical tourism, including their interest in other cultures, the educational value of the experience, and its social relevance (Robinson & Schänzel, 2019).

Research shows that having a favorable attitude toward travel experiences significantly affects people's intentions to behave in specific ways. Heritage tourism offers unique value propositions that appeal to Generation Z's demand for real and meaningful experiences (Uslu & Tosun, 2024). Online reviews are a crucial component of the TRA framework because they serve as external sources of information that influence attitudes and behavior (Khoa, 2021). There has been much research on the importance of peer-generated content in making travel decisions. Generation Z, in particular, relies heavily on digital word-of-mouth and user-generated content to inform their decisions about where to go and what to do (Yamagishi et al., 2023). Online reviews serve as both sources of knowledge that influence people's opinions and social proof processes that establish subjective norms for participating in historical tourism.

The SOR paradigm examines how external stimuli affect internal states (organisms), which then lead to behavioral responses (Nguyen et al., 2023). This is a different perspective that aligns with other theories. In this way, digital detox practices serve as environmental stimuli that alter people's mental states, particularly in the development of JOMO, which subsequently influences their plans for heritage tourist trips. Digital detox techniques are intentional behavioral changes that lower digital use and encourage more mindful interactions with the real world (Ozdemir & Goktas, 2021). These activities serve as triggers that give our minds room to think, ponder, and genuinely appreciate experiences. The research reveals that Generation Z is especially interested in digital detox techniques because they help them take a break from being overwhelmed by technology while still being in charge of how they use it (Liu, 2024). Within the SOR framework, JOMO is an important organismic variable. It refers to the internal mental state of being content with being alone and being fully aware of the present moment. Studies have shown that JOMO is associated with improved health, reduced worry, and a greater appreciation for the present moment (Djafarova & Kim, 2025). This mental state is ideal for engaging people in historic tourism, as it aligns with the deep and reflective nature of cultural encounters.
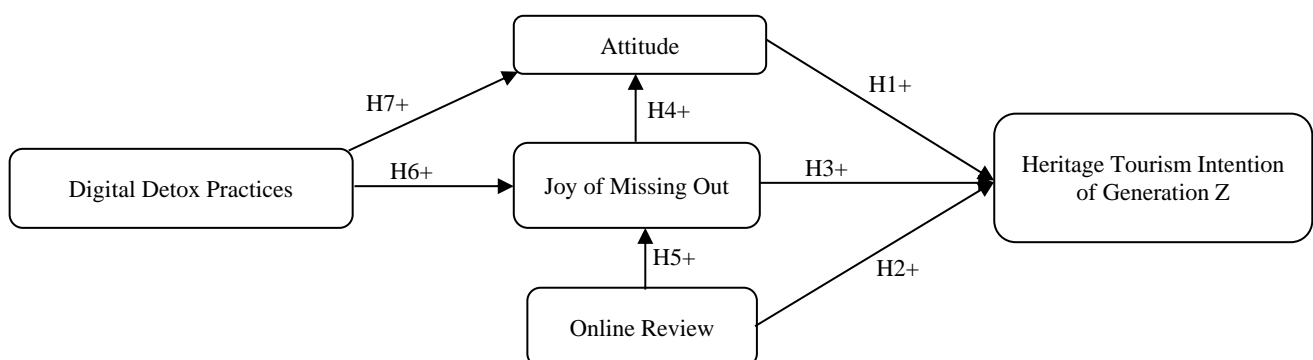

Figure 1. Conceptual model

Combining the TRA and SOR paradigms creates a comprehensive model that considers both rational decision-making processes and experiences that influence people's plans to visit heritage sites. This theory understands that Generation Z's travel choices are the result of complicated interactions between their thoughts (attitudes), social factors (online reviews), changes in their environment (digital detox practices), and emotional states (JOMO). This theoretical integration considers the unique characteristics of Generation Z while also providing a solid foundation for understanding how people choose to participate in heritage tourism trips. Figure 1 illustrates how the generation is digitally native, how their connection with technology is evolving, and how they are becoming increasingly interested in real, meaningful travel experiences.

Research Hypotheses Development

The Theory of Reasoned Action is based on the idea that attitudes and behavioral intentions are linked. There is considerable evidence that suggests having positive attitudes towards certain behaviors increases the likelihood that people will engage in such behaviors. In the context of heritage tourism, attitudes include judgments regarding the value, engagement, and personal relevance of cultural and historical sites. Research in the tourism field has consistently shown that attitudes and travel intentions are linked. Harahap et al. (2024) found that having a favorable attitude toward tourism experiences significantly affects people's behavioral intentions, and several psychological and social elements mediate this effect. Generation Z's views on legacy tourism are particularly shaped by their perceptions of its authenticity, educational value, and cultural significance. This generation is more sensitive to experiences that align with their ideals and help them grow as individuals, learning about other cultures (Dimitriou & AbouElgheit, 2019). Heritage tourism sites offer unique value propositions that appeal to Generation Z's desire for travel experiences that are more than just entertainment (Atzeni et al., 2022). Several factors influence how Generation Z perceives legacy tourism, including perceived educational benefits, cultural curiosity, and social significance. Studies have shown that heritage sites offer opportunities for self-reflection and cultural learning that appeal to this generation's demand for travel experiences that change them. When Generation Z has positive feelings about heritage tourism, such as valuing cultural and historical significance, they are more likely to plan trips to heritage sites.

H1: Attitude positively impacts Heritage Tourism Intention of Generation Z.

Online reviews are a crucial source of information for Generation Z when planning their travel (Yimeng et al., 2021). They act like digital word-of-mouth and have a significant impact on how people perceive a place and whether they want to visit it. There has been much research on the importance of peer-generated information for organizing trips. Generation Z, in particular, relies on real user experiences published on digital platforms (Zhu et al., 2020). Uslu & Tosun (2024) found that online reviews have a significant impact on people's travel plans. Positive evaluations make a destination more appealing, while negative reviews deter people from visiting. Their research showed that Internet reviews can serve multiple purposes, such as providing information, demonstrating social proof, and reducing risk. These are all very significant for Generation Z travelers who have not visited many heritage sites in person.

This generation is comfortable with online information sources and is a digital native, making online reviews even more important for their plans to visit heritage sites. Irimiás (2023) states that young visitors rarely use traditional sources of information. Instead, they prefer content created by their peers, which provides fundamental insights into travel experiences. Online evaluations offer Generation Z detailed, firsthand perspectives on heritage sites, helping them determine whether their travel choices align with what the sites have to offer (Elgammal et al., 2024). Online reviews have a direct impact on heritage tourism plans, as they provide valuable information on the cultural significance, educational benefits, and quality of experiences at heritage sites. Positive reviews that discuss how heritage experiences can transform individuals, the depth of cultural learning opportunities, and the authenticity of historical stories are compelling for Generation Z, who prioritize meaningful travel experiences over superficial tourism (Khoa et al., 2022).

H2: Online Review positively impacts Heritage Tourism Intention of Generation Z

The Joy of Missing Out (JOMO) is a mental state in which a person is happy to be away from digital stress and enjoys living in the present moment. This idea has become an increasingly important aspect of how people travel nowadays, especially among younger individuals who are tired of technology and seek genuine travel experiences. Djafarova & Kim (2025) demonstrated that JOMO has a significant impact on people's travel desires, as it is closely linked to mindfulness, well-being, and a passion for authentic experiences. Their research shows that people who experience JOMO are more inclined to seek vacation experiences that align with the principles of being present, genuine, and engaging in meaningful interactions, rather than seeking social approval or showcasing themselves online. Heritage tourism sites naturally align with JOMO principles because they offer experiences that prompt reflection, learning, and connection with cultural stories in a way that fosters awareness of the present moment and deep engagement. According to the literature, heritage sites are the best places for JOMO expression because they inspire people to think, study, and appreciate the richness of culture rather than consume it (Tan et al., 2025). For Generation Z, JOMO is a smart way to deal with the stress of social media and the excessive information that is common in today's youth culture. Research indicates that young adults who experience JOMO tend to feel better, experience less anxiety, and value genuine experiences more (Dieck et al., 2023). These mental health benefits make heritage tourism more appealing, as heritage sites offer the cultural richness and peaceful ambiance that people seeking solitude look for.

H3: Joy of Missing Out positively impacts Heritage Tourism Intention among Generation Z.

The link between JOMO and people's feelings about historic tourism illustrates how mental states can influence their thoughts about travel experiences. JOMO, which stands for "Just Over Me, Over It," refers to being happy with being alone and being present in the moment, making people more likely to appreciate the distinctive value propositions of historic tourism (Perez et al., 2024). Tan et al. (2025) found that JOMO encourages thankfulness and mindfulness, which are mental states that help people appreciate real and meaningful events. These mental benefits lead to more favorable feelings about travel

experiences that align with the JOMO principles, such as historical tourism sites that offer cultural richness and provide opportunities for reflection. JOMO alters people's perceptions of heritage tourism by providing them with mental space to appreciate its cultural and historical value. When Generation Z adopts JOMO principles, they become more aware of the present moment and less concerned with getting approval from others. This helps them better understand the educational and cultural value of heritage sites (Djafarova & Kim, 2025). Heritage tourism is similar to JOMO in that it encourages people to be present and appreciate real experiences. Heritage sites are places where people can reflect on their past, learn about other cultures, and interpret history in a way that makes sense to them (Guo et al., 2024). This inherent connection between JOMO psychological states and legacy tourism traits makes it easier for people to form opinions about heritage travel experiences.

H4: Joy of Missing Out positively impacts the attitude of Generation Z towards heritage tourism.

The link between online reviews and JOMO highlights the complexity of using digital material consumption to raise awareness of digital well-being (Eitan & Gazit, 2024). Reading online evaluations, especially those that discuss genuine, mindful travel experiences, may help people recognize the benefits of JOMO and encourage them to adopt mindful consumption practices. Studies show that online reviews are a significant source of information that affects not only how people perceive a place, but also how they think about travel and spend their money on tourism. Dane & Rockmann (2020) state that reading real travel stories can help people learn about the benefits of mindful travel and motivate them to adopt more conscious travel habits that align with JOMO principles. Online evaluations that focus on the benefits of detached and aware vacation experiences can help Generation Z develop JOMO (Duy et al., 2025). Young travelers may learn to appreciate the benefits of JOMO and change the way they travel by reading real stories of transformative travel experiences that involve being present in the moment and learning about other cultures. Online reviews have a significant impact on JOMO growth, particularly for Generation Z, who rely on content created by their peers for information and validation (Habeeb, 2021). Reading reviews that discuss the mental health benefits of being aware when traveling, immersing oneself in a new culture, and disconnecting from technology can help people understand the importance of JOMO and encourage them to adopt the same mindset.

H5: Online reviews positively impact the Joy of Missing Out of Generation Z.

Digital detox techniques are intentional changes in behavior designed to reduce digital usage and foster awareness of the physical world. These activities help JOMO grow by providing people with the mental space to be aware of and appreciate the current moment and offline experiences. Wojcieszak-Zbierska (2023) demonstrates that digital detox techniques, specifically reducing social media usage and intentionally taking breaks from technology, can enhance mental health and foster a greater appreciation for the present moment. These habits help JOMO grow by making people less overwhelmed by technology and encouraging them to be more present in their lives. The link between digital detox practices and JOMO demonstrates how reduced digital stimulation and increased awareness of the present moment can benefit mental health (Eitan & Gazit, 2024). When Generation Z engages in digital detoxes, they often feel less anxious, more focused, and more grateful for offline experiences. These are all signs of JOMO (Nguyen et al., 2024). Digital detox practices help JOMO grow by showing people how disconnecting can be good for them (Sarkar et al., 2025). As members of Generation Z try to cut back on their computer use and experience the mental benefits that come with it, they learn to appreciate the JOMO principles and apply them in their daily lives, as well as when they travel.

H6: Digital detox practices have a positive impact on the Joy of Missing Out among Generation Z.

Digital detox methods alter people's perceptions of heritage tourism, making them more receptive to and appreciative of contemplative and informative travel experiences. When Gen Z takes breaks from technology, they become more aware of the present moment and appreciate other cultures (Syamsudin et al., 2025). This makes them more likely to have positive feelings toward historical tourism. Digital detox techniques are similar to heritage tourism in that they both focus on introspection, learning about other cultures, and being cognizant of historical narratives. Studies show that people who engage in a digital detox report enjoying real, meaningful encounters that add depth to their lives and teach them something new (Liu, 2024). Digital detox methods help people develop a deeper appreciation for heritage tourism by eliminating digital distractions and encouraging them to pay closer attention to the cultural and historical settings around them. When Generation Z disengages from technology, they become better at immersing themselves in other cultures and appreciating history, which are important parts of heritage tourism (Sarkar et al., 2025). Digital detox activities provide mental health benefits, such as lowering anxiety and increasing awareness of the present. These benefits make it easier to enjoy cultural tourism in the region. These mental states enable people to connect more deeply with the cultural stories and historical significance that heritage sites offer, resulting in more favorable feelings about heritage travel experiences.

H7: Digital detox practices have a positive impact on the attitude of Generation Z towards heritage tourism.

METHODS
Research Design and Approach

This study employs a quantitative research design and a cross-sectional survey approach to investigate the relationships between digital detox practices, the Joy of Missing Out (JOMO), and Generation Z's interest in historic tourism. The quantitative approach is ideal for testing the proposed theoretical framework that combines the Theory of Reasoned Action (TRA) and the Stimulus-Organism-Response (SOR) paradigm. This is because it enables a systematic examination of the hypothesized relationships between constructs and provides statistical evidence to support the conceptual model.

The cross-sectional design enables the collection of a large amount of data all at once, making it easier to examine the complex relationships between digital detox habits, mental states, attitudes, and behavioral plans. This method aligns with existing research in tourism that examines differences between generations and their use of technology. For example, earlier studies have examined how Generation Z travels and uses technology.

Measurement Scales

We utilized a four-item scale based on research on digital well-being and mindful technology use to measure Digital Detox Practices (DDP). The scale measures deliberate actions intended to reduce digital consumption and increase awareness of the present moment. This aligns with Uzut & Güzel (2024) notion of the importance of young travelers practicing intentional disconnection. The items on the scale assess how often and how intentionally people disconnect from technology, such as taking breaks from social media, refraining from using their smartphones for a while, and being more mindful of their technology use. Some examples include "I often take breaks from social media to focus on things I can do in real life" and "I make a point of disconnecting from digital devices during my free time to improve my health."

A four-item scale that measures happiness with being disconnected and enjoyment of the current moment is used to measure Joy of Missing Out (JOMO). The scale is based on a new study by Djafarova and Kim (2025), who demonstrated that JOMO influences people's behavior and travel plans by making them more grateful and observant. Statistics show that people are happier when they choose not to participate in digital media and social pressure. Some examples include: "I feel happy when I choose to stay offline while others are active on social media," and "I find joy in focusing on my immediate surroundings instead of checking what others are doing online." A three-item scale that asks people to rate their heritage travel experiences was used to measure their attitude toward heritage tourism (ATT). The Theory of Reasoned Action's idea of attitude as evaluative views about behavioral outcomes has been adapted for the heritage tourism environment. This method of measurement aligns with established tourism research that examines how attitudes are formed and how they influence people's travel plans (Harahap et al., 2024). Some of the items on the scale include "I believe heritage tourism provides valuable cultural learning experiences" and "Visiting heritage destinations is personally meaningful to me."

A three-item scale measured the degree to which peer-generated digital information influences views and decision-making in heritage tourism. This is how the influence of online reviews (ORE) is measured. The scale considers Generation Z's reliance on digital word-of-mouth and user-generated content when organizing trips, a phenomenon described in detail by Khoa (2021) in a study on how young travelers seek information. Some examples are "Online reviews have a big impact on my interest in heritage destinations" and "When I think about heritage tourism, I trust other travelers' online experiences."

A three-item scale that examines the likelihood and commitment to historic travel experiences is used to measure historic Tourism Intention (HTI). The scale is based on the Theory of Reasoned Action's ideas about measuring intention; however, it has been changed to fit heritage tourism situations (Tran & Khoa, 2025). This method ensures that our evaluation of behavioral intention is consistent with past practices, while also considering the unique aspects of historical travel that distinguish it from regular tourism. Some of the questions on the scale include "I plan to visit heritage sites in the next year" and "I am likely to choose heritage tourism over other types of travel." All measurement scales used five-point Likert response forms ranging from "strongly disagree" (1) to "strongly agree" (5). This enables us to obtain a more detailed understanding of how people feel and behave, while still adhering to standard tourist research methods. This method of measurement facilitates the conduct of statistical analysis and provides sufficient diversity in the responses for hypothesis testing.

Sample and Data Collection

The study's sampling methodology employed a stratified random selection approach to recruit 421 high school pupils aged 16 to 18 years from Ho Chi Minh City, Vietnam. This method was crucial for ensuring both cultural and geographical uniformity within the sample, acknowledging the city's diverse landscape and the need for comprehensive representation across various high schools and districts. By concentrating on this specific age group, the research effectively targeted Generation Z at a pivotal developmental stage, characterized by increasing independence in travel decisions and significant online engagement. The chosen sample size of 421 participants was strategically determined to provide ample statistical power for structural equation modeling, adhering to established recommendations for complex theoretical models in tourism research, and ensuring a robust cases-per-parameter ratio for accurate statistical estimation.

This meticulous sampling design underscores the study's commitment to methodological rigor and the generation of reliable insights into heritage tourism intentions among Vietnamese youth. Data collection involved several rigorous steps to ensure the quality and validity of the results. Measurement scales were culturally and linguistically adapted for Vietnamese Generation Z respondents through translation and back-translation, followed by pilot testing with 50 participants to refine the questionnaire and assess its psychometric properties. This initial validation followed the best practices in cross-cultural research, addressing potential measurement issues. Respondent recruitment employed systematic sampling within high schools, with supervised administration during data collection to ensure response quality and minimize missing data.

Finally, standard data cleaning and preliminary screening procedures were implemented to manage missing values, outliers, and inconsistencies, thereby ensuring a strong foundation for valid statistical analysis, in line with quantitative tourism research standards. The study's sample comprised 421 high school pupils aged 16 to 18 years, representing the core Generation Z demographic. The gender distribution was well-balanced, with 52.3% female and 47.7% male respondents, ensuring robust data for analyzing potential gender disparities in heritage tourism intentions. Participants exhibited diverse levels of heritage tourism experience: 34.2% had prior visits, 41.8% expressed strong interest without previous visits, and 24.0% reported limited exposure, providing sufficient variation to assess the impact of their experience.

Furthermore, the sample showcased economic diversity in terms of annual tourism budgets, with 28.5% budgeting under $200, 35.7% between $200 and $500, 25.4% between $500 and $1000, and 10.4% over $1000. This comprehensive demographic and experiential profile allows for a nuanced exploration of heritage tourism intentions among this key youth demographic. Figure 2 presents the demographic statistics of the respondents.
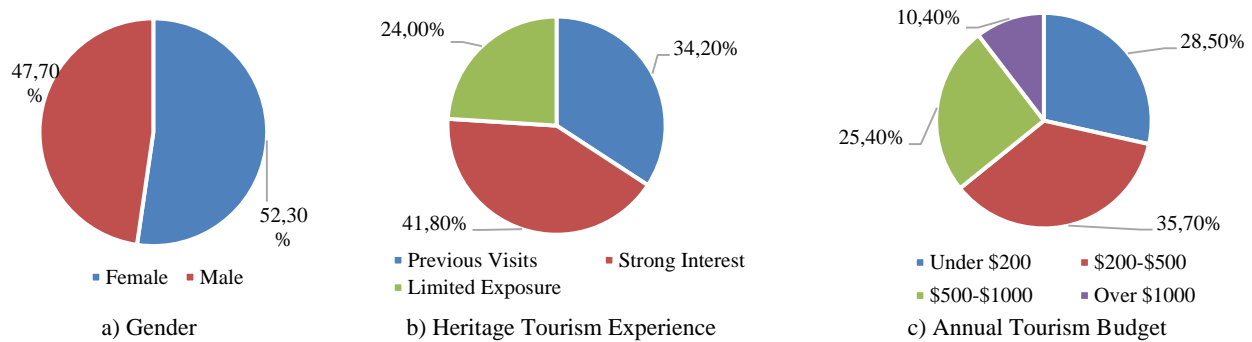
Figure 2. Demographic statistic

The study adheres to the established ethical standards for research involving minors, including obtaining parental consent and ensuring that participants voluntarily agree to participate. Data collection ensures the privacy and confidentiality of respondents while also allowing them to choose whether to participate or not. These steps adhere to both global research ethics standards and the guidelines established by institutions for research involving Generation Z participants. Digital detox methods help people develop a more positive attitude toward heritage tourism by reducing digital distractions and increasing their awareness of their current cultural and historical surroundings. When Generation Z disengages from technology, they become better at immersing themselves in other cultures and appreciating history, which are important parts of heritage tourism. Digital detox activities can help reduce anxiety and increase awareness of the present moment. These are good things for heritage tourism. These mental states enable people to connect more deeply with the cultural stories and historical significance of heritage sites, resulting in more favorable feelings about heritage travel experiences.

RESULTS AND DISCUSSION
Measurement Model

The convergent validity test measures the degree to which indicators that assess the same concept are related or the extent to which they share variance. The assessment employs several criteria, including Cronbach's Alpha (CA), Composite Reliability (CR), Average Variance Extracted (AVE), and external loadings, to ensure that the quality of the measurement model is thoroughly evaluated. These criteria collectively provide strong evidence that the construct measurement is reliable and that the internal consistency is satisfactory (Hair Jr et al., 2016).

The reliability and convergent validity of the study's measurement scales were thoroughly assessed, revealing strong psychometric properties across all constructs. Table 1 presents the results of the convergent validity assessment. The outer loading results indicate that all structures have strong indicator reliability, with values ranging from 0.738 to 0.891, which is well above the required criterion of 0.708. These loadings indicate that each indicator explains more than 50% of the variance in its corresponding construct, suggesting that the indicators are sufficiently reliable.

The Digital Detox Practices construct had outer loadings between 0.762 and 0.845, indicating that the indicators are consistently performing and that the measurement of conscious digital disconnection behaviors is robust. These results align with earlier studies that highlight the multifaceted nature of digital wellness practices among Generation Z.

The internal consistency, measured by Cronbach's alpha, ranged from 0.813 to 0.851, well above the 0.70 threshold, indicating that items within each construct consistently measured their intended theoretical area. Furthermore, the Composite Reliability values, ranging from 0.888 to 0.907, surpassed the 0.70 benchmark, confirming the consistency of the measurements. Additionally, convergent validity was established through the Average Variance Extracted (AVE) test, with all constructs achieving values between 0.668 and 0.765, exceeding the 0.50 cutoff, which demonstrates that the constructs effectively explain the variance in their indicators more than measurement error can account for. These results collectively affirm the robustness and suitability of the measurement model for subsequent analyses, providing a solid foundation for evaluating discriminant validity and hypothesis testing. Discriminant validity testing ensures that constructs are sufficiently distinct from one another and that each construct captures aspects that other constructs in the model do not. The Heterotrait-Monotrait Ratio (HTMT) criterion was used for the assessment (Henseler et al., 2014). It is superior to traditional methods for checking discriminant validity because it accounts for the differences in composite reliability across various constructs.

Table 1. Convergent Validity Assessment Results

Construct	Items	Outer Loading Range	CA	CR	AVE
Digital Detox Practices (DDP)	4	0.762 - 0.845	0.851	0.901	0.695
Joy of Missing Out (JOMO)	4	0.738 - 0.823	0.834	0.889	0.668
Attitude (ATT)	3	0.801 - 0.876	0.824	0.894	0.738
Online Review (ORE)	3	0.789 - 0.854	0.813	0.888	0.726
Heritage Tourism Intention (HTI)	3	0.812 - 0.891	0.847	0.907	0.765

The HTMT results in Table 2 indicate that all construct pairs exhibit good discriminant validity, with values ranging from 0.398 to 0.712, which is below the conservative threshold of 0.85. These results demonstrate that constructs can encapsulate diverse theoretical phenomena while maintaining relationships that are theoretically sound. The assessment supports the construct uniqueness of the proposed theoretical framework and enables the evaluation of the structural model. The evaluation of the

measurement model thoroughly checks the quality of the construct measurement by examining both convergent and discriminant validity. The results justify proceeding to structural model evaluation, which will test the hypotheses and confirm the theoretical framework. All dimensions demonstrated good reliability, validity, and uniqueness, providing a strong foundation for examining structural links and validating the proposed theoretical framework that combines the TRA and SOR paradigms.

Table 2. Discriminant Validity Assessment (HTMT Criterion)

	DDP	JOMO	ATT	ORE	HTI
DDP	-				
JOMO	0.672	-			
ATT	0.543	0.621	-		
ORE	0.412	0.398	0.567	-	
HTI	0.487	0.634	0.712	0.523	-

Structural Model

Structural model evaluation examines the ability of the suggested theoretical framework to explain and predict the relationships between constructs. Following standard PLS-SEM methods, the structural model assessment includes checking the path coefficient, the coefficient of determination (R^2), the effect size (f^2), the predictive relevance (Q^2), and the multicollinearity through Variance Inflation Factor (VIF) analysis. Table 3 shows the model explanatory power and predictive relevance. The Joy of Missing Out has high explanatory power, with an R^2 value of 0.564, indicating that digital detox practices and online reviews together account for 56.4% of the variation in JOMO. With an R^2 value of 0.487, attitude toward heritage tourism has modest explanatory power. This means that digital detox techniques and JOMO together explain 48.7% of the attitude variance. This finding supports the theoretical framework's claim that psychological states (JOMO) and environmental cues (digital detox techniques) influence how people perceive heritage tourism encounters. Heritage Tourism Intention has the most explanatory power, with $R^2 = 0.623$. This means that attitude, online reviews, and JOMO together explain 62.3% of the variance in intention to use. This significant difference in explanation supports the idea that the integrated theoretical framework can accurately predict Generation Z's plans to visit heritage sites.

Table 3. Model Explanatory Power and Predictive Relevance

Endogenous Construct	R^2	R^2 Adjusted	Q^2
Joy of Missing Out (JOMO)	0.564	0.561	0.367
Attitude (ATT)	0.487	0.483	0.341
Heritage Tourism Intention (HTI)	0.623	0.619	0.423

The Variance Inflation Factor (VIF) test for multicollinearity checks whether predictor variables have too much association, which could make the regression coefficient estimates less reliable. The VIF values in Table 4 are all much below the threshold of 5.0, ranging from 1.158 to 1.634. This means that there are no issues about multicollinearity. These results show that the path coefficient estimations are reliable and that the structural model is statistically sound. The low VIF values for all the associations indicate that the predictor variables capture different types of variance in the endogenous constructs, while maintaining relationships that make sense from a theoretical perspective. Digital Detox Practices has the same VIF value (1.158) for both JOMO and attitude prediction, which indicates that it is an exogenous variable unaffected by multicollinearity. The consistent VIF performance across relationships supports the construct distinctiveness of the theoretical framework and confirms the discriminant validity of the measuring model's achievements.

Table 4. Path Coefficients and Effect Sizes

Hypothesis: Path	Path Coefficient	t-value	p-value	f^2	VIF
H1: ATT → HTI	0.421	8.573	<0.001	0.234	1.634
H2: ORE → HTI	0.287	5.891	<0.001	0.112	1.285
H3: JOMO → HTI	0.198	4.127	<0.001	0.067	1.547
H4: JOMO → ATT	0.523	10.234	<0.001	0.376	1.392
H5: ORE → JOMO	0.234	4.876	<0.001	0.087	1.158
H6: DDP → JOMO	0.612	12.345	<0.001	0.598	1.158
H7: DDP → ATT	0.189	3.967	<0.001	0.049	1.392

The Q^2 values indicate that all endogenous constructs exhibit good predictive relevance, with values ranging from 0.341 to 0.423, which exceeds the minimum value of zero required for predictive relevance. Heritage Tourism Intention has the highest predictive relevance ($Q^2 = 0.423$), followed by Joy of Missing Out ($Q^2 = 0.367$) and Attitude ($Q^2 = 0.341$). These results demonstrate that the model can accurately predict endogenous construct values, even beyond sample-specific variance. This supports the theoretical framework's capacity to be applied in real-life settings to understand Generation Z's behavior in heritage tourism. The comprehensive hypothesis testing results provide robust empirical validation for the integrated theoretical framework, demonstrating significant support for all proposed relationships between digital detox practices, Joy of Missing Out, and heritage tourism intentions among Generation Z. The validation of the attitude-intention relationship confirms the fundamental tenets of the Theory of Reasoned Action whilst demonstrating its continued relevance for understanding Generation Z's heritage tourism decision-making processes, where positive cognitive evaluations of cultural and historical experiences translate into more substantial behavioral commitments toward heritage travel. The significant influence of

online reviews on heritage tourism intention validates Generation Z's sophisticated reliance on authentic peer-generated content, whilst highlighting the transformation of tourism information flows from institutional marketing to peer-based authenticity validation. JOMO's direct influence on heritage tourism intention and its substantial impact on attitude formation demonstrate the construct's central role in linking psychological wellness states to heritage tourism cognitions, supporting the SOR framework's organism-organism and organism-response pathways. The empirical validation of online reviews' influence on JOMO development reveals the nuanced ways authentic travel narratives can promote digital wellness awareness, challenging simplistic digital consumption models by demonstrating that content quality and authenticity influence psychological outcomes beyond mere exposure effects. The robust influence of digital detox practices on JOMO formation and direct attitude enhancement validates the comprehensive nature of conscious digital consumption modification in promoting both psychological well-being states and cognitive evaluations favorable to heritage tourism engagement. Collectively, these findings demonstrate that Generation Z's heritage tourism intentions emerge from sophisticated interactions between environmental modifications, psychological states, cognitive evaluations, and peer-generated information sources, supporting the explanatory power of the integrated theoretical framework while revealing the complex mechanisms through which digital wellness practices influence authentic cultural tourism preferences.

DISCUSSION

The results of this study provide substantial real-world evidence to support the integrated theoretical framework that combines the Theory of Reasoned Action (TRA) and the Stimulus-Organism-Response (SOR) paradigm in explaining how Generation Z decides to engage in historical tourism. The complete validation of all seven hypotheses demonstrates that this theoretical integration possesses strong explanatory power. It also reveals more complex connections between digital detox practices, the Joy of Missing Out (JOMO), and heritage tourism behavior that are consistent with and build upon existing knowledge. The strong positive link between attitude and heritage tourism intention ($\beta = 0.421$, $p < 0.001$) significantly supports the main ideas of the Theory of Reasoned Action, which aligns with earlier research indicating that attitude is the primary factor in forming behavioral intentions. This result is in line with what Harahap et al. (2024) found, which showed that having a favorable attitude toward tourism experiences has a significant effect on behavioral intentions when the TRA framework is used in travel scenarios. The enormous effect size ($f^2 = 0.234$) supports TRA's use in heritage tourism contexts for Generation Z. It shows that when Generation Z people develop positive beliefs about the cultural value, educational benefits, and personal significance of heritage tourism, they are more likely to want to participate in heritage travel experiences (Dimitriou & AbouElgheit, 2019). This discovery extends beyond earlier TRA applications by demonstrating that the theory is practical in heritage tourism settings that possess significant cultural depth and educational value.

This study differs from other tourism studies that focus on hedonic reasons. It reveals that Generation Z's opinions on heritage tourism encompass complex evaluations of cultural authenticity, historical relevance, and personal value (Atzeni et al., 2022). The link backs up Uslu & Tosun (2024) research on how attitudes influence plans to visit museums, and it also expands the theoretical understanding to include other types of heritage tourism. Because this association is so strong, historical tourist marketing techniques should focus on building attitudes through authentic cultural stories and communicating educational value, rather than relying on shallow advertising methods.

The fact that online reviews had a significant positive effect on heritage tourism intention ($\beta = 0.287$, $p < 0.001$) strongly supports the idea that peer-generated digital content plays a big part in how Generation Z makes travel decisions. This result supports an in-depth study by Irimiás (2023) on how young travelers seek information, which found that they prefer honest peer opinions over marketing messages from institutions. The moderate effect size ($f^2 = 0.112$) indicates real-world significance, but it also acknowledges that online evaluations are only one part of Generation Z's complex information ecology (Yimeng et al., 2021). The link shows that the way tourism information travels has changed from communications controlled by providers to authenticity judgments made by peers. Generation Z's reliance on internet reviews demonstrates their ability to read and write effectively in the digital world, as well as their capacity for critical thinking (Zhu et al., 2020). This aligns with how they are described as "digital natives" who can easily navigate complex information environments. This study builds on earlier work by showing how internet evaluations specifically affect people's desire to visit heritage sites.

It suggests that content created by peers is an important way for Generation Z to validate the authenticity of cultural experiences that they hold in high regard. This research contradicts the prevailing notion among marketers by demonstrating that genuine experiences with peers are more persuasive than professional marketing content in the context of historic tourism (Elgammal et al., 2024). The result aligns with broader trends in the digital transformation of tourism, but it also highlights how traditional tourism differs from other types that Generation Z values. The relationship suggests that historical tourism organizations should prioritize providing visitors with authentic experiences rather than relying solely on standard marketing methods to generate word-of-mouth. The strong positive link between JOMO and historical tourism intention ($\beta = 0.198$, $p < 0.001$) provides new evidence on how psychological states that make people happy with being disconnected from technology influence their travel behavior. This discovery is in line with the study of Djafarova & Kim (2025), which showed that JOMO makes people more grateful and mindful, which makes them more likely to buy things.

The association reveals that historical tourism holds a special place in JOMO frameworks, where genuine, reflective experiences are the most effective way to be present in the moment and appreciate other cultures (Tan et al., 2025). The discovery contributes to the body of JOMO research by demonstrating its applicability to heritage tourism, where cultural richness and thoughtful participation align seamlessly with JOMO concepts. This study reveals that historical tourism is particularly appealing to individuals who prefer to be disconnected from technology, a finding that differs from prior studies examining the overall effects of JOMO on consumer behavior (Dieck et al., 2023).

The relationship suggests that heritage tourism is a viable approach to managing digital overload, as it provides meaningful cultural experiences that cater to JOMO-oriented individuals seeking authentic, present-moment experiences. This result contributes to the growing body of research on digital wellness tourism by demonstrating that mental states that promote mindful disengagement can influence certain types of tourism behavior. The research suggests that legacy tourism naturally attracts individuals seeking to escape from technology-driven consumption behaviors. This supports the development of mindful tourist options that cater to Generation Z's evolving relationship with technology. The relationship demonstrates that heritage tourism can be a means to promote digital wellness while also being culturally and educationally valuable. The strong, beneficial effect of JOMO on attitude development ($\beta = 0.523$, $p < 0.001$) is a significant theoretical contribution, as it demonstrates how psychological states influence cognitive judgments in tourism settings. This result builds on Tan et al. (2025)'s work on how JOMO affects consumer emotions by demonstrating its impact on people's attitudes toward historic tourism. The enormous effect size ($f^2 = 0.376$) indicates that JOMO has a significant impact on how Generation Z perceives historical tourist experiences, which supports its central role in shaping their cognitive judgments. The relationship demonstrates that the SOR framework's organism-organism pathway is accurate, as it indicates that psychological states influence cognitive processes, which in turn impact behavioral goals (Perez et al., 2024).

This discovery helps us understand how attitudes are formed by showing that JOMO makes people more likely to appreciate the distinctive value propositions of historic tourism. The strong effect suggests that those who prefer to be offline are more likely to appreciate the cultural richness, historical significance, and authentic experiences that heritage tourism offers. This finding extends our understanding of how attitudes form by demonstrating that states of psychological well-being can contribute to the development of positive attitudes (Djafarova & Kim, 2025). The results show that historical tourism companies could consider using JOMO promotion as a way to make their destinations more appealing to Generation Z visitors who seek authentic, meaningful experiences. The relationship demonstrates that heritage tourism aligns with digital wellness frameworks and serves as a unique draw for mindful consumers (Guo et al., 2024).

The strong positive link between online reviews and JOMO development ($\beta = 0.234$, $p < 0.001$) provides new insights into how digital content created by peers may help individuals feel better mentally. This discovery builds on previous research by showing that reading real trip stories can help JOMO grow, even though people thought that all digital material consumption leads to FOMO. The relationship backs up Wojcieszak-Zbierska (2023)'s claims that real travel stories can help people become more aware of mindful travel, and it also adds to our understanding of how certain psychological states arise. The study challenges conventional models of digital consumption by demonstrating that the quality and authenticity of content influence psychological outcomes beyond mere exposure (Eitan & Gazit, 2024). When people in Generation Z read real stories about meaningful travel experiences that focus on cultural depth and personal growth, they may come to appreciate the benefits of JOMO and adjust their travel habits to reflect this. This relationship demonstrates that online reviews can help people understand digital wellness and encourage them to make informed choices that align with JOMO ideals (Dane & Rockmann, 2020). This finding contributes to the body of research on digital wellness by demonstrating how authentic peer-generated content can enhance mental health. The findings indicate that online platforms can help individuals become more aware of mindful consumption and promote peer education about the benefits of digital well-being. This suggests that historical tourism groups should encourage visitors to share authentic, life-changing experiences to help JOMO grow (Duy et al., 2025).

The considerable favorable effect of digital detox practices on JOMO development ($\beta = 0.612$, $p < 0.001$) provides strong evidence for the central stimulus-organism relationship in the SOR paradigm. This study strongly supports other research that shows that being aware of and reducing digital intake can improve mental health and help individuals be more present in the moment. The vast impact size ($f^2 = 0.598$) indicates that the results are significant in real-life applications. This supports the idea that digital detox techniques are essential for cultivating mental states that enable people to appreciate authentic experiences. This association supports Wojcieszak-Zbierska (2023) 's findings regarding the benefits of digital detoxing and contributes to our understanding of how certain psychological states are formed. When people from Generation Z consciously reduce their digital consumption, they create space in their minds for JOMO, a state of mind that encompasses meditation, contemplation, and an appreciation for real experiences (Eitan & Gazit, 2024). The strong effect suggests that altering the atmosphere by reducing digital stimulation can help people become more aware of their vacation experience. This finding contributes to the literature on digital wellness tourism by highlighting specific ways in which altering one's digital device usage can impact one's mental state, which is crucial for tourism behavior (Nguyen et al., 2024). This relationship suggests that digital detox practices are effective ways to address mental health issues that can hinder people's enjoyment of historical tourism, and they also support broader digital wellness initiatives (Sarkar et al., 2025). The significant effect suggests that heritage tourism groups should consider using digital detox advertising as a way to help visitors mentally prepare for authentic cultural experiences.

The strong direct effect of digital detox practices on attitude formation ($\beta = 0.189$, $p < 0.001$) indicates that the interaction between the stimulus and the organism is more complex than just JOMO mediation. This discovery builds on previous research, showing that reducing digital usage intentionally affects cognitive evaluations in several ways, including direct attitude improvement processes (Syamsudin et al., 2025). The small effect size ($f^2 = 0.049$) suggests that this link operates primarily through JOMO mediation, while also having a direct effect. The relationship demonstrates that digital detox techniques have a broad impact on how people perceive tourism, indicating that environmental changes can influence both mental states and cognitive judgments (Liu, 2024). This research suggests that digital detox methods facilitate a deeper appreciation of other cultures, and these effects extend beyond JOMO development to include direct ways of shaping attitudes. The immediate effect confirms the many benefits of digital detox methods and supports their inclusion in plans for historic tourism. The results show that Generation Z's desire to travel for heritage reasons is shaped by complex relationships between changes in their digital media use, their mental health, cognitive evaluations, and information sources created by their peers. This complexity makes it challenging for simple models of tourist behavior to be effective, but it supports integrated theoretical methods that acknowledge the complexity of modern travel decision-making processes

(Sarkar et al., 2025). The results show that heritage tourism is a distinctive part of Generation Z's value-driven spending habits. They also show that it could be a way for people to improve their digital health and connect with authentic culture.

CONCLUSION
Theoretical Contributions

This study makes significant theoretical contributions to tourism research through the successful integration of the Theory of Reasoned Action (TRA) and Stimulus-Organism-Response (SOR) paradigm, providing a comprehensive framework for understanding contemporary tourism behaviour within digital transformation contexts. The theoretical integration addresses the limitations of single-theory approaches by acknowledging both rational decision-making processes and environmental stimuli's influence on behavioural intention formation, demonstrating that Generation Z's tourism behaviour involves complex interactions between cognitive evaluations, psychological states, and environmental modifications that require an integrated theoretical approach for adequate explanation. The development and empirical validation of the integrated TRA-SOR framework represents a methodological advancement in tourism theory construction, as previous research has predominantly employed single theoretical lenses that provide limited explanatory power for complex contemporary phenomena characterised by digital transformation and generational change. The framework's success in explaining substantial variance in heritage tourism intention, while maintaining predictive relevance, demonstrates significant advancement over conventional tourism behavior models. This validates the theoretical integration's effectiveness and provides a robust foundation for understanding Generation Z's travel decision-making processes within digital society contexts.

The study introduces the concept of Joy of Missing Out (JOMO) as a novel construct within tourism research, providing a theoretical foundation for understanding psychological states that promote mindful tourism consumption while addressing gaps in existing research that has predominantly focused on negative psychological states, such as FOMO. The theoretical positioning of JOMO within the SOR framework, as both an outcome of environmental stimuli and an antecedent to cognitive evaluations, demonstrates a sophisticated understanding of psychological state dynamics within tourism contexts. This advances tourism psychology literature by revealing the mechanisms through which environmental modifications influence tourism behavior through psychological state transformation. Furthermore, the study contributes to digital transformation theory within tourism contexts by demonstrating that conscious digital consumption modification influences tourism behaviour through multiple pathways, challenging deterministic technology adoption models by validating individual agency over technology use and the influence of conscious digital consumption modification on tourism preferences. The empirical validation of digital detox practices as antecedents to both psychological states and cognitive evaluations extends existing research whilst providing theoretical support for emerging research on sustainable tourism consumption and digital wellness tourism frameworks.

Practical Contributions

The study makes substantial practical contributions to heritage tourism marketing and destination management through the empirical validation of specific influence pathways that inform strategic decision-making processes. The demonstration that attitude formation serves as the primary predictor of heritage tourism intention validates marketing strategies emphasising authentic cultural narratives, educational value communication, and heritage significance promotion over superficial promotional tactics, enabling heritage tourism organisations to develop marketing communications that emphasise cultural depth, historical significance, and personal transformation potential rather than conventional tourism appeals focused on convenience or entertainment value. The empirical validation of online reviews' significant influence on heritage tourism intention provides strategic guidance for digital marketing approaches that prioritise authentic visitor experience facilitation over traditional promotional content creation, supporting investment in visitor experience enhancement programmes that naturally generate positive peer-generated content whilst providing platforms for meaningful peer-to-peer communication about heritage tourism benefits and transformative potential. The practical implications extend to online reputation management strategies that acknowledge Generation Z's sophisticated evaluation of peer-generated content authenticity, requiring heritage tourism organisations to develop comprehensive visitor experience programmes that naturally generate authentic positive reviews whilst avoiding artificial review generation tactics that Generation Z readily identifies and rejects.

The study's validation of JOMO's influence on heritage tourism attitudes and intentions provides a strategic foundation for developing marketing communications that appeal to Generation Z's evolving relationship with digital technology, enabling heritage tourism organisations to position their offerings as antidotes to digital overwhelm whilst emphasising the contemplative, present-moment awareness benefits that heritage experiences provide. Marketing communications should emphasise heritage tourism's capacity to provide respite from digital pressures whilst facilitating authentic cultural engagement and personal reflection, supporting the development of "digital detox heritage experiences" that explicitly promote disconnection benefits whilst maintaining cultural and educational value through positioning strategies that contrast heritage tourism offerings with digital-driven tourism consumption, whilst emphasising psychological wellness benefits of mindful cultural engagement. The practical applications include visitor experience design that accommodates and encourages digital disconnection whilst providing rich cultural content that satisfies Generation Z's desire for meaningful, transformative experiences, enabling heritage sites to develop "mindful heritage experience" programmes that encourage present-moment awareness whilst providing educational and cultural depth that appeals to Generation Z's values-driven consumption patterns.

The empirical validation of digital detox practices' influence on heritage tourism attitudes provides practical guidance for pre-visit engagement strategies that enhance visitor psychological preparation for authentic cultural experiences, enabling heritage tourism organisations to develop digital wellness programmes that encourage conscious digital consumption modification prior to heritage site visits, whilst enhancing visitor capacity for cultural appreciation and authentic experience engagement. The practical implications extend to partnership opportunities with digital wellness organisations, mindfulness

practitioners, and conscious consumption advocates who share alignment with heritage tourism's contemplative and educational benefits, supporting collaborative programmes that combine digital wellness education with heritage tourism preparation, whilst creating comprehensive offerings that address Generation Z's holistic wellness interests and promote heritage tourism engagement. The strategic applications include visitor journey design that incorporates digital detox preparation phases, on-site mindful engagement facilitation, and post-visit reflection activities that reinforce the transformative benefits of heritage tourism experiences, enabling heritage tourism organisations to develop "conscious heritage tourism" offerings that explicitly integrate digital wellness principles with cultural and educational content whilst creating unique value propositions that address contemporary tourism market needs and maintain heritage tourism's core cultural and educational missions.

Limitations and Future Research

This study acknowledges several limitations that highlight new areas for future investigation while also providing the results in their proper context. The cross-sectional research approach is suitable for evaluating the postulated theoretical linkages; however, it makes it more challenging to draw conclusions about cause and effect and comprehend how things change over time. A longitudinal study in the future could examine how attitudes toward digital detox, JOMO development, and heritage tourism evolve. This would help us understand how these linkages change and how stable they are throughout different life stages and cultural settings. The focus on Ho Chi Minh City, Vietnam, although providing cultural continuity, makes it hard to apply to other cultural contexts and Generation Z groups with varied patterns of heritage tourism and digital consumption. To investigate how cultural values influence the relationships between digital detox practices, JOMO, and heritage tourism intentions, future research should examine the applicability of the theoretical framework in various cultural contexts, particularly between collectivistic and individualistic societies. The study's focus on high school students is well-suited for addressing Generation Z.

However, it only examines one stage of development, so it may not capture the full range of Generation Z's travel behavior across diverse life situations, educational levels, and economic contexts. To learn more about how the framework can be used in more situations, future research could look at how the theoretical relationships change between different groups of Generation Z, such as university pupils, young professionals, and people from different socioeconomic backgrounds

Additionally, research comparing the proposed relationships between generations could help us understand how Generation Z's heritage tourism behavior differs from that of other generations. This would help us understand the generational tourism behavior patterns and their implications for heritage tourism marketing and destination management strategies.

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