

# Future Travellers: A Study of Generation Z's Consumption Patterns

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## Abstract

Generation Z is now being seen as the travellers of the future. Their pattern of consumption is changing due to the inclusion of online platforms and the growing use of social media, among other aspects. Tourism trends are shaped by the development of communications, digitalisation, and globalisation, which particularly affect the way tourism products are consumed. Both phenomena constitute an emerging research topic that needs to be further explored. Tourism industry required solutions to global challenges closely related to the intrinsic characteristics of these consumers, particularly in their relationship with technology and sustainability. The aim of this paper is to review what progress has been made so far in this line of research. The methodology carried out is based on two phases. Firstly, the collection of data through a search with the keywords Generation Z and Tourism in Web of Science and, secondly, the analysis of the identified documents. The review highlights the need for more research on Generation Z due to their level of connectivity to the digital world and its direct relationship with the purchase of tourism services. Thus, a “3 C’s Model” is proposed, which can guide future researchers. The findings could help companies in the tourism sector to focus their products on an emerging target.

**Keywords:** Generation Studies, Online Consumption, Tourism Consumption, Travel Patterns, Young Generations

## 1. Introduction

Tourism could be considered as a social, cultural, and economic phenomenon related to the movement of people to places other than their usual residences which is affected by aspects such as globalisation, development of communications and transport (Monaco, 2018). In addition, issues such as the Covid-19 pandemic are forcing tourism to face a new challenge in adapting to new needs arising from changing tourist behaviour (Bire & Nugraha, 2022). This forces the industry to better understand the purchasing behaviour patterns of the new generations as while meeting their needs. Therefore, the tourism sector should focus on some key aspects such as the increasing intellectual level, the tolerance to diverse cultures, traditions or religions, the ability to perceive the beauty of the world, the developing of communication skills, the self-discipline, the adaptation to modern life or the focus on active leisure (Monaco, 2018). These aspects are elements that shape the different generations identified by birth periods, thus further research on the new generations is valuable to guide the future steps of the tourism industry. In this sense, examining the behaviour, attitudes, and motivations of younger tourists, such as Millennials or Generation Z, is crucial. However, a review of the literature shows that there is a large amount of research on the Millennial generation and not on the younger generation, i.e., Generation Z. García-del Junco et al. (2021) determines that, in Spain, the number of individuals belonging to Generation Z is 7.8 million and, in the world, more than 200. In 2019, Generation Z came to comprise 32% of the world's population. In other words, it became the largest generation, surpassing Millennials and Baby Boomers (Entina et al., 2021). For this reason, understanding their consumer behaviour is essential to guide efforts towards new products or services that meet their needs. In addition to the type of products, it is important how these new consumers are targeted and how the products or services can be purchased. Tourism services have a set of peculiarities that differ them from other consumer goods. The most notable is their intangibility (Vargo & Lusch, 2008), which generates more lasting competitive advantages by making them more difficult to imitate (Vendrell-Herrero et al., 2013). This transforms the usual purchasing process for tangible products, where it is possible to test, for example, the product before buying it. However, how do we know if we are going to like our next holiday destination? How do we know if the hotel we have chosen will provide the customer service we expect? In this sense, it is believed that the relationship that members of Generation Z have with social networks is relevant to condition their feelings of the tourism experience. These can be a privileged showcase for the sale of tourism services.

Born during the digital age, represented by the development of the internet and social networks, they could be considered as the true "digital natives". They recognize Internet as part of their lives, their education and socialisation and their social bonding takes place mainly in the virtual world (Skinner et al., 2018; Bravo et al., 2020; Entina et al., 2021).

A first glance at the literature shows a scarcity of research on the characteristics associated with Generation Z and the consumption of tourism services. Studies have presumably focused on the generations that travelled the most, such as the Generation Y or Millennials. However, there is a growing interest in Generation Z research with calls for publication in high impact journals. Our research aims to add to the knowledge of the consumer behaviour of Generation Z tourists, as they will be the travellers of the future. Therefore, this study is intended to provide an overview of the state of the art on Generation Z and tourism and what has been done so far. Hence, we posed the following research questions:

Research Question 1: What is the state of the research about Generation Z and Tourism?

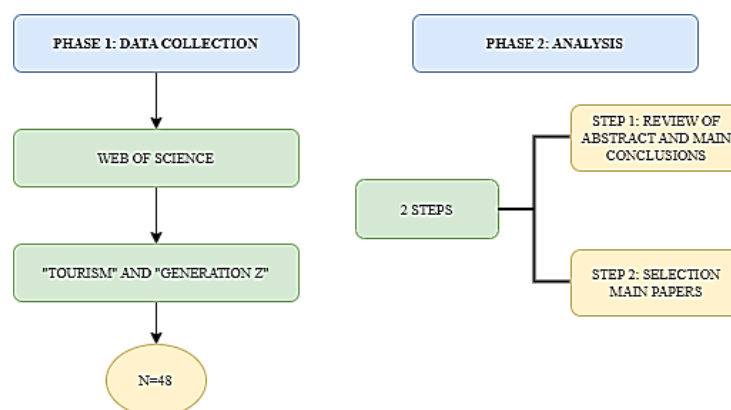
Research Question 2: What does the literature on the tourism consumer behaviour of Generation Z capture?

The structure of the paper is as follows. After the introduction, the methodology used to carry out the literature review is explained. Then, the main characteristics of Generation Z are presented, as well as their behaviour as tourism consumers. Subsequently, a section is developed in which the new consumption patterns in the tourism sector are discussed. Finally, conclusions are provided.

## 2. Methodology

The present study has adopted a two-phase approach (Figure 1), firstly, the data collection and secondly, the analysis.

Figure 1. Methodology



Source: Own elaboration

The first phase is the data collection. The Web of Science (WoS) database is chosen because is the most widely used scientific search platform by researchers, based on citation index (Birkle, Pendlebury, Schnell & Adams, 2020). The keywords used were “Tourism” and “Generation Z” and the results obtained were 48 articles.

The second phase of the methodology is divided into two steps. First, the abstracts and main conclusions of all the articles were analysed. Secondly, those articles that fitted the topic for study were chosen. The abstracts of all articles and the main conclusions have been

reviewed. This has helped to address the delimitation and main characteristics of Generation Z and its relationship with the tourism sector to obtain a general profile of the behaviour of this generation. After that, those papers that were in line with our research topic are selected. The criteria adopted to select the papers was those that provided information on consumption habits in the tourism sector, as well as those that explained the new tourism experiences that attract Generation Z.

### **3. Generations, their evolution, and their way of consuming tourism**

#### **3.1 Main attributes associated with Generation Z**

A generation is understood as a group of people who are born at a certain time in history, so we can classify them as a common collective (Strauss & Howe, 1997, Bravo et al., 2020). Haddouche & Salomone (2018) explain that a generation is not only a consumer group. The concept of generation involves four dimensions: demographic, familial, sociological, and historical. In fact, we can define a generation as a set of people who share same age group of birth years and experiences, being influenced by a range of factors, and therefore develop a set of common characteristics and values (Kupperschmidt, 2000; García-del Junco et al., 2021). Due to the existence of diverse positions, for the purpose of our work, we establish the members of Generation X as those individuals born from the mid-1960s to the late 1970s, Generation Y or Millennials, those born between 1980 and mid-1995, and Generation Z, those born from 1995 to 2010 (Berkup, 2014, Bravo et al., 2020).

Three are the main attributes of a Generation Z individual following the literature review. Firstly, hyperconnectivity due to being the first digital natives (Haddouche & Salomone, 2018), being born with the use of social networks and making them part of their daily lives (Bravo et al., 2020). Derived from the various modern technologies they are able to use, we can assume that they are multitaskers. They perform numerous tasks at the same time, which means that they pay less attention to each one of them (Dimitriou & AbouElgheit, 2019). Self-education could also be developed thanks to the amount of information available on the net and, thanks to social networks, borders between people from different countries are reduced (Dimitriou & AbouElgheit, 2019). On the other hand, members of this generation share some ethical and moral values regarding the environment and tolerance towards all people, perhaps also because of the globalising effect (Entina et al., 2021). Moreover, the relationship between nature and people is not the same among younger generations as among older generations (Pitkänen et al., 2014).

Hyperconnectivity is an identifying trait of Generation Z. They are growing up around technology, Internet, smartphones, video games and screens, so at any moment they can start playing a video game with their neighbour and end up with another person on the other side of the world. Although this depends on Internet connectivity, as 4 billion people in the world do not have access (Haddouche & Salomone, 2018). In this sense, as they are accustomed to having information quickly and easily available thanks to the Internet, they have developed a

certain degree of impatience that characterises them. They need everything as quickly as possible (Berkup, 2014, Bravo et al., 2020).

Their close involvement with information and communications technology differentiates them from Millennials in the number of screens they use. Millennials use three screens on average and Generation Z uses five. In addition to a smartphone, they use iPads, laptops, desktops and, of a certainty, TVs (Dimitriou & AbouElgheit, 2019). The result of this dilemma is the pressure to organise your personal and professional brand to match and distinguish yourself (Larkin et al., 2018; Entina et al., 2021).

Self-education and search for information are typical of these individuals. They use tablets to read textbooks and use online tools to do group work or interact with others (Dimitriou & AbouElgheit, 2019). Moreover, members of Generation Z are branded by their humanistic, moral and ethical values and by their concern for the environmental footprint. In fact, they acknowledge responsibility for the consequences of human-induced climate change. Members of this generation will live in the era of Industry 4.0, based on a market shift driven by new needs. A change in culture, consumption, behaviour, values, and thinking is presumed (Entina et al., 2021), so it is vital to understand these needs to satisfy them.

### **3.2 Consumer behaviour in the tourism sector according to the generation variable**

Members of Generation Z are a key influencer in the choice of family holidays, they prefer experiences rather than possessions and are therefore open-minded and open to different experiences (Robinson & Schänzel, 2019). For these reasons, this cohort is particularly relevant to the tourism sector. For Z's, the fact of being born in the digital era can mean an evolution in people's behaviour in general, and in consumer habits. The use of social networks as a basic element in the life of this group, the evolution in people's awareness of the environment and other aspects, can produce a change in both the orientation of consumption and in the type of products or services they purchase. The fact that members of Generation Z show different behaviours when it comes to consuming tourism services, may be due to two main aspects: the economic crisis and the COVID-19 pandemic. Proof of this is the development of collaborative economy platforms. Martínez-González et al., (2021) determine that among younger consumers, the intention to participate in this type of platform is more frequent. This is the case of touristic platforms such as Airbnb or Blablacar, among others. Also, they are budget conscious and start their journey without a specific destination in mind (Robinson & Schänzel, 2019).

Bravo et al., (2020) explains that Generation Z are more willing to leave reviews of their experiences on websites such as Tripadvisor or Booking than other generations. Currently, new technologies such as augmented reality in tourism are seen as promising (Jingen Liang & Elliot, 2021). In this sense, younger generations and their familiarity with new technologies could encourage the use of these types of techniques to improve tourism experiences. According to Monaco's study (2018), Generation Z uses websites to find information relevant to their purchasing decision, consult online friends and even use social networks to ask for

opinions. In terms of social networks, Z's tend to use Facebook, Instagram, Pinterest or Twitter for inspiration when choosing a destination and to make a purchase decision, they recognise using websites such as Tripadvisor, as well as talking to other people who know the destination (Dimitriou & AbouElgheit, 2019).

Digitalisation which has brought the rise of social media and the dependence on smartphones, has contributed to limiting the Z generation's focus capacity, thus affecting the classic consumer decision-making model (Bassiouni & Hackley, 2014). In this case, the phases of the decision-making model have become interrelated, i.e., they can occur simultaneously (Wei, 2016; Dimitriou & AbouElgheit, 2019).

Dimitriou & AbouElgheit (2019) propose a new purchase decision model adjusted to the characteristics of Generation Z when buying travel. This model is classified into the stages of: Inspiration, social Recognition Need, Planning, Search and Evaluation, Booking and Post-Booking Evaluation. The fact that a purchase model in line with the Z's is being studied in the tourism sector clearly shows that there is a change in consumption patterns.

#### **4. New Consumption Patterns in the Tourism Sector: Generation Z**

Following the analysis of the abstracts and main conclusions of all the articles obtained in the data collection, 12 articles were selected (Appendix 1). The period is from 2018 to January 2022. The reason why papers are ordered chronologically is to know which aspects were investigated before and after. In addition, Appendix 1 shows information about the nationality or origin of the individuals under study in order to detect any bias or geographical areas studied.

Having obtained a profile of the main attributes that characterise Z's, a series of effects and patterns have been recognized. New technologies and the use of Internet have given place into a general change in the way of consuming: Online consumerism is making great strides. In fact, there is a positive attitude of young consumers towards e-tourism and online consumption (Martínez-González & Álvarez-Albelo, 2021; Del Moral-Pérez et al., 2021). The number of Generation Z consumers using new digital communication tools is on the rise, so they are direct participants in the drastic technological and economic changes of the world.

Younger consumers search on different tourism websites such as Tripadvisor to read the recommendations of other users and facilitate their purchasing decision. This phenomenon is represented in numerous studies such as, electronic word of mouth (Martínez-González et al., 2021). In this line, several studies show that Generation Z are the most willing to leave references about their trips, because they are much more accustomed to the use of social networks (Monaco, 2018; Bravo et al., 2020). However, the results of studies such as Bravo et al., (2020), reflect that although the Z show positive intention to give references, not so much in seeking information and booking on this type of websites.

Today's consumers select their products and services to express their uniqueness and individuality (Song & Lee, 2013). The uniqueness can be reflected in the holiday destination

the consumer chooses, and then demonstrate it to others on the networks. For members of Generation Z and Millennials, the opinion that others have of them is crucial and this can be perceived through the destinations they visit, so they tend to select destinations that are unique and different. In addition, they desire to influence the choices of others (Styvén & Foster, 2018).

If looking more deeply into Generation Z, there are also several age-specific behaviours that can be recognised. Booking hotels and buying train or plane tickets are more frequent among younger Generation Z members. However, among older Z's, the purchase of tickets for shows online stands out (Del Moral-Pérez et al., 2021). Nationality is also a factor to consider. This variable may affect the type of products consumed online. For example, in the study by Del Moral-Pérez et al., (2021), it is established that Colombians consume more show tickets and Spaniards more products associated with tourism and low-cost travel.

Dimitriou & AbouElghei's (2019) purchase decision model is related to all the factors discussed above: the use of new technologies, social networks, the search for information on the Internet and the need to share content of Generation Z members. However, while this fact clearly shows a change in consumption patterns, it would be interesting to broaden it by clarifying young people's need to influence others.

The results of the study by Robinson & Schänzel (2019) cannot be overlooked. The authors determine some travel patterns. These patterns are related to accommodation, activities, places visited, transport and travel profile and, also, identify some influencing factors other than those already mentioned, such as budget, accessibility, flexibility, and serendipity. This last aspect studied is interesting, as it can be related to more recent studies that value experience and ease of access as an influential factor in destination choice (Nguyen et al., 2021; Stavrianea & Kamenidou, 2022). Besides that, one of the new forms of consumption in the tourism sector is the collaborative economy. Thus, Martínez-González et al., (2021) explain that more than 50% of young consumers intend to participate in the collaborative economy of tourism.

Looking at the methodology, most of the studies are empirical and only one is theoretical. Either by appealing to socio-psychological theories, which could explain consumer behaviour and generational differences, or to others, of an economic-organisational nature, centred on the tourist product or service. Secondly, within the empirical studies, many are quantitative works of an exploratory nature (i.e., Monaco, 2018; Fondevila-Gascón et al, 2019; Del Moral-Pérez et al., 2021; Entina et al., 2021) while others try to develop causal models, especially through structural equation modelling given the difficulty of establishing causal relationships such as: Martínez-González & Álvarez-Albelo (2019).

Regarding the samples, questionnaires are the main tool used for the empirical articles, and, to elaborate their items, there are some studies that use the Delphi Method (Martínez-González, et al., 2021), thus providing scientific rigor supported by experts. Most of them come from Spanish respondents. However, there are others that compare different countries. This bias also limits the generalisability of the results, although, by comparison, it does show

how nationality can affect the form of tourism consumption within the same generation. There is also some qualitative work (Robinson & Schänzel, 2019) that highlights the possibility of delving deeper into the subject. In summary, although the sample of articles on the topic of study is too small to generalize, it does provide an assessment of the interest in the topic and the issues that need to be addressed.

## 5. Conclusions

Through a review of the literature, the profile of a Generation Z member has been outlined. Being born in the digital era, they are considered true digital natives and their social ties are mainly developed in the virtual world (Skinner et al., 2018; Bravo et al., 2020; Entina, et al., 2021; Williams et al., 2010; Dimitriou and AbouElgheit, 2019). Because of their use of new technologies, they are described as adept researchers, who feel the need to search for information by themselves and, consequently, they are familiar with self-education (Dimitriou & AbouElgheit, 2019). Moreover, because their concern for the environmental and social issues due to globalisation, they are more tolerant of everyone's rights (Entina et al., 2021). Hence, they are often attributed humanistic, moral, and ethical values.

The research has provided an overview of the literature on Generation Z and tourism (Research Question 1). One of the first conclusions drawn from the literature review is the paucity about Generation Z. This hinders the task of drawing relevant conclusions and generalizing results with sufficient scientific support. As for the predominant type of research, the scarcity of theoretical studies is striking. Although our search has been very concise by introducing generic keywords such as "Tourism" and "Generation Z", the bibliography does not return works that relate the concepts in a precise way. Particularly, the relationship between the two fields studied is based more on the use of new technologies, social networks, and consumption in general, without delving into the causal relationships between the distinctive elements of this generation and the tourism sector. This makes it difficult to understand the state of the question.

The attributes detected associated with the Z's go alongside the new ways of consuming tourism (Research Question 2). Social networks and the influence that others exert on young people with their publications, are the main driving force when it comes to deciding which tourist service to consume. They also rely on information found on tourism websites such as Tripadvisor, where other consumers report their experiences, as a decisive factor. In addition, they are willing to leave their references to help other users (Monaco, 2018, Bravo et al., 2020).

Some gaps have been identified that will contribute to the advancement of this topic. They reveal the relevance that Generation Z is acquiring in the field of consumption in general and in tourism. There are still more studies on their predecessors, the Millennials, so further research on this generational cohort will allow a better understanding, by comparison, of the different generational influences on the consumption of goods and services in the tourism industry. In particular, through the development of sound, theoretically based, contrastable



models. The inspiration phase in the purchase decision model in the tourism sector proposed by Dimitriou & AbouElgheit (2019) is a useful approach to Generation Z's thoughts and actions. However, there is a need to adapt it to the concept of influence. Social networks are considered a great showcase for creating purchasing needs. In fact, tourism companies hire influencers in the world of social networks to showcase their services. Members of Z's could be relying on and being inspired by people they follow on social media. Different questions could be raised. The more followers these people have, the higher the level of influence and trust? Z's strong level of connectivity in a digital world could be increasing the need to acquire more tourism services. For all these reasons, it is considered relevant to continue updating the decision-making model of the tourism consumer, under the premise of influence and the need to influence others (Styvén & Foster, 2018), to carry out a theoretically grounded and empirical content analysis work that delves into the essence of the experiences, concerns, and interaction of this generation.

For guiding research to fill these gaps we propose a model of analysis (3 C's). This model gathers those aspects that are relevant to understand the tourism consumption patterns of this generation: the context they live intensely, the contents they generate and the experiences they demand. Information and communications technology permeates and vertebrates the interrelationships of the rest of the aspects as it is the core of the new interaction modes developed by the younger generations, such as the Z generation.

The first aspect is the so-called Context-oriented quick necessities. Because generations are influenced by historical events, it is essential to clarify the economic and social contexts to establish distinguishing characteristics between one generation and another. Above all, turbulent situations in the environment such as Covid-19 can bring about a generational change in society's values and beliefs, affecting even differently depending on the age of the group of people. In addition, it would be interesting to delve deeper into how each generation perceives the context it is going through and how new consumer trends are generated. It seems that younger generations are quicker to adapt to disruptions and evolutions, and their involvement could be greater.

The second refers to this generation as a Content-driven demand creators. There is a need to study current changes in the way young people act, associated with their frequent use of social networks as part of their sociability. Therefore, the "influence" factor described above is essential to establish a new, updated model of Generation Z. One could start from the basis of two strands: Are Z's more influenceable or influential? Therefore, research into the inspiration and influence that members of generation Z have from their virtual world with the aim of living and sharing experiences is urged. The research also reveals a capacity for being content creators (web 3.0) and therefore very permeable to Industry 4.0 and developments in the metaverse.

The last aspect is related to them as Claimers of experiences. Many of the members of Generation Z can already be considered tourism consumers, as they are active in working life, but in addition, even those who are still minors have a high level of influence in deciding

holiday destinations. Moreover, their consumption patterns may be underpinned by their social and environmental values. Also, because of their experiential nature, it is necessary to know them in depth. Consumers are also becoming more and more demanding, so they could need tourism services based on the experience economy, which would include the entire purchasing.

As for the contribution of our research, it can be divided into two aspects: academic and practical. From a theoretical point of view, it contributes to the line of research on Generation Z and its new forms of consumption by identifying some gaps that should be covered in future research from different fields. In addition, it provides a research model that can guide academic work in this line of research. Based on the proposed 3 C's model, other exploratory and explanatory models can be built to cover some of the gaps detected and contribute to the creation of new and more appropriate tourism services.

To conclude, it is considered necessary to understand the effect of the context on this generation, to better understand how they relate to tourism consumption through their special relationship with technology and how they contribute to the generation of brands, needs and services, and to develop theoretical models that better explain the role of this generation in the development of the tourism sector.

On the other hand, about the practical contributions, this work helps the tourism sector by highlighting which specific variables of the generation (e.g., sharing economy platforms, content creators on social networks, self-education) are beginning to relate to their tourism consumption and by providing valuable insights to take Generation Z into account in the development of their services, as well as in the focus of their marketing campaigns.

Finally, some of the limitations of our research are outlined. Data collection could be expanded by searching in other databases, such as Scopus. In addition, it is worth mentioning the notable scarcity of results on the subject studied. Apart from that, as future lines of research, it would be interesting to include Generation Alpha, which would be those individuals born after 2010. Finally, according to the conclusions drawn from the new tourism consumption patterns, one of the main players is the use of new technologies. New technological applications are starting to be applied in tourism, such as augmented reality (Jingen Liang & Elliot, 2021). Along these lines, future research could aim to relate new technologies applied in tourism to enhance the experiences of the consumers of the future: the younger generations.

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## Appendix 1

*Appendix 1. Main articles about tourism consumption.*

Author	Geographical scope	Purpose	Variables	Methodology	Results
Styvén & Foster, (2018)	Sweden, UK and India	To determine the factors that influence the sharing of travel experiences on social media with a sample of Millennials and Generation Z consumers.	Need for uniqueness, opinion leadership, reflective self-appraisal related to the tendency to share.	Empirical. Questionnaire. Structural Model <ul style="list-style-type: none"> <li>(N=922. 309 Sweden, 307 UK, 306 India)</li> </ul>	Millennials and Z's: Importance of opinion of others, need to influence with new travel experiences, sharing on social networks during the trip (electronic word of mouth), choice of different and unique destinations, no significant differences according to nationality.
Monaco (2018)	Italy	Study of consumer behaviour in tourism services of Generations Y and Z as future active agents.	Online tourism	<ul style="list-style-type: none"> <li>Empirical.</li> <li>Questionnaire</li> <li>(N=200, Italian web users)</li> <li>Descriptive analysis</li> </ul>	Z's: inclined to use online tools (websites, forums, blogs)  Millennials: Inclined to use face to face opinions (friends, family...). Influence of geographical area and gender.
Dimitriou & AbouElghait, (2019)	EEUU	Propose a new decision process for Generation Z when purchasing travel and tourism services through social and mobile applications (i.e., hotels, airlines, attractions, and restaurants).	New technologies: social networks (inspiration and content creation) internet reviews, mobile applications.	<ul style="list-style-type: none"> <li>Theoretical. Conceptual approach. Bibliographic review.</li> </ul>	Generation Z is influencing change in the travel industry due to its unique attributes compared to other generations.

Martínez-González & Álvarez-Albelo (2021)	Spain (Canary Islands)	Study how it affects the loyalty of young consumers on tourism websites.	Level of website customisation, first impression and design	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Questionnaire.</li> <li>• Causal Model</li> <li>• Structural Equation Model</li> <li>• N= 609 young consumers.</li> </ul>	Young people attach importance to the variables studied. Their "technological" character is confirmed. They have a high online shopping potential,
Robinson & Schänzel (2019)	(New Zealand) Germany USA, Netherlands, France, Luxembourg, Iceland England	Understanding the travel experiences of Generation Z travellers	Immediate influences, destination influences, global influences	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Qualitative research interpretive paradigm.(Content analysis: 12 interviews and 5 blogs) 7 Germany, 2 Netherlands, 2 France, 2 Luxembourg, 1 Iceland, 1 England, 2 USA</li> </ul>	Travel patterns: Relation to accommodation, activities, places visited, transport and travel profile.  Influencing factors in destination selection: budget affordability, convenience and accessibility of services, flexibility and serendipity.
Fondevila-Gascón et al., (2019)	Spain	To analyse the usage intentions, recommendations and usefulness of portals based on the analysis of four online platforms in the tourism sector (Blablacar, Airbnb, Eatwith and Trip4real) based on generation variable	Interest in using, trust in the service and payments, usefulness of feedback, intention to recommend, intention to repeat and intention to offer the service.	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Experimental Design. Control and experimental group</li> <li>• (N= 222 respondents)</li> </ul>	Trust, value and use of online reviews, interest in recommending (Airbnb only). Generation not a key factor. Other influential factors: level of usage, internet connection, social networks.
Bravo et al., (2020)	Spain	To understand the consumer behaviour of generations X, Y	Self-efficacy and satisfaction	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Personal Survey</li> <li>• Regression</li> </ul>	More differentiating factor between generations: Z's are more willing to give

		and Z on social tourism websites.		<ul style="list-style-type: none"> <li>Analyses (N=346 social tourism users)</li> </ul>	references than X's and Y's.
Entina, et al., (2021)	US, the UK, Australia, China, and India.	Offers a model to develop the global travel industry through new digital technologies and communication by studying the needs of the Z Generation.	New technologies: digitalisation and global communication	<ul style="list-style-type: none"> <li>Empirical</li> <li>Secondary data (Skift Research, 2019)</li> <li>(N=4236 individuals. 1046 US, 1143 China, 1015 India)</li> <li>Descriptive analysis</li> </ul>	Depend on Geographical Scope:  Use Google except China. Traditional Travel Agency use in the past (except US). China and India current use of traditional travel agency. Social Network: Favourite app: Instagram (US and UK) YouTube, second for young Z's and Facebook for old Z's.
Martínez-González et al., (2021)	University of Canary Islands (Spain)	To analyse the internal and external factors of young consumers' intention to use the collaborative economy in the tourism sector.	Electronic word of mouth, reputation, product, satisfaction, attitude, social norm.	<ul style="list-style-type: none"> <li>Empirical</li> <li>Questionnaire.</li> <li>(N= 532 young consumers, university students)</li> <li>Factorial Analysis</li> </ul>	Young consumers consume products from the collaborative economy of tourism.
Del Moral, Guzmán & Bellver (2021)	Spain and Colombia	To analyse the form of online consumption and digital leisure activities of young people using digital applications, digital media, social networks, and various entertainment platforms.	Online consumption: age, nationality, and influence.	<ul style="list-style-type: none"> <li>Empirical</li> <li>Questionnaire.</li> <li>Descriptive</li> <li>Factorial analysis and T-Student,</li> <li>(N=500 students)</li> </ul>	Tendency towards online consumption irrespective of age. Hotel bookings or ticketing consumed by younger Z's (22-23 years old). Tickets to shows older Z's (24-25 years old). Spanish tourism and low-cost travel, Colombian entertainment.



<p>Nguyen et al., (2021)</p>	<p>Vietnam</p>	<p>To investigate the influence of social media content on members of generation Z on their intention to travel.</p>	<p>Social media use, intention to visit</p>	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Questionnaire.</li> <li>• Structural Equation Model</li> <li>• (369 students)</li> </ul>	<p>Z's valuation of social media: usefulness, perceived value, and reliability of information. Z's use social networks to search for information. Main motivation and intention to visit. Real experiences. They value the destination's clear, simple access and cost-effective process.</p>
<p>Stavrianea &amp; Kamenidou (2022)</p>	<p>Greece</p>	<p>Analysis of the experience, attitudes, engagement, and impact on consumption intentions of online accommodation bookings in Generation Z.</p>	<p>Experiential values, involvement, and attitudes.</p>	<ul style="list-style-type: none"> <li>• Empirical</li> <li>• Questionnaire.</li> <li>• Structural Equation Model</li> <li>• (970 young consumers)</li> </ul>	<p>Experiential value is important to capture and maintain the Z's interest in online booking platforms. Involvement key element related to patronage intentions. Experimental value to get involved, have a positive attitude, and patronage on online booking platforms.</p> <p>Higher performance in the tourism sector (Z's): aesthetics, playfulness, service excellence, return on investment for the consumer.</p>