

Unconventional Explorers: Gen Z Travelers Redefining the Travel Experience

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Abstract : This study intends to investigate the travel preferences of Generation Z (born between 1996 and 2012), focusing on their inclination towards unique and unconventional travel experiences, prioritization of authentic cultural immersion and local experiences over traditional tourist attractions, and their value for flexibility and spontaneity in travel plans. By examining these aspects, the research aims to provide insights into the preferences and behaviors of Generation Z travelers, contributing to a better understanding of their travel choices and informing the tourism industry in catering to their needs and desires. Secondary data was gathered from academic literature and industry reports to offer a thorough study of the topic. A quantitative method was used, and primary data was collected through an online questionnaire. One hundred Greek people between the ages of eighteen and twenty-seven were the study's sample. SPSS software was used to assist in the analysis of the data. The findings of the research showed that Gen Z is attracted to unusual and distinctive travel experiences, prioritizing genuine cultural immersion over typical tourist attractions, and they highly value flexibility in their travel decision-making. This research contributes to a deeper understanding of how Gen Z travelers are reshaping the travel industry. Travel companies, marketers, and destination management organizations will find the findings useful in adjusting their products to suit this influential demographic's changing demands and preferences. Considering the limitations of the sample size, future studies could expand the sample size to include individuals from different cultural backgrounds for a more comprehensive understanding.

Keywords : cultural immersion, flexibility, generation Z, travel preferences, unique experiences

Conference Title : ICTH 2024 : International Conference on Tourism and Hospitality

Conference Location : Lisbon, Portugal

Conference Dates : April 11-12, 2024