

Exploring the Travel Preferences of Generation Z: A Look into the Next Generation of Tourists

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Abstract : This study focuses on Generation Z, the next generation of tourists born between 1996 and 2012. Given their significant population size, Generation Z is expected to have a substantial impact on the travel and tourism sector. Therefore, understanding their travel preferences is crucial for businesses in the hospitality and tourism industry. By examining their travel preferences, this research aims to identify the unique characteristics and motivations of this generation when it comes to travel. This study used a quantitative method, and primary data was collected through a survey (online questionnaire), while secondary data was gathered from academic literature, industry reports, and online sources to provide a comprehensive analysis of the topic. The sample of the study was 100 Greek individuals aged between 18-26 years old. The data was analyzed with the support of SPSS software. The findings of the research indicated that technology, sustainability, and budget-friendly options are essential components for attracting and retaining Generation Z tourists. These preferences highlight the importance of incorporating innovative technologies, promoting sustainable practices, and offering affordable travel options to effectively engage this market niche. This research contributes to the field of hospitality and tourism businesses by providing valuable insights into the travel preferences of Generation Z. By understanding their distinct features and preferences; businesses can tailor their strategies and marketing efforts to effectively engage and retain this market segment. Considering the limitations of the sample size, future studies could aim for a larger and more diverse sample to enhance the generalizability of the findings.

Keywords : gen Z, technology, travel preferences, sustainability

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