

AESTHETIC TOURISM - THE NEW TRAVEL TREND FOR GENERATION Z



Promoting tourism through social networks has seen a significant boost, leading to a new travel trend called aesthetic tourism. Social media platforms have made it easier for people to explore new places and share their experiences and recommendations with a broader audience. This has generated much interest among Generation Z, who are now more willing to travel. However, this trend has also given rise to aesthetic tourism, which emphasizes the visual appeal of a destination over other aspects such as historical, cultural, or natural significance.

Many people want to follow their aesthetic pattern when traveling thanks to content creators who share their outfits, meals, landscapes, hotels, entertainment centers, and vacation experiences. Experts suggest that Generation Z uses Pinterest to browse boards and memory collections. They seek inspiration for their next trip by viewing images of various places.

What is it like to plan an aesthetic trip?

Many people have developed an idealistic view of travel destinations thanks to social media images. These pictures often depict a picturesque and stunning landscape that could be straight out of National Geographic. However, it's important to remember that these images are often manipulated or highly curated and may not accurately reflect the location's reality. Various forms of media have perpetuated these unrealistic expectations over time, including television, film, and travel magazines. However, social media has only amplified the effect.

Let's compare this whole concept to social networks. The results are as follows: on TikTok, #travelaesthetic has more than 66 million visits, #londonaesthetic has 47 million, and #japanaesthetic has 91 million views. In addition, in the searches for some destinations, you can see videos with landscapes or perfect experiences, but in reality, it is only rarely the case.

There is also a growing trend known as "set-jetting," where people travel to locations featured in popular TV shows or movies, such as Emily in Paris. While everyone hopes for an ideal trip, the reality is that the actual sights may only sometimes live up to expectations. This is how specific destinations become undervalued and overlooked once considered dream locations

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